



Our Ref.: 17010

7 December 2017

design worldwide partnership  
16 Telford Street  
Newcastle NSW 2300 Australia

ATTENTION: Christian Barkowski

Dear Christian,

**RE: Proposed Aberdeen Valley Fair – Signage Assessment - SEPP 64 and Section 8b Advertising & Signage Upper Hunter DCP 2015**

Reference is made to Council request for further information (RFI) seeking “signage details sufficient to enable assessment in relation to SEPP 64 Schedule 1 requirements” and Council signage requirements as provided for in Section 8b Advertising & Signage Upper of the Hunter DCP 2015.

**1. Proposed Signage**

The architectural drawings provided by dwp illustrate the proposed signage on sheets A003, A004 (location of proposed pylon signs), A005 & A009 (3D views of proposed pylon signs), A007 (location of pylon sign in relation to highway service centre), A008 location of pylon signs in relation to Perth Street frontage and the bulky goods retail precinct of the development), A010, A011 & A012 (location of pylon signs and illuminated signage zones on building elevations), A014 (pylon signage detail) and the notification plans.

The proposed signage for the site includes:

**1.1 Retail/Commercial building located corner of Perth and McQueen Streets:**

- a. Perth Street frontage contains one (1) illuminated window sign (12m x .6m; 7.2m<sup>2</sup> area) and one (1) building identification sign adjacent to the street corner of the development stating “Aberdeen Valley Fair” (10m x .6m; 6m<sup>2</sup> area);
- b. McQueen Street frontage contains one (1) illuminated window sign (12m x .6m; 7.2m<sup>2</sup> area) and one (1) illuminated wall sign adjacent to the street corner (8.3m x .42m; 3.486m<sup>2</sup>);
- c. Southern elevation contains three (3) illuminated window signs (3 signs @ 10m x .5m; 5m<sup>2</sup> area; 1 sign @ 12m x .6m; 7.2m<sup>2</sup> area);
- d. Eastern elevation contains two (2) illuminated window signs (8.25m x .42m ea; 3.465m<sup>2</sup> area).

### 1.2 McQueen Street frontage:

Two (2) proposed Pylon signs relating to highway service centre (refer to sheets A003 & A004); detail and dimensions is as follows as per sheet A014 (refer figure 1 below) 8.1m height; 3.05m wide; 18.45m<sup>2</sup> area.

### 1.3 Perth Street frontage:

Two (2) proposed Pylon signs relating to bulky goods retail precinct (refer to sheets A003 & A004); detail and dimensions is as follows as per sheet A014 (refer figure 1 below) 8.1m height; 3.05m wide; 18.45m<sup>2</sup> area.

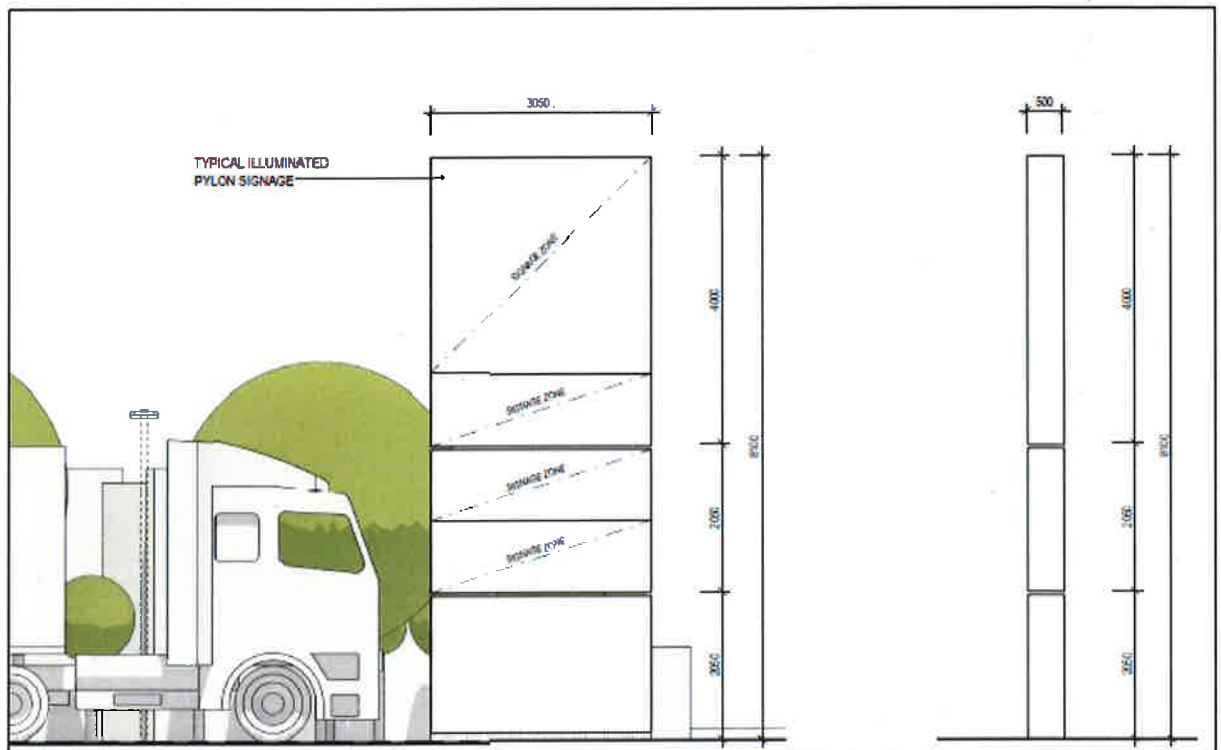


Figure 1 – Pylon Signage detail (sheet A014).

### 1.4 Highway service centre:

- e. Northern elevation – one (1) illuminated signage zone (12m x .6m; 7.2m<sup>2</sup> area) - wall sign;
- f. Eastern elevation – three (3) circular shaped illuminated wall signage zones (2m diameter; 3.14m<sup>2</sup> area) – wall signs;
- g. Southern elevation – one (1) illuminated wall signage zone (12m x .6m; 7.2m<sup>2</sup> area) – wall sign; and
- h. Western (Highway) elevation – two (2) circular shaped illuminated wall signage zones (2m diameter; 3.14m<sup>2</sup> area) – wall sign.

### 1.5 Retail building (2) (located adjacent to highway service centre):

- i. Northern elevation - one (1) illuminated wall signage zone (5.2m x 1.1m; 5.72m<sup>2</sup> area) – wall sign;
- j. Western elevation - one (1) illuminated wall signage zone (19.65m x 1m; 19.65m<sup>2</sup> area) – wall sign;

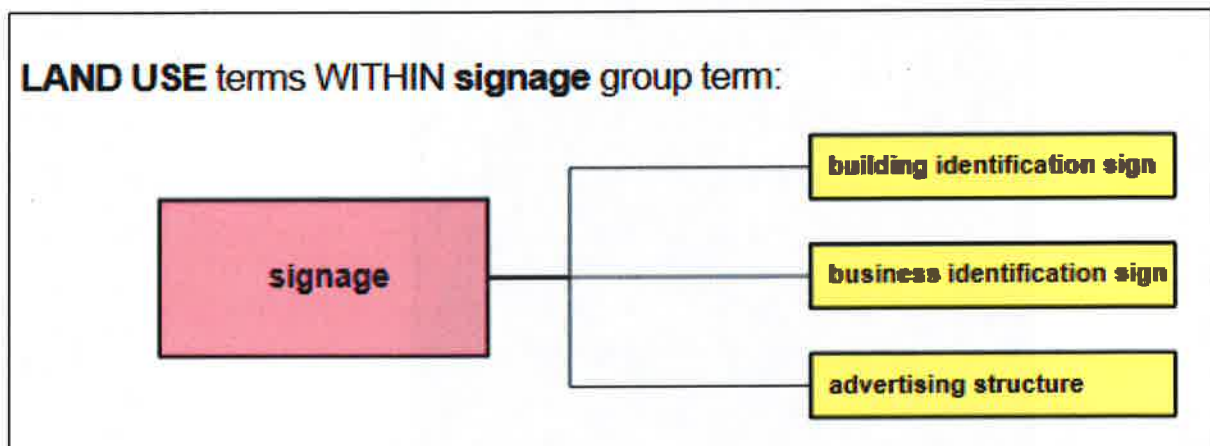
- k. Eastern elevation - one (1) illuminated wall signage zone (8m x 1m; 8m<sup>2</sup>); &
- l. Southern elevation - one (1) illuminated wall signage zone (19.65m x 1m; 19.65m<sup>2</sup> area).

#### 1.6 Bulky Goods Precent (located off Perth Street):

- a. Northern elevation:
  - four (4) illuminated window sign zones (8.25m x .42m; 3.465m<sup>2</sup> area);
  - one (1) illuminated wall sign zone (12m x .6m; 7.2m<sup>2</sup> area); and
  - building identification sign (Aberdeen Valley Fair – 8.7m x 2.3m; 20.01m<sup>2</sup> area).
- b. Western elevation - two (2) illuminated window sign zones (8.25m x .42m; 3.465m<sup>2</sup>).

## 2. Signage Definitions

The Upper Hunter LEP 2013 includes the land use definitions as outlined in the standard instrument. The Dictionary includes a number of 'groups' of land use terms that are broadly related by type of use. As noted in the Department of Planning and Environment Practice Note PN 11-003 signage is a group term with three individual sub terms as follows:



**Figure 2 – Signage Group**

The land use definitions for each of these sign types is as follows as per the Upper Hunter LEP 2013:

**signage** means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- (a) an advertising structure,
- (b) a building identification sign,
- (c) a business identification sign,

but does not include a traffic sign or traffic control facilities.

**advertising structure** means a structure used or to be used principally for the display of an advertisement.

**building identification sign** means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.

**business identification sign** means a sign:

(a) that indicates:

(i) the name of the person or business, and

(ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed, and

(b) that may include the address of the premises or place and a logo or other symbol that identifies the business,

but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

Of relevance also is the definition of advertisement under the Environmental Planning and Assessment Act which is as follows:

**advertisement** means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

Based on the above definitions then the advertising proposed would be classified as follows:

- **Pylon Signs** – There are four (4) of these sign types proposed on the Perth and McQueen Street frontages (refer 1.2 and 1.3 above). No advertisement is included in the detail accompanying the architectural plans so these would be classified as an **advertising structures**.
- **Window Signs** – These are proposed on each of the buildings proposed and would potentially be classified as **signage**. However they do not meet the definition of signage as there are no detail that “advertises or promotes any goods, services or events”.
- **Walls Signs** - These are proposed on each of the buildings proposed and would potentially be classified as **signage**. However they do not meet the definition of signage as there are no detail that “advertises or promotes any goods, services or events”.
- **Building identification signs** – There are two (2) of these signs proposed; one (1) on the commercial/retail building located on the corner of Perth and Macqueen Streets, and one on the main bulky goods building.

### 3. Permissibility of Proposed Signage

As noted in the Statement of Environmental Effects that accompanies the development application, the subject site is zoned B2 Local Centre and signage (which includes advertising structures as a sub term) is a permissible use with consent in that zone. Consequently all of the proposed signage is permissible with consent.

### 4. State Environmental Planning Policy (Exempt and Complying Development Codes) 2008

Certain types of signs for businesses and other purposes do not require development consent if the proposed signage meets the relevant development standards set out in Advertising and Signage

Exempt Development Code in the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008. In relation to the proposed signage, the following may not require development consent:

- **The two building identification signs.** - "The construction or installation of a building identification sign on the facade of a building for the purpose of identifying or naming a building is development specified for the purposes of this code if it is not constructed or installed on a heritage item or draft heritage item, in a heritage conservation area or draft heritage conservation area." (Clause 2.84). Both of the building identification signs are in excess of 2.5m<sup>2</sup> and therefore consent is required for these signs.
- **Walls Signs** – There are a number of these proposed throughout the development. "The construction or installation of a business identification sign (including a business identification sign for a home business) that is flat mounted or painted on the exterior wall of an existing building, or on an existing boundary fence or wall, is development specified for the purposes of this code if it is not constructed or installed on a heritage item or draft heritage item, in a heritage conservation area or draft heritage conservation area." (Clause 2.86). The relevant standards that would have to be met under sub clause 2.87 are as follows:
  - not result in more than 4 business identification signs of this type for the building (which may refer to more than 1 business within the building) so long as only one sign is visible on each elevation of the building,  
**Planning Comment:** One (1) of the wall signs on the eastern elevation of the proposed highway service centre would require development consent.
  - be attached to the building in which the business identified in the sign is located, and  
**Planning Comment:** No signage detail provided, but from the design of the signage and its location this is the intent.
  - if it is a sign that is located in a business zone—not be more than 5m<sup>2</sup> in area, and  
**Planning Comment:** A number of the signs are in excess of 5m<sup>2</sup> in area.
  - not project beyond the parapet or eaves of the building to which it is attached, and  
**Planning Comment:** Complies with requirement.
  - not be more than 8m above ground level (existing), and  
**Planning Comment:** Complies with requirement.
  - not cover any window, door or architectural feature, and  
**Planning Comment:** Complies with requirement.
  - be securely fixed to the building in accordance with:
    - AS/NZS 1170.0:2002, Structural design actions, Part 0: General principles, and
    - (ii) AS/NZS 1170.2:2011, Structural design actions, Part 2: Wind actions, and**Planning Comment:** Can comply with this requirement at detail design stage.
  - if the sign is illuminated:
    - (i) have its means of illumination, including any associated cables, concealed or integrated within the frame of the sign, and
    - (ii) not be animated, flashing or moving, and
    - comply with AS 4282—1997, Control of the obtrusive effects of outdoor lighting, and**Planning Comment:** Can comply with this requirement at detail design stage.

- if the sign is on a building, fence or wall on land within a residential, rural or environment protection zone, or is within 50m of and faces toward land within one of those zones—only be illuminated:
  - if the hours of operation of the business identified on the sign have been approved—during those hours, or
  - if the hours of operation of the business identified on the sign have not been approved—between 7.00 am and 10.00 pm on any day.

**Planning Comment:** Can comply with this requirement at detail design stage.

**Planning Comment:** While there is no signage details for the wall signs it is proposed that they would be used by the respective tenants of each tenancy area of each respective building within the complex. On that basis the consent requirements would apply to each wall sign:

**Highway service centre:**

- Northern elevation – one (1) illuminated signage zone (12m x .6m; 7.2m<sup>2</sup> area )- wall sign; - **consent required** as sign area exceeds 5m<sup>2</sup>.
- Eastern elevation – three (3) circular shaped illuminated wall signage zones (2m diameter; 3.14m<sup>2</sup> area) – wall signs; - **2 signs are exempt** only as there is a requirement only one wall sign per elevation (noting there are two buildings, the service station building and the fuel dispensing area canopy); one of the signs requires development consent.
- Southern elevation – one (1) illuminated wall signage zone (12m x .6m; 7.2m<sup>2</sup> area) – wall sign; **consent required** as sign area exceeds 5m<sup>2</sup>.
- Western (Highway) elevation – two (2) circular shaped illuminated wall signage zones (2m diameter; 3.14m<sup>2</sup> area) – wall sign; - the **2 signs are exempt** (noting there are two buildings, the service station building and the fuel dispensing area canopy with one sign on each building);

**Retail building (2) (located adjacent to highway service centre):**

- Northern elevation - one (1) illuminated wall signage zone (5.2m x 1.1m; 5.72m<sup>2</sup> area) – wall sign; **consent required** as sign area exceeds 5m<sup>2</sup>.
- Western elevation - one (1) illuminated wall signage zone (19.65m x 1m; 19.65m<sup>2</sup> area) – wall sign; **consent required** as sign area exceeds 5m<sup>2</sup>.
- Eastern elevation - one (1) illuminated wall signage zone (8m x 1m; 8m<sup>2</sup>); **consent required** as sign area exceeds 5m<sup>2</sup>.
- Southern elevation - one (1) illuminated wall signage zone (19.65m x 1m; 19.65m<sup>2</sup> area); **consent required** as sign area exceeds 5m<sup>2</sup>.

**Bulky Goods Precent (located off Perth Street):**

- Northern elevation - one (1) illuminated wall sign zone (12m x .6m; 7.2m<sup>2</sup> area); **consent required** as sign area exceeds 5m<sup>2</sup>.

- **Window Signs** - There are a number of these proposed throughout the development. “The construction or installation of a business identification sign inside any window of an existing building is development specified for the purposes of this code.” (Clause 2.94). The relevant standards that would have to be met under sub clause 2.95 are as follows:

- not cover more than 20% of the surface of the window in which it is displayed or 6m<sup>2</sup>, whichever is the lesser, and
- not be illuminated.

**Planning Comment:** All of the window signs are proposed to be illuminated, and that does not satisfy the exempt development criteria. Consequently **consent is required for all of the proposed window signs.**

## 5. Signs which Development Consent is sought

Based on the above analysis of the proposed signage under 4. State Environmental Planning Policy (Exempt and Complying Development Codes) 2008, it is confirmed that development consent is sought for the following signage:

- 1) The four proposed pylon signs.
- 2) All of the proposed window signs.
- 3) The wall sign located on the northern side of the eastern elevation of the highway service centre building and the wall sign located on the southern side of the building.
- 4) All of the wall signs located on Retail Building (2).
- 5) The two building identification signs.

Given no details as to the notice or advertisement that is to appear on the signs has been provided as the tenants for each of the respective premises has yet to be determined, it is recommended that the consent be conditional on all of the signs being business identification signs.

All other signs illustrated on the plans satisfy the respective threshold tests for Exempt development.

## 6. State Environmental Planning Policy No 64 – Advertising Signage

Following is an assessment of the signage to which consent is sought under section 5 of this submission above via the provisions of State Environmental Planning Policy No 64 – Advertising Signage (SEPP 64). The aims of SEPP 64 are to ensure that advertising and signage is compatible with the desired amenity and that the nature of the signage is compatible with the visual character of an area. Also that the signage provides effective communication in suitable locations, and is of high quality design and finish.

Clause 6 of this SEPP stipulates that the policy applies to the following:

- (1) *This Policy applies to all signage:*
  - (a) *that, under another environmental planning instrument that applies to the signage, can be displayed with or without development consent, and*
  - (b) *is visible from any public place or public reserve, except as provided by this policy*

At this stage there is no details provided with the signage and consequently what is proposed is signage and advertising structures. Signage is defined under SEPP 64 and includes any structure that supports a sign as follows:

*signage means all signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage and includes:*

- (a) building identification signs, and*
  - (b) business identification signs, and*
  - (c) advertisements to which Part 3 applies,*
- but does not include traffic signs or traffic control facilities.*

Signage is permitted with consent within the B2 Local Centre zone that applies to the site and consequently SEPP 64 applies to this proposal.

Signage proposed as part of this application that is not visible from any public place, such as the adjoining roads (Macqueen and Perth Streets). Consequently the illuminated circular wall sign on the eastern elevation of the highway service centre building is not considered within this SEPP 64 assessment. All other signage would have a direct or obscured view from a public place and has been addressed directly in this assessment.

Part 2 of the SEPP deals with all signage and at clause 8 states:

**8. Granting of consent to signage**

*A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:*

- (a) that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and*
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1.*

Consequently an assessment of the proposed signage is required taking into consideration the objectives as set out in clause 3 (1) (a), and that the signage satisfies the assessment criteria specified in Schedule 1 of SEPP 64.

Part 3 deals with Advertisements and does not apply. Clause 9 of SEPP 64 specifies what signage this part of the policy does not cover, and that includes:

**9 Advertisements to which this Part applies**

*This Part applies to all signage to which this Policy applies, other than the following:*

- (a) business identification signs,*
- (b) building identification signs,*
- (c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,*
- (d) signage on vehicles.*

The signage the subject to this application would be classified as business identification signage and we would recommend a condition to this effect be placed on the development consent to that effect.



### 6.1 Clause 3 Objectives

As noted under clause 8 of the SEPP 64, an assessment of the proposed signage is required against the SEPP's objectives as stated in clause 3 (1) (a) as follows:

**(1) This Policy aims:**

*(a) to ensure that signage (including advertising):*

- (i) is compatible with the desired amenity and visual character of an area, and*
- (ii) provides effective communication in suitable locations, and*
- (iii) is of high quality design and finish*

The proposed signage is considered to satisfy these objectives in that the signage is compatible with the commercial zoning of the site and the highway frontage on which it is located, provides effective communication in suitable locations at the frontage of the site consistent with other signage along the highway, and is of a high quality design and finish. Accordingly, the proposal is considered to be in accordance with the SEPP objectives as set-out above and in Clause 3(1)(a)

### 6.2 SEPP 64 Schedule 1 Assessment

A full assessment has been completed in relation to the provisions of Schedule 1 of the SEPP below in relation to the signage proposed. This assessment concluded that the proposal satisfies the assessment criteria set-out by the SEPP and there are no provisions under the SEPP that preclude development consent from being granted to the signage proposed.

Assessment Criteria	Planning Comment	Compatible with requirement
<b>1. Character of the Area</b>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed signage is compatible with the sites B2 Local Centre zoning. The proposed commercial development and associated signage would reflect on the intent of this zoning and would not be inconsistent with development and business signage located along the highway.	YES
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed advertising signage is not inconsistent with the signage used at existing commercial and industrial premises in the vicinity of the site. The proposed signage would not affect or alter the existing pattern of signage displayed in the locality. All signage to be displayed at the site would be expected to be comparable to the corporate branding and signage displayed by the future retail tenants.	YES

## 2. Special Areas

Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

The site is not located in an environmentally sensitive area, heritage area, natural or other conservation area, open space area waterway, rural landscape or residential area. Regardless, the proposal does not detract from the existing or proposed amenity or visual quality of the locality, seeking to provide considered aesthetic quality in line with the context of the site.

**YES**

## 3. Views and Vistas

Does the proposal obscure or compromise important views?

No.

**YES**

Does the proposal dominate the skyline and reduce the quality of vistas?

No. The proposed signage would not be over dominant in relation to its context.

**YES**

Does the proposal respect the viewing rights of other advertisers?

The proposed signage would be constructed at an appropriate scale and location within the site and would not obscure or affect the signage of other advertisers in the vicinity of the development site.

**YES**

## 4. Streetscape, setting or landscape

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

The scale of the proposed signage would not be over dominant. The signage proposed is in scale with other development proposed on the site. Accordingly it is submitted that the proposed signage would not adversely affect the streetscape or its setting.

**YES**

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

The proposed development would be compatible with the streetscape and the development of the site as a commercial precinct.

**YES**

Does the proposal reduce clutter by rationalising and simplifying existing advertising?

The proposed advertising signage is considered modest in size and quantity when compared against the proposed buildings within the development and the size of the site. The signage will be situated along the premises road frontage

**YES**

	as the focal advertisement interface between each premises and the public realm to ensure that signage at the site has a logical and uncluttered appearance. It is considered that the appearance and location of all signage is considered to be compatible with this requirement.	
Does the proposal screen unsightliness?	The development site would be maintained in a tidy and sightly manner by its operator. There would be no unsightliness requiring screening at the site.	<b>YES</b>
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	Yes, the proposed pylon signs at 8.1m would be higher than the single storey residential development found in the vicinity of the site. However the signs themselves need to be considered in the context of the development on the site and the heights of the signs while taller than some of the buildings on the site, would not adversely impact on the streetscape, setting or landscape & would be consistent with the proposed built form of the site. Such signage is also consistent with similar signs found at similar developments around the state.	<b>YES</b>
Does the proposal require ongoing vegetation management?	No vegetation management would be required in association with the signage display. The pylon signs are set back from the property boundary within low-height landscaped zones, allowing them to blend with the setting, but not be obscured by the proposed planting.	<b>YES</b>
<b>5. Site and building</b>		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The signage proposed is compatible with the scale of the buildings proposed and the site characteristics. The proposed signage would not be out of character with signage displayed at other premises in the locality.	<b>YES</b>

Does the proposal respect important features of the site or building, or both?	The proposed signage is compatible with the site and buildings with which it is to be associated. The signage has been designed to be constructed at the premises in a tidy and professional manner and its displays would feature corporate branding providing business identification for future tenants.	<b>YES</b>
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signage is designed in scale and proportion with an appreciation of the key elements of the building elevations, proposed in positions that respect the architecture in a refined and elegant manner.	<b>YES</b>
<b>6. Associated devices and logos with advertisements and advertising structures</b>		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	As with all retail, business, entertainment and community use developments, the signage must be flexible and adaptable to change to suit a variety of potential occupants. As such, the design, lighting, structure, scale and positioning has been carefully deliberated to suit the architecture and development, anticipating that other unsightly signage zones are not used or proposed in the future which would detract from the visual amenity in any way.	<b>YES</b>
<b>7. Illumination</b>		
Would illumination result in unacceptable glare?	No. Illuminated signage is proposed. This signage would not result in an unacceptable level of glare. The pylon signs are proposed to be perpendicular to Perth and Macqueen Streets, and thus would not face the neighbouring lots across the road and result in unacceptable glare. Those signs on Macqueen Street that are parallel to neighbouring properties up/down the road are placed a considerable distance from the property boundary and would be screened by acoustic and landscaping elements. It is	<b>YES</b>

	recommended that Council include a condition requiring compliance with AS 4282—1997, Control of the obtrusive effects of outdoor lighting.	
Would illumination affect safety for pedestrians, vehicles or aircraft?	No. The sign illumination would not adversely impact vehicle, pedestrian or aircraft safety.	<b>YES</b>
Would illumination detract from the amenity of any residence or other form of accommodation?	No. Considering the location of the site the installation of illuminated signage is not anticipated to have any impact on residential amenity	<b>YES</b>
Can the intensity of the illumination be adjusted, if necessary?	Unknown.	<b>YES</b>
Is the illumination subject to a curfew?	The proposed illuminated signage would be turned off at the close of the respective businesses nightly.	<b>YES</b>
<b>8. Safety</b>		
Would the proposal reduce the safety for any public road?	No. The proposed signage would not affect safety at any public road	<b>YES</b>
Would the proposal reduce the safety for pedestrians or bicyclists?	No. The proposed signage would not affect the safety of pedestrians or bicyclists.	<b>YES</b>
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No. As stated above the proposed signage would not affect pedestrian safety, and would not obscure sightlines from public areas.	<b>YES</b>

## **7. Upper Hunter DCP 2015 – Section 8b Advertising and Signage**

This section of the DCP outlines assessment criteria for outdoor advertising and signage with the following matters being covered:

- Compliance with SEPP 64 - Advertising and Signage
- Locations of signage
- Types and numbers of signs
- Visual impact and scenic quality
- Illumination and noise
- Heritage
- Safety
- Quality

Following is an assessment of the signage outlined at section 5 of this submission to which development consent is being sought.

Assessment Criteria	Planning Comment	Compatible with requirement
<b>1. 8b.1 Application of this section</b>		
Construction, erection, placement, alteration, illumination, relocation, attachment, painting or repainting of: <ul style="list-style-type: none"> <li>– advertising structures; or</li> <li>– signage.</li> </ul>	The proposal involves the construction of advertising structures and therefore this section of the DCP applies.	<b>YES</b>
<b>2. 8b.5 Supporting plans &amp; documentation</b>		
<p>The following information should be provided:</p> <ul style="list-style-type: none"> <li>• A site plan showing the position of the proposed sign on the property. The plan</li> <li>• should be dimensioned and drawn to scale and must include property boundaries and the distance from the sign to the property boundary and nearest road.</li> <li>• A dimensioned sketch of the sign in the form of a drawing or photograph. This needs to detail the sign face dimensions, overall height of the sign, height of the lowest part of the sign above natural ground level and information applied to the signs (fonts, colours, logos, diagrams).</li> <li>• A plan showing how the sign is to be supported. Detail of post footings, description of materials and the dimensions of any structural members or building specifications and the method of fixing to the existing structures.</li> <li>• Details regarding the lighting or illumination of the sign, where relevant.</li> <li>• The Statement of Environmental Effects (required in General Requirements above) should address safety, pedestrian access, character of the area, views and vistas and illumination.</li> </ul>	<p>Can be conditioned to comply with AS 4282—1997, Control of the obtrusive effects of outdoor lighting Refer to SEPP 64 assessment above.</p>	<p><b>YES</b></p> <p><b>NO – detail to be provided at Construction Certificate stage.</b></p> <p><b>NO – condition consent for compliance</b></p> <p><b>YES</b></p>

### 3. 8b.6 Assessment criteria

<b>A. Compliance with SEPP 64 - Advertising &amp; Signage</b>	Refer to section 6 of this submission above.	<b>YES</b>
<b>B. Locations of signage</b> <ul style="list-style-type: none"> <li>• Signage is located on the actual property that contains the lawful business or activity identified or promoted on the sign itself.</li> <li>• The location of signage and advertising structures takes into account the site, existing structures on the site, adjoining and surrounding sites, and the general impact on the streetscape.</li> <li>• Signage and advertising structures are not situated in the following locations: <ul style="list-style-type: none"> <li>– locations where there would be an adverse effect on the traffic signals, road sign or sight distances available to pedestrians and motorists.</li> <li>– trees, electricity or telephone poles or any other inappropriate structures</li> <li>– locations that would obscure any significant architectural features of a building</li> <li>– bridges</li> <li>– In exceptional circumstances, Council may consider the erection of an off-site sign provided that the consent of the road authority or the private land owner has been obtained. Written justification must be provided with any application for an off-site sign.</li> <li>– Consideration should be given to surrounding vegetation and whether the trees or plant species will grow to obscure the sign from view.</li> <li>– Signs should have adequate clearance around poles and electricity wires.</li> <li>– Signs should be placed where they will not impact on visibility for motorists or pedestrians.</li> <li>– All signs should form an integral part of the development and its design.</li> </ul> </li> </ul>	<p>To be conditioned.</p> <p>Refer to SEPP 64 assessment above.</p> <p>The proposed signage is not proposed in any of these locations.</p>	<p><b>YES</b></p> <p><b>YES</b></p> <p><b>YES</b></p>



<ul style="list-style-type: none"> <li>– Signs should, where practical, be located at least one metre behind the property boundary.</li> <li>– illuminated signage within residential zones</li> <li>– locations that would impact on the visual character of a building or an area with environmental heritage values.</li> <li>– public property or footpaths</li> <li>– signs within the road reserve or on council land (with the exception of A-Frame/Sandwich Board signs as specified in Table 15: Types of signage and design requirements).</li> </ul>		
<p><b>C. Types &amp; numbers of signs</b> The maximum number of signs permitted per lot on the site is as follows:</p> <ul style="list-style-type: none"> <li>• Pylon signs – 2</li> <li>• Wall signs - 2</li> <li>• Window signs – no limit</li> </ul>	<p>4 pylon signs are proposed, but there is two lots existing. It appears that three pylon signs are proposed on the larger lot and one on the smaller lot located on the corner of Macqueen and Perth Streets.</p> <p>The number of signs is consistent with the scale and nature of the development and a limit of 2 wall signs for this development is unreasonable.</p>	<p><b>NO – variation sought given the size of the development site and the development proposed.</b></p> <p><b>NO – variation sought as restriction is unreasonable in the context of the proposed development</b></p>
<b>D. Visual impact &amp; scenic quality</b>	The considerations detailed under this element of the DCP are covered in the schedule 1 SEPP 64 assessment at section 6 above of this submission.	<b>YES</b>
<b>E. Illumination &amp; noise</b>	Specific details of illumination have not been provided however it is recommended that the development consent be condition such that the illumination of all signage comply with AS 4282—1997, Control of the obtrusive effects of outdoor lighting	<b>Condition compliance - YES</b>
<b>F. Heritage</b>	No heritage implications	<b>YES</b>
<b>G. Safety</b>	Refer to SEPP 64 assessment above.	<b>YES</b>
<b>H. Quality</b>	Signage design is consistent with contemporary design standards.	<b>YES</b>



<ul style="list-style-type: none"> <li>• Signage and advertising structures are to achieve high standards of visual quality</li> <li>• Signs should be designed for low maintenance and minimum chance of vandalism.</li> </ul>	<p>Pylon signs have been located in a landscape zone in an area with low crime rate. Consequently there is a low chance of vandalism.</p>	<p><b>YES</b></p>
<p><b>Types of signage and design requirements</b></p>		
<p><b>Window Signs</b></p> <ul style="list-style-type: none"> <li>• Signs should be of high quality design and completed in a professional manner.</li> <li>• Signs may be internally illuminated or floodlit</li> </ul>	<p>Sign details not provided as yet.</p> <p>Illuminated proposed.</p>	<p><b>NA</b></p> <p><b>Noted</b></p>
<p><b>Flush Walls Signs</b></p> <p>Advertising structure attached to the wall of a building and roof projecting horizontally more than 0.3 m from the wall. The sign must comply with the following:</p> <ul style="list-style-type: none"> <li>• Shall not project above or below the wall to which it is attached.</li> <li>• Only one wall sign permitted per building elevation.</li> </ul>	<p>From the architectural plan it is not clear if the sign projects more than .3m from the wall.</p> <p>The number of signs is consistent with the scale and nature of the development and a limit of 1 wall signs for this development is unreasonable. The two signs are relatively small in size and add to the architectural merit of the building and cannot be seen from a public place as they are located on the eastern side of the highway service centre building.</p> <p>Unknown.</p>	<p><b>YES</b></p> <p><b>NO – variation sought based on merit.</b></p> <p><b>Unknown</b></p>
<ul style="list-style-type: none"> <li>• Must not project more than 300 mm from the wall.</li> <li>• Must not extend over windows or other openings.</li> <li>• Shall not obscure significant architectural elements of the building.</li> <li>• For a building having an above ground elevation of 200sq.m. or more – the advertisement must not exceed 10% of the above ground elevation;</li> </ul>	<p>Signage has been designed to complement the architecture of the proposed buildings</p> <p>The proposed signage is modest and does not exceed 10% although the area of the sign is not known.</p>	<p><b>YES</b></p> <p><b>YES</b></p> <p><b>YES</b></p>
<p><b>Pylon Signs</b></p> <p>The sign must comply with the following:</p> <ul style="list-style-type: none"> <li>• Shall not project beyond the boundary of a property.</li> <li>• Where two signs are proposed the second sign should have the same</li> </ul>		<p><b>YES</b></p> <p><b>YES</b></p>

<p>setback and be of uniform design and spacing.</p>		
<ul style="list-style-type: none"> <li>• Maximum advertising area and maximum height must not exceed 8 square metres and 8 metres high in business areas,</li> </ul>	<p>The height of the proposed pylon signs is 8.1m and the signage area is 18.45m<sup>2</sup>. A variation is sought on the height limit given that the variation sought is only 1.25%. In terms of the signage area the variation is significant, however the advertising structure proposed is not inconsistent with this type of sign found on similar development across the state (service station and highway service centre development and bulky goods developments) and is certainly modest in the context of the scale of the development and the size of the overall site. Given the nature and scale of these use being the highway service centre and the bulky goods precinct, signs with areas of this size is common and if any smaller would potentially impact on the overall design of the development and look out of place. In short, signs with larger areas are required to keep consistency with the larger footprint development as proposed.</p> <p>Furthermore the signage should be considered to meet the merits based assessment provided by schedule 1 of SEPP 64 which should be given more weight in terms of this assessment.</p>	<p><b>NO – variation sought</b></p>
<ul style="list-style-type: none"> <li>• Notwithstanding the above, the height of the structure must not protrude above the dominant skyline (including any buildings, structures or tree canopies) when viewed from ground level within a visual catchment of 1 kilometre.</li> </ul>	<p>The signage will protrude into the skyline when viewed within the immediate context of the site, however the pylon signs in terms of their height is consistent with the other two storey elements of the development and is certainly not out of context with the locality and they do not protrude into the “dominant skyline”. Once outside the immediate roads and street frontages adjoining the site, the pylon signs will not protrude into the dominant skyline.</p>	<p><b>YES</b></p>

## 8. Summary

The salient points in relation to an assessment of signage on the development site of the proposed Aberdeen Valley Fair is as follows:

- Signage is permissible on the site generally as proposed.
- Some of the signage can be erected as Exempt development in particular a number of the proposed wall signs.
- Those signs in which development consent is sought include:
  - The four proposed pylon signs.
  - All of the proposed window signs.
  - The wall signs located on the northern side of the eastern elevation and the southern elevation of the highway service centre building.
  - All of the wall signs located on Retail Building (2).
  - The two building identification signs.
- If the consent authority is generally satisfied with the signage requiring development consent, they can condition the consent such that any advertisements placed onto these structures satisfies the business identification sign definition. Given that the signage has been done in an integrated manner with the overall design of the development and each of the respective buildings, it is submitted that the consent authority should be satisfied in this regard.
- Furthermore, the proposed signage satisfies a merits based assessment under Schedule 1 of SEPP 64.
- The proposed signage requires a number of variations to Councils Signage Code namely:
  - The number of pylon signs – 2 allowed per lot - 3 proposed on one lot and one on the other existing lot. Variation sought based on size of site, two street frontages and the fact that four in total are permitted based on number of existing lots, and the proposal satisfies a merits based assessment provided by schedule 1 of SEPP 64 which should be given more weight in terms of this assessment.
  - The number of wall signs per elevation – 1 allowed – 2 proposed. Variation sought based on the modest size of signs and the nature and scale of the development.
  - Height of the pylon signs – 8m height limit – 8.1m proposed. Variation sought based on minor variation (1.25%) and that signs are consistent with the overall scale of the development.
  - Area of pylon signs – 8m<sup>2</sup> allowed – 18.45m<sup>2</sup> proposed. A variation is sought based on our submission that the advertising structure proposed is not inconsistent with this type of sign found on similar development across the state (service station and highway service centre development and bulky goods developments) and is certainly modest in the context of the scale of the development and the size of the overall

site. Given the nature and scale of these use being the highway service centre and the bulky goods precinct, signs with areas of this size is common and if any smaller would potentially impact on the overall design of the development and look out of place. In short, signs with larger areas are required to keep consistency with the larger footprint development as proposed. Furthermore the signage should be considered to meet the merits based assessment provided by schedule 1 of SEPP 64 which should be given more weight in terms of this assessment.

On the basis of the preceding assessment is submitted that the advertising structures can be approved conditional on any signage attached to them complies with the business identification sign definition as contained with the Upper Hunter LEP 2013.

Yours Sincerely

A handwritten signature in black ink, appearing to be 'Stephen Leathley', written in a cursive style.

Stephen Leathley  
**PLANNING DIRECTOR**  
**REGISTERED PLANNER (Fellow)**