

### **Attachment 3 – SEPP No. 64 – Advertising and Signage**

<b>SCHEDULE 1 – ASSESSMENT CRITERIA</b>	
<b>Assessment Criteria</b>	<b>Comments</b>
<b>1 Character of the area</b>	
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	The proposed signage is compatible with the existing and future character of the area which is predominately industrial warehouses.
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	The proposed signage is consistent with the theme of existing signage in the area, which predominately relates to the industrial development in the locality.
<b>2 Special areas</b>	
<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive area, heritage area, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>	The proposed signage is not considered to detract from the amenity or visual quality of any environmentally sensitive area, heritage area, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.
<b>3 Views and vistas</b>	
<i>Does the proposal obscure or compromise important views?</i>	All signage is proposed to be located on the building with the exception of the proposed pylon sign which has a height of 12m (already approved). The signage will not compromise any important views.
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	The proposed signage is below the ridge of the building.
<i>Does the proposal respect the viewing rights of other advertisers?</i>	Yes
<b>4 Streetscape, setting or landscape</b>	
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	The site has an area of 2.952ha, with a frontage of 267.01m to Sturt Street and 121.48m to Cumberland Highway.  The number of proposed signs is considered appropriate with regard to the scale and proportions of the site.
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	Yes
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	Whilst the proposal includes 10 signs, the site has an area of 2.952ha, with a frontage of 307.525m to Sturt Street and 1226.985m to Cumberland Highway. Two wall signs and one pylon sign are proposed along the Cumberland Highway frontage and two wall signs are proposed along the Sturt Street frontage. The number of proposed signs is considered appropriate for the site.
<i>Does the proposal screen unsightliness?</i>	N/A
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	No
<b>5 Site and building</b>	
<i>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?</i>	The proposed signage is compatible with the scale and proportion of the site and building.
<i>Does the proposal respect important features of the site or building, or both?</i>	The proposal respects important features of the site.
<i>Does the proposal show innovation and</i>	The proposal does not show innovation or imagination

<i>imagination in its relationship to the site or building, or both?</i>	in its relationship to the site or building. But is considered satisfactory.
<b>6 Associated devices and logos with advertisements and advertising structures</b>	
<i>Have any safety devices, platforms, lighting or logos been designed as integral part of the signage or structure on which it is to be displayed?</i>	External lighting is proposed.
<b>7 Illumination</b>	
<i>Would illumination result in unacceptable glare?</i>	Small down lights on adjustable fittings are mounted to the top of the signs pointing down. Lighting is proposed between the hours of 6am to 10pm, 7 days a week.  There are no nearby residents that will be affected by the proposed illumination.
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	Safety of pedestrians, vehicles and aircraft is not compromised as a result of the illumination as the proposed lighting will point down onto the signage.
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	The proposal will not detract from the amenity of any residences.
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	The direction and intensity of the lighting is adjustable if required.
<i>Is the illumination subject to a curfew?</i>	Illumination to be within the hours of 6am to 10pm, 7 days a week.
<b>8 Safety</b>	
<i>Would the proposal reduce the safety of any public road?</i>	The proposal will not reduce the safety of any public road.
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	The proposal will not reduce safety for pedestrians or cyclists.
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	The proposal will not obscure sightlines from public areas. All but one of the proposed signs are wall signs.