

Attachment 1 - State Environmental Planning Policy No 64 – Advertising and Signage compliance table

| SCHEDULE 1 – ASSESSMENT CRITERIA | |
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| <i>Assessment Criteria</i> | <i>Comments</i> |
| 1 Character of the area | |
| <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 character of the locality, being within a General Industrial zoned area and surrounded by other industrial developments. |
| <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> | There is no particular theme for outdoor advertising in the locality. |
| 2 Special areas | |
| <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 will not detract from the amenity or visual quality of any area subject to compliance with standard conditions. |
| 3 Views and vistas | |
| <i>Does the proposal obscure or compromise important views?</i> | The proposal does not obscure or compromise important views. |
| <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> | The proposal does not dominate the skyline or reduce the quality of vistas. |
| <i>Does the proposal respect the viewing rights of other advertisers?</i> | The proposal does not affect the viewing rights of other advertisers. |
| 4 Streetscape, setting or landscape | |
| <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i> | The scale, proportion and form of the proposal is appropriate; given the streetscape setting. |
| <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i> | The proposed signage will contribute to visual interest whilst maintaining an appropriate relationship with the proposed buildings and landscaped areas. |
| <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i> | N/A |
| <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> | None of the proposed signs protrude above buildings or tree canopies in the area. |
| <i>Does the proposal require ongoing vegetation management?</i> | The proposal does not require ongoing vegetation management. |
| 5 Site and building | |
| <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, proportion and other characteristics of the site and buildings. |
| <i>Does the proposal respect important features of the site or building, or both?</i> | Proposed signage does not detract from important features of the buildings. |
| <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i> | The proposal does not show innovation or imagination in its relationship to the site or building. |
| 6 Associated devices and logos with advertisements and advertising structures | |
| <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> | No lighting or logos are proposed as part of the signage. |
| 7 Illumination | |

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| <i>Would illumination result in unacceptable glare?</i> | The signage is not proposed to be illuminated. |
| <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i> | N/A |
| <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> | N/A |
| <i>Can the intensity of the illumination be adjusted, if necessary?</i> | N/A |
| <i>Is the illumination subject to a curfew?</i> | N/A |
| 8 Safety | |
| <i>Would the proposal reduce the safety of any public road?</i> | The proposed signage will not reduce road safety. |
| <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> | The proposed signage 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 proposed signage will not obscure sightlines from public areas. |
| PART 3 – SIGNAGE GENERALLY | |
| The proposed signage is for business identification purposes and as such Part 3 of the SEPP does not apply. | |