

Attachment 2 – State Environmental Planning Policy No 64 – Advertising and Signage

SCHEDULE 1 – ASSESSMENT CRITERIA	
<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 are sympathetic to the building architecture, general built environment and character of the area. The signage design and form complement the buildings architecture and are similar to other business signage in the street.
<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 does not detract from the amenity or visual quality of any environmentally sensitive, heritage, conservation, open space, or residential area.
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 proposed pylon signs extend above the roofline of the proposed buildings. However, due to the location of the two (2) pylon signs at the corner of McCredie Road and Pavesi Street with Sturt Street, the proposed pylon signage is not dominate the skyline or reduce the quality of existing 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 business identification/way finding signage are of a typical size and form for an industrial area and are considered to be compatible with the streetscape setting.
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	Satisfactory – The proposed signage will contribute to the visual interest, whilst maintaining an appropriate relationship with the buildings and landscaped areas.
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The proposal is for business identification/way finding signage on the subject site which will reduce clutter as the signage is of similar materials/colours/patterns for ease of use.
<i>Does the proposal screen unsightliness?</i>	No unsightliness to screen.
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	The proposed pylon signs protrude above the roofline of the proposed buildings. However, the two (2) pylon signs are located at the corner of McCredie Road and Pavesi Street with Sturt Street, sited within a landscaped setting, which is considered acceptable with respect to the presentation of the signage to the street.
<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 are of a typical size and form for business identification/way finding signage and relate well to the site.

<i>Does the proposal respect important features of the site or building, or both?</i>	The proposed signage is suitably located, and considered to be well designed, and of an appropriate scale. The proposed signs illustrate the company names and logos, distinguish pedestrian and vehicular access points, and provide directions to assist with way finding around the site for visitors and staff.
<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>	Lighting and logos are integral to the proposed signage. Illumination is proposed to ensure effective identification of the site at all times, having regard to the proposed 24 hour operation of the warehouse and distribution centre.
7 Illumination	
<i>Would illumination result in unacceptable glare?</i>	The signage will be illuminated at an appropriate level in order to avoid unacceptable glare. Conditions included in the draft determination requiring compliance with relevant Australian Standards.
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	The illumination will not affect safety for pedestrians, vehicles or aircraft.
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	The illumination will not detract from the amenity of the residential properties within the vicinity of the site (located further east).
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	No, however, the illumination is not expected to create any negative visual impacts or unacceptable glare.
<i>Is the illumination subject to a curfew?</i>	The illumination is not subject to a curfew.
8 Safety	
<i>Would the proposal reduce the safety of any public road?</i>	The proposed signage is sited well within the site boundaries and appropriately setback from the street, and as such not considered to 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 and roads.