

Attachment 3 – SEPP 64 – Advertising and Signage

Standard	Required/Permitted	Compliance
Part 2 – Signage Generally		
1	Character of the Area	
	Compatible with the existing or desired future character of the area / locality.	Yes
	Consistent with the theme of outdoor advertising in the area.	Yes
2	Special Areas	
	Maintains 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.	Yes
3	Views and Vistas	
	Maintains important views, does not dominate the skyline or reduce the quality of vistas and respects the viewing rights of other advertisers.	Yes
4	Streetscape, Setting or Landscape	
	Scale, proportion and form are appropriate for the streetscape, setting or landscape.	Yes
	Contributes to the visual interest of the streetscape, setting or landscape.	Yes
	Reduce clutter by rationalising and simplifying existing advertising.	N/A
	Screen Unsightliness.	N/A
	Does not protrude above buildings, structures or trees in the area.	Yes
	Require ongoing vegetation management.	N/A
5	Site and Building	
	Compatible with the scale, proportion and other characteristics of the site, respects important features of the site and shows innovation and imagination in its relationship to the site.	Yes
6	Associated Devices and Logos with Advertisements and Advertising Structures	
	Integrates safety devices, platforms, lighting devices or logos as an integral part of the signage.	N/A
7	Illumination	
	If illuminated, would it result in unacceptable glare, affect the safety of pedestrians, vehicles or aircraft; detract from the amenity of any residence.	N/A
	Can the intensity of the illumination be adjusted and is illumination subject to a curfew.	N/A
8	Safety	
	Does not reduce the safety from any public road or reduce the safety for pedestrians and bicyclists or obscure the sightlines from public areas for pedestrians.	Yes
Part 3 – Signage Generally		
	The signage proposed is related to business identification signage. Part 3 of SEPP 64 does not apply to business identification signage.	Noted