

## SEPP 64 Assessment

Relevant Control		Compliance with Requirements	Complies
<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 proposal is compatible with the business zoning of the site and its location within the Parramatta Road Precinct. The signage comprises business identification signage to identify the building from Parramatta Road and also for patrons to navigate the entrance to the building from its Percy Street frontage.	Yes
	Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The signage is consistent with the business theme along Parramatta Road.	
<b>2 Special areas</b>	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 proposed signage is not in proximity to any environmentally sensitive areas, natural or conservation areas, open space areas, waterways or rural landscapes. No signage is proposed on the St Hilliers Road frontage and the proposal therefore has no impact on the adjoining residential area on the opposite side of St Hilliers Road.	N/A
<b>3 Views and vistas</b>	Does the proposal obscure or compromise important views?  Does the proposal dominate the skyline and reduce the quality of vistas?  Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not obscure or compromise any important views. The signage is fixed to the building and does not protrude above the building line. The fact that the signage is attached to the facades of the building results in the signage respecting the viewing rights of other advertisers.	Yes
<b>4 Streetscape, setting or landscape</b>	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?  Does the proposal contribute to the visual interest of the streetscape, setting or landscape?  Does the proposal reduce clutter by rationalising and simplifying existing advertising?  Does the proposal screen unsightliness?	The signage is proposed to be fixed to the building to identify the proposed building from Parramatta Road and the entrance from Percy Street. The signage is wholly contained within the site and is considered appropriate for the business setting of the site.  There is no existing advertising.  The proposed signage does not screen unsightliness.  The proposed signage does not protrude above the proposed buildings. The signs will not require ongoing vegetation management, they are fixed to the building.	Yes

	<p>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</p> <p>Does the proposal require ongoing vegetation management?</p>		
<b>5 Site and building</b>	<p>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?</p> <p>Does the proposal respect important features of the site or building, or both?</p> <p>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</p>	<p>The proposed signage is has been rationalised to serve a functional purpose, i.e. by identifying the building from Parramatta Road and also making the building entrance easily identifiable. The signs are proportionate to the proposed buildings on the site. The signs are site responsive.</p> <p>The layout and design of the proposed signage has consideration to the layout of the site, having regard to the building and site entrance.</p>	Yes
<b>6 Associated devices and logos with advertisements and advertising structures</b>	<p>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?</p>	<p>One of the signs proposes the incorporation of lighting through the use of LEDs in the lettering that is to be affixed to the building. The second sign is proposed to be illuminated by an exterior flood light.</p> <p>The signage comprises business identification signage and no advertisements or advertising structures are proposed as part of the development.</p>	Yes
<b>7 Illumination</b>	<p>Would illumination result in unacceptable glare?</p> <p>Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>Would illumination detract from the amenity of any residence or other form of accommodation?</p> <p>Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is the illumination subject to a curfew?</p>	<p>The illuminated signage will not result in unacceptable glare, given the signage is lit from within the site.</p> <p>None of the signage protrudes above the buildings and their illumination does not have the potential to affect safety for pedestrians, vehicles or aircraft.</p> <p>None of the illuminated signage has a frontage to residential land.</p> <p>The illumination is not subject to a curfew, standard conditions of consent could be imposed to manage the intensity of the lighting to ensure no adverse impacts on the locality, however, the application is recommended for refusal.</p>	Yes

<p><b>8 Safety</b></p>	<p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists?</p> <p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>The proposed signage does not have the potential to reduce the safety of Parramatta Road, St Hilliers Road or Percy Street. The signage is setback from the road and affixed to the building, so as not to adversely impact the safety of pedestrians and cyclists. The proposed signage does not have the potential to the safety of pedestrians, as it does not obscure sightlines from public areas.</p>	<p>Yes</p>
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