

**Appendix A**  
**State Environmental Planning Policy 64 “Advertising and Signage”**

The development application includes the erection of one building identification sign within the window adjoining the main entry to the facility on the ground floor adjacent to Betty Cuthbert Drive. The sign will be 3.3 metres high and 3 metres wide and incorporate 3D illuminated letters.

The assessment is provided below.

Requirement	Yes	No	N/A	Comment
<b>Part 1 - Preliminary</b>				
<b>Clause 3(1)(a)(i) Aims, objectives</b> <i>Signage is compatible with the desired amenity and visual character of an area.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Sign is compatible with the building and local area.
<b>Clause 3(1)(a)(ii), Aims, objectives</b> <i>Signage provides effective communication in suitable locations.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	This is achieved.
<b>Clause 3(1)(a)(iii), Aims objectives</b> <i>Signage is high quality design and finish.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	This is achieved.
<b>Clause 3(1)</b> <i>(b) to regulate signage (but not content) under Part 4 of the Act, and</i> <i>(c) to provide time-limited consents for the display of certain advertisements, and</i> <i>(d) to regulate the display of advertisements in transport corridors, and</i> <i>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</i>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	The sign is compliant with the stated provisions.
<b>Part 2 - Signage Generally</b>				
<b>Clause 8 Granting of consent to signage</b> <i>A consent authority must not grant consent to an application to display signage unless:</i> <i>(a) that signage is consistent with the objectives of the Policy at clause 3(1)(a).</i> <i>(b) (b) that the signage satisfies the assessment criteria specified in Schedule 1.</i>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Part 4 - Definitions.				Building identification sign.
<b>Schedule 1 Assessment Criteria</b>				

Requirement	Yes	No	N/A	Comment
<b><u>Character of the area</u></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>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The sign is compatible to the locality and site.</p> <p>The sign is acceptable and generally consistent with the streetscape. The sign is relatively minor in extent.</p>
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There are no particular themes for outdoor advertising in the area or locality.
<b><u>Special areas</u></b>				
<i>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?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The proposed sign does not detract from the amenity or visual quality of the locality.
<b><u>Views and vistas</u></b>				
<i>Does the proposal obscure or compromise important views?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The new sign does not obscure or compromise important views on site or adjoining sites.
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The new sign does not dominate the skyline or adversely impact on vistas for the locality.
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	There are no other advertisers impacted by the proposed sign.
<b><u>Streetscape, setting or landscape</u></b>				
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The scale, proportion and form of sign is acceptable to the site and locality.</p> <p>The total amount of signage is 9.9 square metres.</p>
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No clutter of signage is proposed.

Requirement	Yes	No	N/A	Comment
<i>Does the proposal screen unsightliness?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no unsightliness to screen.
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The sign does not protrude above the building or structures.
<i>Does the proposal require ongoing vegetation management?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no requirement to manage vegetation.
<b><u>Site and building</u></b>				
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which proposed signage is to be located?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The proposed sign is compatible with the subject site's character, and surrounding area.
<i>Does the proposal respect important features of the site or building, or both?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	This is achieved.
<i>Does the proposal show innovation and imagination in its relationship to the site or building or both?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b><u>Associated devices and logos with advertisements and advertising structures</u></b>				
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is displayed?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	No safety devices or logos are required.
<b><u>Illumination</u></b>				
<i>Would illumination result in unacceptable glare?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The sign will be illuminated but unlikely to interfere with the locality.
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The sign is static with no complex displays. Adverse impacts to the locality is not expected.

Requirement	Yes	No	N/A	Comment
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The sign will be fitted with an automatic timing device which will control the illumination hours. According to the statement of environmental effects, the proposed sign will only be operational during the hours of operation and turned off when the centre is closed.
<i>Is the illumination subject to a curfew?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b><u>Safety</u></b>				
<i>Would the proposal reduce the safety for any public road?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The sign will have no impact to local road users.
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	No adverse impact is expected.
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sight lines from public areas?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	