

**DA2024/0330 / PPSSCC-591 - 1 Tamplin Road, GUILDFORD NSW 2161**  
**Attachment 8 - SEPP (Industry and Employment) 2021**  
**Chapter 3 - Advertising and Signage**

Clause	Requirement	Comment	Compliance
<b>Chapter 3 Advertising and Signage</b>			
<b>Part 3.1 Preliminary</b>			
<b>3.1 - Aims, objectives etc</b>	<p>(1) This Chapter aims—</p> <p>(a) to ensure that signage (including advertising)—</p> <p>(i) is compatible with the desired amenity and visual character of an area, and</p> <p>(ii) provides effective communication in suitable locations, and</p> <p>(iii) is of high quality design and finish, and</p> <p>(b) to regulate signage (but not content) under Part 4 of the Act, and</p> <p>(c) to provide time-limited consents for the display of certain advertisements, and</p> <p>(d) to regulate the display of advertisements in transport corridors, and</p> <p>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</p> <p>(2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</p>	The proposed signage is consistent with the objectives of this Chapter as the proposed signage is compatible with the desired amenity and visual character of the area given that similar signage existing on the former now demolished facility, noting that the land is zoned RE1 Public Recreation and some form of public non-residential development would be anticipated on the land.	Yes
<b>Part 3.2 Signage Generally</b>			
<b>3.6 - Granting of consent to signage</b>	<p>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—</p> <p>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p> <p>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</p>	Consent is able to be granted to this application as the application is consistent with the objectives of Chapter 3 as discussed above and the signage satisfies the assessment criteria specified in Schedule 5 detailed below.	Yes
<b>Part 3.3 Advertisements</b>			
<b>Division 1 General</b>			
<b>3.7 - Advertisements to which this Part applies</b>	<p>(1) This Part applies to all signage to which this Chapter applies, other than the following—</p> <p>(a) business identification signs,</p> <p>(b) building identification signs,</p>	The application proposes business identification sign and building identification sign and therefore Part 3.3 of the SEPP is not applicable to this DA.	N/A

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	<p>(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</p> <p>(d) signage on vehicles.</p> <p>(2) Despite subsection (1)(d), section 3.26 applies to signage on a trailer (within the meaning of the <i>Road Transport Act 2013</i>).</p>		
<b>Schedule 5 Assessment Criteria</b>			
<b>1 Character of the area</b>	<ul style="list-style-type: none"> <li>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</li> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>	<ul style="list-style-type: none"> <li>The proposed signage for a recreational facility and will assist identify the facility, while being compatible with the established recreational character of McCredie Park and the residential surrounds. The signage is simple and respectful to its setting comprising 3 signs that identify the building and facility and are positioned in discreet locations at the car park and delivery vehicle entrances and building entry.</li> <li>There is no particular theme for outdoor advertising in the area or locality.</li> </ul>	Yes
<b>2 Special areas</b>	<ul style="list-style-type: none"> <li>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?</li> </ul>	<ul style="list-style-type: none"> <li>The signage is minor in scale, comprising small and low profile pylon and wall signs. The design and colours are consistent with Council signage and branding and will not be illuminated.</li> <li>The signage will not detract from the amenity or visual qualities of any special areas in the locality, including the nearby Heritage Items with the signage being sufficiently distanced to avoid direct impacts.</li> </ul>	Yes
<b>3 Views and vistas</b>	<ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> </ul>	<ul style="list-style-type: none"> <li>The proposed pylon signs will have a maximum height of 1.77 metres and the wall sign will be affixed to the façade of the building at to a maximum</li> </ul>	Yes

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	<ul style="list-style-type: none"> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>	<p>height of 2.3 metres. Accordingly, the signs will pose no obstruction to existing views and will not dominate the skyline or reduce vistas.</p> <ul style="list-style-type: none"> <li>The surrounding locality is generally residential or public recreational in character, and the proposed signage will be of minimal impact to any offsite advertising.</li> </ul>	
<b>4 Streetscape, setting or landscape</b>	<ul style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> <li>Does the proposal screen unsightliness?</li> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> <li>Does the proposal require ongoing vegetation management?</li> </ul>	<ul style="list-style-type: none"> <li>The proposed pylon signs will have a maximum height of 1.77 metres and the wall sign will be affixed to the façade of the building at to a maximum height of 2.3 metres. The signage is simple and respectful to its setting comprising 3 signs that identify the building and facility and are positioned in discreet locations at the car park and delivery vehicle entrances and building entry.</li> <li>The proposed signs are compatible in scale with the proposed development and will avoid being a dominant feature of the site.</li> <li>The proposed signs are limited to 3 business and building identification signs positioned in discreet locations and of a size and scale that is commensurate with the overall development.</li> <li>There is no unsightliness that is required to be screened by the proposed signs.</li> <li>The proposed signs do not protrude above any structures or canopies.</li> <li>The proposed signs will not require ongoing vegetation management beyond that required for the operational management of the site.</li> </ul>	Yes
<b>5 Site and building</b>	<ul style="list-style-type: none"> <li>Is the proposal compatible with the scale, proportion and other characteristics of</li> </ul>	<ul style="list-style-type: none"> <li>The proposed pylon signs will have a maximum height of 1.77 metres and</li> </ul>	Yes

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	<p>the site or building, or both, on which the proposed signage is to be located?</p> <ul style="list-style-type: none"> <li>Does the proposal respect important features of the site or building, or both?</li> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>	<p>the wall sign will be affixed to the façade of the building at to a maximum height of 2.3 metres. The signage is simple and respectful to its setting comprising 3 signs that identify the building and facility and are positioned in discreet locations at the car park and delivery vehicle entrances and building entry.</p> <ul style="list-style-type: none"> <li>The signs are positioned at vehicular and pedestrian entry points for wayfinding purposes and are appropriately designed in the context of these locations and surrounding features.</li> </ul>	
<b>6 Associated devices and logos with advertisements and advertisement structures</b>	<ul style="list-style-type: none"> <li>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?</li> </ul>	<ul style="list-style-type: none"> <li>The signage incorporates Cumberland City Council colours and logos in accordance with Council's signage manual, indicating Council's ownership and management of the facility. No additional platforms, safety devices or lighting are proposed as part of the signage.</li> </ul>	Yes
<b>7 Illumination</b>	<ul style="list-style-type: none"> <li>Would illumination result in unacceptable glare?</li> <li>Would illumination affect safety for pedestrians, vehicles or aircraft?</li> <li>Would illumination detract from the amenity of any residence or other form of accommodation?</li> <li>Can the intensity of the illumination be adjusted, if necessary?</li> <li>Is the illumination subject to a curfew?</li> </ul>	<ul style="list-style-type: none"> <li>The signage is not proposed to be illuminated and conditions to this effect are included in the Draft Notice of Determination.</li> </ul>	Yes
<b>8 Safety</b>	<ul style="list-style-type: none"> <li>Would the proposal reduce the safety for any public road?</li> <li>Would the proposal reduce the safety for pedestrians or bicyclists?</li> <li>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</li> </ul>	<ul style="list-style-type: none"> <li>The proposed signs include flush wall mounted and low pylon signs incorporating building and business identification and Council logos and colours. No illumination or moving components are proposed and the signage will be located within the boundaries of the site to avoid any potential road,</li> </ul>	Yes

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		pedestrian or bicyclist safety. <ul style="list-style-type: none"><li>• No important sightlines will be obscured or obstructed.</li></ul>	