

State Environmental Planning Policy No 64-Advertising and Signage Compliance Table

The subject application proposes an entrance sign located at the entrance driveway fronting Quarry Road, that can be viewed from the public domain and therefore the application has been assessed against the provisions of SEPP No. 64 as follows:

Assessment Criteria	Proposal	Compliance
<p>1 Character of the area</p> <ul style="list-style-type: none"> • Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? • Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>The proposed signage will provide suitable site identification and is considered to appropriately integrate with the façade design of the development.</p> <p>The site will have a total sign face area of 2.2 metres and a maximum height of 1.1 metres above natural ground and therefore is considered to result in any visual impacts upon the existing streetscape of Quarry Road.</p>	Yes
<p>2 Special areas</p> <ul style="list-style-type: none"> • 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? 	<p>The proposed signage sits at a maximum height of 1.1 metres above natural ground level and is setback 1 metre behind the front property boundary. It is therefore considered unlikely that the proposed signage will result in any unreasonable amenity impacts.</p>	Yes
<p>3 Views and vistas</p> <ul style="list-style-type: none"> • 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? 	<p>Given the location, size and height of the sign it is considered that the proposal will not obstruct or compromise any views.</p>	Yes
<p>4 Streetscape, setting or landscape</p> <ul style="list-style-type: none"> • 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? 	<p>The proposed signage is in scale and will be attached to a planter box within the subject property and is therefore considered that the scale and proportion of the sign is appropriate given the context of the site.</p> <p>Proposed signage is for identification and way finding purposes and therefore contributes to the streetscape.</p> <p>The proposed signage is appropriately located as to not create clutter</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>

ATTACHMENT M

<ul style="list-style-type: none"> • Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	The proposed signage will not protrude above the planter box to which it is attached.	Yes
<ul style="list-style-type: none"> • Does the proposal require ongoing vegetation management? 	The proposed signage does not require ongoing vegetation management.	Yes
<p>5 Site and building</p> <ul style="list-style-type: none"> • 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? • Does the proposal respect important features of the site or building, or both? • Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	The proposed signage is compatible with the scale of the building.	Yes
<p>6 Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> • 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? 	There are no proposed ancillary structures. The sign will be attached to a planter box within the proposed landscaped area located to the west of the entry/exit access driveway on Quarry Road.	Yes
<p>7 Illumination</p> <ul style="list-style-type: none"> • Would illumination result in unacceptable glare? • Would illumination affect safety for pedestrians, vehicles or aircraft? • Would illumination detract from the amenity of any residence or other form of accommodation? • Can the intensity of the illumination be adjusted, if necessary? • Is the illumination subject to a curfew? 	<p>A portion of the proposed signage is illuminated. The illumination will unlikely detract from the amenity of the closest residential properties adjoining the site to the north given its height above natural ground and the size of the sign face. A condition has been imposed to ensure that all signage proposed is to comply with the relevant Australian Standard for illumination.</p> <p>The intensity of the illumination can be adjusted automatically with environmental sensors or manually if necessary.</p> <p>Illumination is not subject to a curfew.</p>	Yes
<p>8 Safety</p> <ul style="list-style-type: none"> • Would the proposal reduce the safety for any public road? • Would the proposal reduce the safety for pedestrians or bicyclists? • Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	Based on the location and size of the sign it is considered that the proposed signage will unlikely result in adverse safety impacts.	Yes