

STATE ENVIRONMENTAL PLANNING POLICY NO.64 – ADVERTISING AND SIGNAGE

Table 1 – Compliance with SEPP 64

Control	Proposal	Compliance
1 – Character of the Area		
<ul style="list-style-type: none"> Is the proposal compatible with the 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? 	<ul style="list-style-type: none"> The propose signage corresponds with the objectives of the IN1 General Industrial Zone in drawing attention to the new employment opportunities generated by the new premises. The proposed business identification signage is typical for the site in accordance with the other properties within the Oakdale South Estate. 	Yes
2 – Special Areas		
<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? 	<ul style="list-style-type: none"> The proposed notice board is not located near heritage areas, conservation areas or rural landscapes. The proposed notice board has been designed with inoffensive colours and text and does not detract from the amenity of nearby residents. 	Yes
3 – Views and Vistas		
<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? 	<ul style="list-style-type: none"> The proposed signage is low in scale and does not compromise any important views from surrounding properties. The proposed signage is entirely appropriate to identify the new premises and will not detract from the visual quality or amenity of surrounding areas. 	Yes
4 – Streetscape, Setting or Landscape		
<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? 	<ul style="list-style-type: none"> The scale of the signs are compatible with the size of the facades and are in proportion with the external design elements. The proposed signage adds to the visual interest of the building and draws attention to the new facility. The signage is the only signage proposed on the building. 	Yes

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<ul style="list-style-type: none"> Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 	<ul style="list-style-type: none"> No vegetation is proposed. 	
5 – Site and Building		
<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? 	<ul style="list-style-type: none"> Yes. The proposed signage will be neatly secured to the building façade. 	Yes
6 – Associated Devices and Logos with Advertisements and Advertising Structures		
<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? 	<ul style="list-style-type: none"> The 'Goodman' and future tenant logo will be represented on the signage to identify the warehouses. The proposed signage will be neatly secured to the building façade and to the ground. 	Yes
7 – Illumination		
<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? 	<ul style="list-style-type: none"> The proposed illumination will not result in an unacceptable glare. No. The lighting of the business identification signage is appropriate for the industrial estate. Council can condition requirements for a curfew or adjustments to the illumination. 	Yes
8 – Safety		
<ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? 	<ul style="list-style-type: none"> The proposed signage is unobtrusive and is setback from the road. 	Yes

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<ul style="list-style-type: none"> • 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? 	<p>Accordingly, the signage will not put drivers, pedestrians or cyclists at risk.</p> <ul style="list-style-type: none"> • The proposed signage is located within the site boundary. Therefore, there is no reduced safety to pedestrians or cyclists using the foot path. • The proposed sign is at a height and location that does not obscure sightlines from public areas for pedestrians. 	

Considering the above, the proposal complies with the provisions contained to Schedule 1 of SEPP64.