

11 June 2013



SEPP 64 Advertising and Signage

Re: Club Paceway – Station St – Ransley St, Penrith NSW 2750

Schedule 1: Assessment criteria

1. Character of the area

Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?

- Our proposal fits with the existing character of the area as there is already signage of its type within the vicinity.

Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

- All the sites along the Station St – Ransley St have large business identification pylon signs, our proposal is the same.

2. Special areas

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?

- This sign has been designed to be the same size as the existing signage so it does not impede the current visual surrounds.

3. Views and vista

Does the proposal obscure or compromise important views?

- The proposal does not obscure any views.

Does the proposal dominate the skyline and reduce the quality of vistas?

- Our proposed sign does not protrude higher than any existing signs along this streetscape and does not dominate the skyline nor reduce the quality of existing vistas.

Does the proposal respect the viewing rights of other advertisers?

- The proposal does not hinder any other advertisers.

4. Streetscape, setting or landscape

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

- The proposal is in scale, proportion and form with the surrounding streetscape

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

- Our proposal spaces the signage along this area in a way that is easy for motorists and passer-by to view.

Does the proposal reduce clutter by rationalising and simplifying existing advertising?

- With our proposal we aim to reduce the clutter by installing signage that has clean visual lines, so that it is easily viewed. We are also proposing to remove the existing signage from each corner where there is a number of signs.

Does the proposal screen unsightliness?

- Not applicable to this application.

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

- The proposal does not protrude higher than buildings, structures or tree canopies.

5. Site & building

Is the proposal compatible with the scale, proportion and any other characteristics of the site or building, or both, on which the proposed signage is located?

- The proposal is compatible with the scale, proportion etc. as it is exactly the same scale as the existing sign.

Does the proposal respect important features of the site or building, or both?

- The proposal respects important features of the site.

Does the proposal show innovation and imagination in its relationship to the site or building, or both?

- The proposal shows innovation and imagination in its relationship to the site and its buildings.

6. Associated devices and logos with advertisements and advertising structures.

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?

- The time of change between messages will be instant (No time to change whatsoever)
- The display is not moving or animated in anyway
- The level of illumination is automatically adjusted to suit the environment to ensure the sign is never overpowering to the eye
- The sign message is static from start to finish
- The proposal has a logo incorporated in the main part of the sign

7. Illumination

Would illumination result in unacceptable glare?

- The illumination will not result in unacceptable glare.

Would illumination affect safety for pedestrians, vehicles or aircraft?

- No it would not. It will enhance safety by clearly identifying the property.

Would illumination detract from the amenity of any residence or other forms of accommodation?

- The proposal will have the same illumination as per other signs located along the roadside.

Can the intensity of the illumination be adjusted, if necessary?

- The proposal has an auto dimmer which decreases the intensity of the illumination.

Is the illumination subject to a curfew?

- Negotiable.

8. Safety

Would the proposal reduce the safety for any public road?

- Safety in the area would be enhanced with the removal of the existing sign on the corner near the traffic lights.

Would the proposal reduce the safety for pedestrians or bicyclists?

- Safety in the area would be enhanced with the removal of the existing sign on the corner near the traffic lights.

Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

- The sign is located on our client's property off the footpath and road reserve.

The wording configuration on the sign can be adjusted to any maximum or minimum to suit the RMS policy on VMS.

Addressing Transport Corridor Outdoor Advertising and Signage Guidelines.

3.2.2 Variable Message signs-

The speed limit of the area is less than 60kph

The time of change between messages will be instant (No time to change whatsoever)

The display is not moving or animated in anyway

The level of illumination is automatically adjusted to suit the environment to ensure the sign is never overpowering to the eye

The sign message is static from start to finish

Hoping the above explains the mechanics of the sign and the experience our company have in ensuring that these types of sign are installed within the Transport Corridor Outdoor Advertising and Signage Guidelines.