

**ASSESSMENT OF PROPOSED SIGNAGE PURSUANT TO STATE ENVIRONMENTAL PLANNING POLICY NO. 64 – ADVERTISING AND SIGNAGE (SEPP 64)
NEW BUSINESS IDENTIFICATION SIGNAGE TO 146 STATION STREET, PENRITH (LOT 11 DP 715161)**

No	Provisions of SEPP 64	Compliance
1	<p>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? 	<p>Complies.</p> <p>The proposed new business identification signage includes the following:</p> <ul style="list-style-type: none"> 1 x painted wall sign on the eastern facade measuring 1,860mm (w) x 860mm (h). The artwork is under development and sample artwork only has been shown on submitted plans. 1 x painted wall sign on the shipping container measuring approximately 2m (w) x 1m (h). The artwork is under development and sample artwork only has been shown on submitted plans. 1 x pole sign in front of the site on the Station Street frontage measuring 3,200mm (h) x 1100mm (w). The artwork is under development and consent is sought for the structure only. The round sign is illuminated on the edge. A menu board display is also attached to the pole. <p>The proposed signage complies with SEPP 64 in this regard as it is:</p> <ul style="list-style-type: none"> Commensurate to the restaurant function of the site; Of a suitable size, neat, and well presented; and Does not result in any adverse impacts to adjoining properties.
	<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>Complies.</p> <p>The proposed signage is considered acceptable given the context of the site within the Penrith City Centre.</p>
2	<p>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>Complies.</p> <p>There are no environmentally sensitive areas, natural or other conservation areas, waterways, rural or residential areas directly adjoining the tenancy.</p> <p>The site and the adjoining site are heritage items and the signage does not detract from the amenity or visual quality of the heritage items.</p>
3	<p>Views and Vistas</p> <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? 	<p>Complies.</p> <p>The proposed signage will not obscure or compromise any important views.</p>
	<ul style="list-style-type: none"> Does the proposal dominate the skyline and reduce the quality of vistas? 	<p>Complies.</p> <p>The proposed signage will not dominate the skyline or reduce the quality of any vistas.</p>

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	<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 	<p>Complies.</p> <p>The proposed signage will not obstruct any views to other advertisements in the area.</p>
4	<p>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? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	<p>Complies.</p> <p>The scale, proportion and form of the proposed signage is suitable for the site and is commensurate with other advertising signs within the Penrith City Centre.</p> <p>Complies.</p> <p>The proposed signage identifies the tenants, utilises high quality finishes and is professionally designed.</p> <p>Complies.</p> <p>The proposed signage is professional, is neat and does not result in clutter.</p> <p>Complies.</p> <p>The proposed signage does not screen unsightliness.</p> <p>Complies.</p> <p>The proposed signage does not protrude above buildings, structures or tree canopies in the locality.</p>
5	<p>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? 	<p>Complies</p> <p>The proposed signage is well resolved, is of a consistent scale and will have a contemporary presentation that is suitable for the commercial context of the site.</p> <p>Complies.</p> <p>The proposed signage does not detract from the visual appearance of the building.</p> <p>Complies.</p> <p>The proposed wall sign utilises architectural features of the building.</p>
6	<p>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 structure on which it is to be displayed? 	<p>Complies.</p> <p>The proposed signage does not include any new safety devices or platforms.</p>

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7	<p>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>Complies.</p> <p>The proposed illumination of the pole sign is minimal and will not result in unacceptable glare.</p> <p>Complies.</p> <p>The proposed illuminated sign is not located where an impact would occur to pedestrians, vehicles or aircraft.</p> <p>Complies.</p> <p>The illuminated sign is not visible from any residence or other form of accommodation.</p> <p>Complies.</p> <p>The illumination is limited to a strip surrounding the pole sign and will not result in excessive illumination. The intensity can be adjusted if necessary.</p> <p>Complies.</p> <p>The sign is proposed to be illuminated during the opening hours of the premises, 6am to 5pm Monday to Sunday.</p>
8	<p>Safety</p> <ul style="list-style-type: none"> • Would the proposal reduce the safety of 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? 	<p>Complies</p> <p>The proposed signage will not reduce the safety of any public road.</p> <p>Complies.</p> <p>The proposed signage will not reduce the safety for pedestrians or cyclists.</p> <p>Complies.</p> <p>The proposed signage will not reduce pedestrian safety or adversely impact sightlines from public areas.</p>