


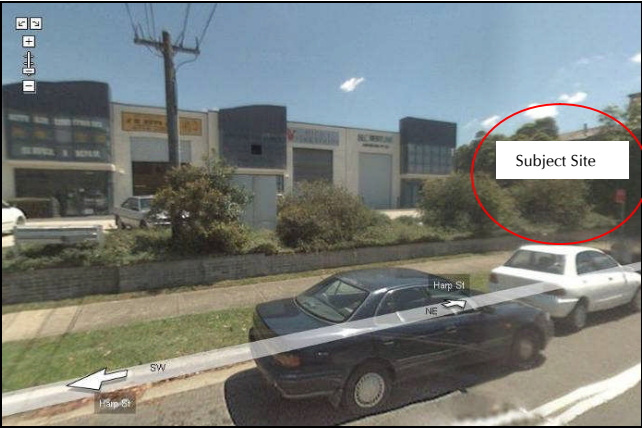
**TABLE 1  
SEPP 64, SCHEDULE 1 – ASSESSMENT CRITERIA**

| <b>Assessment Criteria</b>  | <b>Comments</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> </ul>   | <p>The proposed building and business identification signage is compatible with the light industrial character of the area.</p> <p><b>Complies.</b></p>   |
| <ul style="list-style-type: none"> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>   | <p>There is no particular theme for outdoor advertising in the locality and the proposed signage does not include advertising.</p> <p><b>Not applicable.</b></p>  |
| <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> | <p>The site is not within any conservation areas, open space areas, residential areas, etc, although the site is in the vicinity of two Heritage Items (the Radisson Hotel and the Perpetual Trustee Office Building).</p> <p>The signage will not detract from the visual quality of the two Heritage Items.</p> <p><b>Complies.</b></p> |
| <b>3 Views and vistas</b>   |   |
| <ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> </ul>  | <p>The proposed signage zones are not located within any exiting nominated vista. By virtue of the nominated size (refer to Architectural plans at <b>Appendix 29</b> of the EA), location and orientation the signage will not obscure or compromise any potential vista.</p> <p><b>Complies.</b></p>                                    |
| <ul style="list-style-type: none"> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> </ul>  | <p>The proposed signage will not dominate the skyline (as it forms an integrate part of the building facades, nor does it reduce the quality of the Charlotte Street potential vista.</p> <div data-bbox="753 1529 1433 1742" data-label="Image"> </div> <p><b>Complies.</b></p>  |
| <ul style="list-style-type: none"> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>  | <p>The proposed signage will not compromise the viewing rights of other advertisers.</p> <p><b>Complies.</b></p>  |
| <b>Streetscape, setting or landscape</b>  |   |
| <ul style="list-style-type: none"> <li>Is the scale, proportion and form of the</li> </ul>  | <p>The proposed signage zones are appropriate with regard</p>   |

**TABLE 1**  
**SEPP 64, SCHEDULE 1 – ASSESSMENT CRITERIA**

| <b>Assessment Criteria</b>   | <b>Comments</b>  |
|--|--|
| <i>proposal appropriate for the streetscape, setting or landscape?</i>   | to height, bulk, scale and proportions relative to the streetscape.<br><br><b>Complies.</b>  |
| <ul style="list-style-type: none"> <li>• <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i></li> </ul>   | The signage will contribute to the visual interest of the streetscape.<br><br><b>Complies.</b>   |
| <ul style="list-style-type: none"> <li>• <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i></li> </ul>   | The existing vacant building has very little existing signage. The proposed suite of new signs will rationalise the architectural style of the signage and relate to the new façade.<br><br><b>Complies.</b>   |
| <ul style="list-style-type: none"> <li>• <i>Does the proposal screen unsightliness?</i></li> </ul>   | Most of the signage is proposed to be located on the new façade and so will add visual interest rather than screening unsightliness.<br><br><b>Complies.</b>   |
| <ul style="list-style-type: none"> <li>• <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality</i></li> </ul>   | Charlotte and Harp Streets are not characterised by tree canopies or other structures.<br><br>The proposed signage zones do not protrude above the proposed building height and will not be dissimilar to other signage within the surrounding area.<br><br><b>Complies.</b> |
| <b>Site and building</b>   |  |
| <ul style="list-style-type: none"> <li>• <i>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?</i></li> </ul> | The signage is compatible with the scale, proportion and other characteristics of the proposed building.<br><br>With regard to buildings in the area, most of the signage is typical of an industrial area as seen on the photographs below.                                 |

**TABLE 1  
SEPP 64, SCHEDULE 1 – ASSESSMENT CRITERIA**

| Assessment Criteria  | Comments   |
|--|--|
|  |  <p><b>Harp Street looking south</b></p>  <p><b>Harp street looking northwest</b></p> <p>The proposed signage zones do not protrude above the proposed building height and will not be dissimilar to other signage within the surrounding area.</p> <p><b>Complies.</b></p> |
| <ul style="list-style-type: none"> <li>Does the proposal respect important features of the site or building, or both?</li> </ul>   | <p>The signage zones have been sited and sized to be an integral part of the building design and therefore compatible and respectful of the overall architectural integrity of the building.</p> <p><b>Complies.</b></p>   |
| <ul style="list-style-type: none"> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>  | <p>The proposal demonstrates an appropriate level of imagination and innovation.</p> <p><b>Complies.</b></p>   |
| <p><b>Associated devices and logos with advertisements and advertising structures</b></p>  |  |
| <ul style="list-style-type: none"> <li>Have any safety devices, platforms, lighting or logos been designed as integral part of the signage or structure on which it is to be displayed?</li> </ul> | <p>No other associated devices or platforms form part of the signage structure.</p> <p>Details of illumination will be provided as part of future DAs although the illumination can be designed so as to be unobtrusively integrated into the design of the signage.</p> <p><b>Complies.</b></p>   |

**TABLE 1**  
**SEPP 64, SCHEDULE 1 – ASSESSMENT CRITERIA**

| <b>Assessment Criteria</b>   | <b>Comments</b>  |
|--|--|
| <b>Illumination</b>  |  |
| <ul style="list-style-type: none"> <li>• <i>Would illumination result in unacceptable glare?</i></li> </ul>  | <p>Details of the intensity of illumination will be provided in future DAs, although the illumination will be designed so as not to result in unacceptable glare.</p> <p><b>Subject to future DAs.</b></p>                   |
| <ul style="list-style-type: none"> <li>• <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i></li> </ul>   | <p>Details of the intensity of illumination will be provided in future DAs, although the illumination will be designed so as not to affect safety.</p> <p><b>Subject to future DAs.</b></p>                                  |
| <ul style="list-style-type: none"> <li>• <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i></li> </ul>                            | <p>Details of the intensity of illumination will be provided in future DAs, although the illumination will be designed so as not to detract from residential/accommodation amenity.</p> <p><b>Subject to future DAs.</b></p> |
| <ul style="list-style-type: none"> <li>• <i>Can the intensity of the illumination be adjusted, if necessary?</i></li> </ul>  | <p>Details will be provided in future DAs.</p>   |
| <ul style="list-style-type: none"> <li>• <i>Is the illumination subject to a curfew?</i></li> </ul>  | <p>Details will be provided in future DAs.</p>   |
| <b>Safety</b>  |  |
| <ul style="list-style-type: none"> <li>• <i>Would the proposal reduce the safety for any public road?</i></li> </ul>   | <p>The signage will not affect road safety.</p> <p><b>Complies.</b></p>  |
| <ul style="list-style-type: none"> <li>• <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i></li> </ul>   | <p>The signage will not affect pedestrian or cyclist safety.</p> <p><b>Complies.</b></p>   |
| <ul style="list-style-type: none"> <li>• <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i></li> </ul> | <p>The proposed signage will not obscure any sightlines from public areas.</p> <p><b>Complies.</b></p>   |