

State Environmental Planning Policy No 64 – Advertising and Signage Assessment

State Environmental Planning Policy No 64 – Advertising and Signage (SEPP 64) applies to all signage that, under another environmental planning instrument that applies to the signage, can be displayed with or without development consent and is visible from any public place or public reserve, except as otherwise provided in that policy.

In total nineteen (19) signs are proposed, which comprise a mix of ‘business identification signs’ and ‘building identification signs’. A breakdown of the dimensions and typology of the proposed signs has been provided below:

Table 1 – Breakdown of proposed signs

Sign Identification	Sign Type under SEPP 64	Sign Type in submitted Plans	Width	Height	Illuminated
Ground Level – South Lobby					
Sign 1	Business Identification	RT03	900mm	600mm	✓
Sign 2	Building Identification	SL01	3000mm	700mm	×
Sign 3	Building Identification	SL02	1200mm	3000mm	✓
Sign 4	Building Identification	SL03	7000mm	1500mm	✓
Sign 5	Building Identification	SL04	1750mm	1750mm	✓
Sign 6	Business Identification	RT02	1775mm	600mm	✓
Sign 7	Business Identification	RT02	1775mm	600mm	✓
Sign 8	Business Identification	RT02	1775mm	600mm	✓
Ground Level – North Lobby					
Sign 9	Business Identification	RT01	1775mm	600mm	✓
Sign 10	Business Identification	RT01	1775mm	600mm	✓
Sign 11	Business Identification	RT01	1775mm	600mm	✓
Sign 12	Building Identification	NL04	1750mm	1750mm	✓
Sign 13	Building Identification	NL01	800mm	2700mm	×
Sign 14	Business Identification	RT04	600mm	900mm	✓
Sign 15	Business Identification	RT05	600mm	900mm	✓
Sign 16	Building Identification	NL02	400mm	1350mm	×
Sign 17	Building Identification	NL03	400mm	750mm	×
Sky Signs					
Sign 18	Building Identification	SK01	9000mm	1500mm	✓
Sign 19	Building Identification	SK03	3900mm	3900mm	✓

All of the proposed signs fall under the definition of either ‘business identification sign’ or ‘building identification sign’, the definitions of which under SEPP 64 are below:

“Business identification sign means a sign:

(a) that indicates

- i. the name of a person, and
 - ii. the business carried on by the person,
- at the premises or place at which the sign is displayed, and

(b) that may include at the address of the premises or place and a logo or other symbol that identifies the business but does not include any advertising relating to a person who does not carry on business at the premises or place.”

“Building identification sign means a sign that identifies or names a building, and that may include the name of a business or building, the street number of a building, the nature of the business and a logo or other symbol that identifies the business, but that does not include general advertising of products, goods or services.”

Table 1 provides a detailed breakdown of each of the proposed signs as either ‘building identification signage’ or ‘business identification signage’. All of the proposed signs will be used for one of these two purposes, either being used to identify the overall “V by Crown” building, or the individual proposed retail tenancies. Further detail has been provided on the Signage Plans prepared by AJ + C, which have been appended to this submission.

Accordingly the controls in Part 3 of SEPP 64 do not apply to any of the proposed signs, and pursuant to clause 8 of SEPP 64 only the objectives of SEPP 64 and the criteria in Schedule 1 – Assessment Criteria of SEPP 64 are required to be considered in the assessment of this development application. The proposed signs are consistent with the objectives of SEPP 64 and satisfy the criteria specified in Schedule 1 of SEPP 64 as outlined below.

Clause 3 states the aims and objectives of SEPP 64 which are:

- (a) to ensure that signage (including advertising):*
 - (i) is compatible with the desired amenity and visual character of an area, and*
 - (ii) provides effective communication in suitable locations, and*
 - (iii) is of high quality design and finish, and*
- (b) to regulate signage (but not content) under Part 4 of the Act, and*
- (c) to provide time-limited consents for the display of certain advertisements.*
- (d) to regulate the display of advertisements in transport corridors, and*
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

The proposal is consistent with the above objectives in that the signage is complimentary to the architectural character of the building design and the visual character of the Parramatta City Centre, and has been designed cohesively to a high quality of standard and finish.

Schedule 1 of SEPP 64 contains a range of assessment criteria which are matters for consideration by the consent authority in assessing applications for signage. The compliance of the proposed signs with the assessment criteria is set out in **Table 2** below:

Table 2 – Assessment of proposal against assessment criteria set out at Schedule 1 of SEPP 64

Assessment Criteria	Comments	Compliance
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	Building identification at the roof level, as well as building and business identification at the ground level, is a common characteristic for major development in Parramatta, and throughout centres across Sydney. The proposal is consistent with this.	Y
Is the proposal consistent with a particular theme for outdoor advertising	The proposed signage is of a consistent design throughout the proposal, and provides a cohesive	Y

Assessment Criteria	Comments	Compliance
in the area or locality?	design strategy throughout the 45 Macquarie Street site.	
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?	The proposal does not detract from the amenity or visual quality of any environmentally sensitive areas, heritage area, natural or other conservation areas, open space areas, waterways, rural landscapes, or residential areas. Roof level signs are only proposed on elevations which are not visible from Parramatta Park, and the ground level signs are only visible at a scale which will not impact on any such surrounding areas.	Y
Does the proposal obscure or compromise important views?	The proposed ground floor signs will not obstruct any important views. The proposed roof level signs are only located on the elevations which are not visible from Parramatta Park, and will be located on the eastern and southern elevations. These signs will not obscure or compromise any important views.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed ground floor signs will not form part of the Parramatta skyline, due to their location at the ground level. The proposed roof level signs will be visible from the south and east as a contributory part of the Parramatta skyline. It will not dominate the skyline.	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not impact on the viewing rights of any advertisers.	Y
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, form and proportion of the proposed ground floor signs are appropriate for the setting and will contribute to wayfinding around the site. The proposed roof level signs are of appropriate sizing for their location at the roof level of the site, and will not appear dominant in the context of the overall building.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage has been carefully integrated into the design of 45 Macquarie Street, and the signage design is compatible with the character of other buildings within Parramatta.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	N/A	N/A
Does the proposal screen unsightliness?	N/A	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage will not protrude above buildings, structures or tree canopies in the area or locality. The proposed roof level signage is located on the southern and eastern building facades, and will not protrude above the building.	Y
Does the proposal require ongoing vegetation management?	The proposal does not require ongoing vegetation management.	Y
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is	The signs are compatible with the characteristics of the site, and have been designed cohesively throughout the site. Signage has not been proposed at the roof level on the northern or western facades to	Y

Assessment Criteria	Comments	Compliance
to be located?	ensure that it is not visible from Parramatta Park.	
Does the proposal respect important features of the site or building, or both?	The proposed signs are respectful of, and will not distract from, the design of the overall building.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal relates well to the site, with the signage being designed in a coordinated manner which matches the design of the building.	Y
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?	All proposed signs except for Signs 2, 13, 16 and 17 are proposed to be illuminated. Lighting has been proposed as an integral part of the proposed illuminated signs, using a mix of techniques such as internal LED illumination and 'halo' lighting.	Y
Would illumination result in unacceptable glare?	The illumination of signs proposed will not result in an unacceptable glare.	Y
Would illumination affect safety for pedestrians, vehicles or aircraft?	The safety of pedestrians, vehicles or aircraft will not be compromised by the proposed signs.	Y
Would illumination detract from the amenity of any residence or other form of accommodation?	The signs are located within the Parramatta CBD, and will not detract from the amenity of nearby residences.	Y
Can the intensity of the illumination be adjusted, if necessary?	Based on the assessment presented in this SEE it is not considered that adjusted illumination will be required.	N/A
Is the illumination subject to a curfew?	The illuminated signs are not proposed to be subject to a curfew, which is acceptable for business / building identification signage in the context of the Parramatta CBD.	Y
Would the proposal reduce the safety for any public road?	Due to the design, location, scale and intensity of the proposed signs, the proposal will not reduce road safety for any public road.	Y
Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed signs will not reduce pedestrian or cyclist safety.	Y
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signs will not obscure sightlines from public areas.	Y