



Appendix FF Signage Assessment

State Environmental Planning Policy No.64 – Advertising and Signage

SEPP 64 applies to all signage that under an environmental planning instrument can be displayed with or without development consent and is visible from any public place or public reserve. The signage zones proposed in this application will accommodate future signage for the identification of the proposed Powerhouse Parramatta.

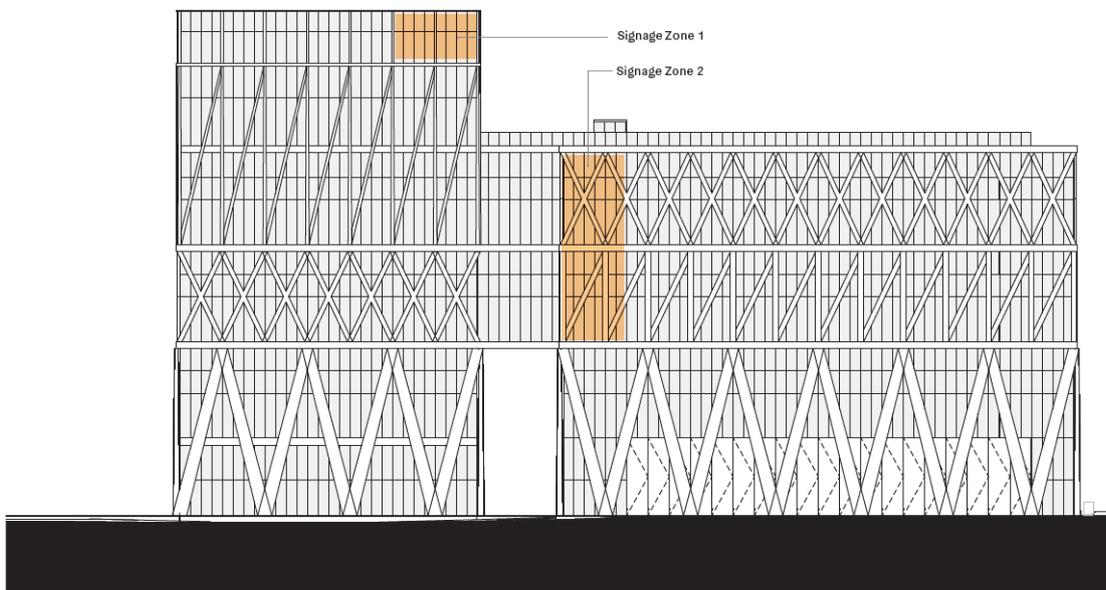
The proposal will remain compliant with the aims and objectives of this SEPP, which are:

- (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.*

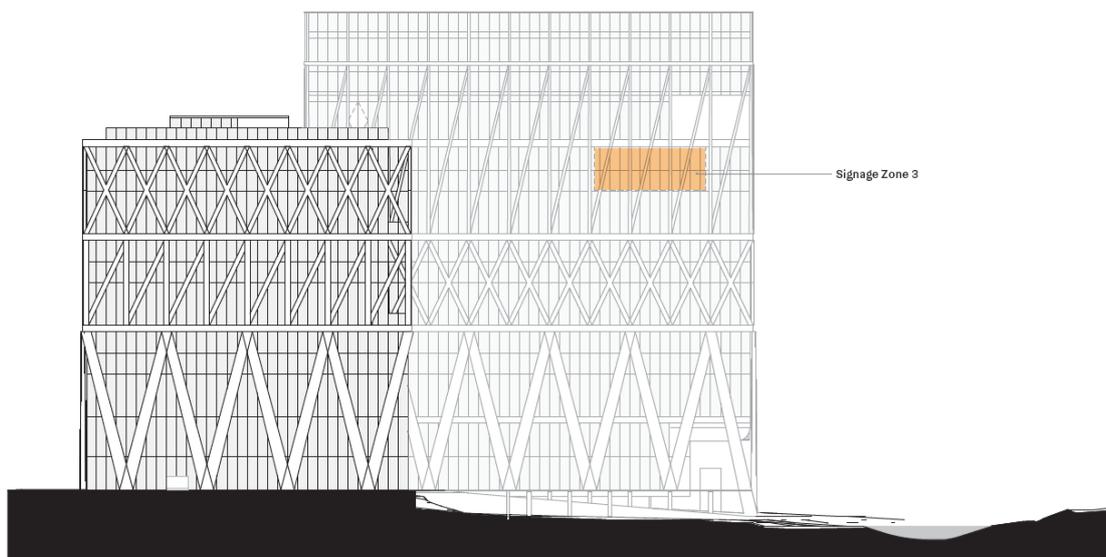
The proposal is consistent with the above objectives of SEPP 64 as the proposed signage zones will facilitate signage of a high-quality design and finish and will be complementary to the character and aesthetics of the proposed development and its setting, whilst effectively communicating the location of this significant new culture and arts destination within the Parramatta CBD.

The signage proposed under this application is classified as business identification signage. The provisions within Part 3 of SEPP 64 therefore do not apply. Only the objectives of SEPP 64 and the criteria in Schedule 1 'Assessment Criteria of SEPP 64' of SEPP 64 requires consideration.

Schedule 1 of SEPP 64 contains a range of assessment criteria for consideration in assessing signage applications. The consistency of the proposed signage with the assessment criteria contained in Schedule 1 of SEPP 64 is detailed in **Table 1** below.



Southern elevation



Eastern elevation

Figure 1 Proposed signage zones (orange) integrated into the building facades

Source: Moreau Kusunoki with Genton

Table 1 Assessment criteria under Schedule 1 of SEPP 64

Assessment Criteria	Comments	Compliant
1. Character of the area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	The proposed signage zones are compatible with the existing and desired future character of the area, being located within the Parramatta CBD at the intersection of a number of key urban connections. The signage aligns with the significant civic nature of the site, its position at the terminus of the future Civic Link, its high-density and urban setting within the CBD, and its location within Parramatta's developing culture and arts precinct.	✓
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	Currently, there is no particular theme for signage in the surrounding area. Notwithstanding, the proposed signage zones will ensure that future signage on the façade of Powerhouse Parramatta is integrated into the architectural design of the buildings, and developed with the detailed design of these facades. The zones will facilitate high-quality façade signage consistent with the Powerhouse branding and the contemporary design of the building, whilst also serving an essential wayfinding function.	✓
2. Special areas		
<i>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?</i>	The proposed signage will not 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 proposed signage zones ensure the future detailed signage is integrated with the southern and eastern facades of the buildings, and that this future signage does not directly interface with the Meriton development to the west and development directly north of the river.	✓
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	The proposed signage zones are located on the facades of the buildings and as such it will not obscure or compromise any important views.	✓
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	The proposed signage has been designed and located to avoid dominating the skyline or reducing the quality of vistas, whilst still functioning as an essential wayfinding tool for those travelling from the ferry wharf or the CBD via the Civic Link. The signage zones have been sensitively integrated with the facades of buildings, and will utilise high quality materials and design to ensure the signage is a complementary addition to the building.	✓
<i>Does the proposal respect the viewing rights of other advertisers?</i>	The proposed signage zones are isolated to the site, and will replace and rationalise former signage associated with the various buildings and uses existing on the site, and as such are not expected to impede on any surrounding signage or advertising.	✓
4. Streetscape, setting or landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	The scale, proportion and form of the proposed signage zones will be tested and determined through further design development, with regard to the surrounding context. The ultimate signs will assist in place identification and wayfinding.	✓
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	The detailed design of the signage zones will seek to contribute to the quality and interest of the streetscape and not detract from the setting of surrounding heritage items, noting that the signage has the potential to positively contribute to the skyline.	✓
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The proposed signage zones ensure that signage is integrated into the design of the building and are considered at this early design phase, removing the potential for adhoc visual clutter if facade signage were considered after the detailed design and construction of Powerhouse Parramatta.	✓
<i>Does the proposal screen unsightliness?</i>	The proposed signage zones do not screen unsightliness, but rather have been designed to integrate with and complement the proposed development.	N/A

Assessment Criteria	Comments	Compliant
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	The proposed signage zones on the façade of Powerhouse Parramatta will protrude above the tree canopies in areas. However, the detailed design of the signage zones will achieve a high-quality design with consideration of the architectural features of the buildings and the context of the site. They will be designed so as to not detract from the desired amenity and visual character of the surrounding area, whilst also achieving necessary wayfinding functions.	✓
<i>Does the proposal require ongoing vegetation management?</i>	The proposed signage zones will not require ongoing vegetation management.	N/A
5. Site and building		
<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>	The scale and nature of Powerhouse Parramatta necessitates larger than usual signage. For this reason, the proposed signage is considered to be compatible with this significant new NSW cultural institution and consistent with the intent of signage as a wayfinding tool. The detailed design of signage within the proposed signage zones will be developed with regard to the proportions of the buildings and detailed design of the facades, as well as the predominant characteristics of the surrounding area.	✓
<i>Does the proposal respect important features of the site or building, or both?</i>	The proposed signage zones have been located to respect important architectural features of the buildings and to provide the best possible opportunity for wayfinding. The zones have been located to be seen from key decision points, being the Civic Link and ferry wharf, and will assist in place identification and wayfinding.	✓
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The proposed signage zones have been fully integrated with the building architecture and landscape design. This will ensure a consistent theme and branding for Powerhouse Parramatta signage.	✓
6. Associated devices and logos with advertisements and advertising structures		
<i>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?</i>	Future signage on the façade of the buildings may incorporate logos, lighting devices and safety features. These will be designed to read as an integral part of the signage and the building façade.	✓
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	Illumination will be developed with respect to the relevant Australian Standards and best-practice measures for building identification signage. It will be confirmed at the relevant stage that the proposed signage does not result in unacceptable glare or light spill, or impact the safety of pedestrians, vehicles or aircraft.	✓
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	The proposed signage illumination will be adjustable, as required.	✓
<i>Is the illumination subject to a curfew?</i>	There is no curfew proposed for the illuminated signage. The signs are proposed to be illuminated between dusk and dawn.	N/A
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	As discussed above, the illumination of the proposed signage will be developed with regard to the relevant Australian Standards and best-practice measures to ensure it does not reduce the safety for any public road. The location of the proposed signage zones on the façade of the building would not be expected to reduce the safety of any public road.	✓

Assessment Criteria	Comments	Compliant
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	Due to the proposed signage zones being elevated on the façade of the buildings, it is not expected that this building identification signage will obscure sightlines from public areas or reduce safety.	✓
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		