

APPENDIX BB SEPP 64 (ADVERTISING AND SIGNAGE) ASSESSMENT

Milestone



ASSESSMENT OF PROPOSED SIGNAGE ZONES PURSUANT TO STATE ENVIRONMENTAL PLANNING POLICY NO. 64 - ADVERTISING AND SIGNAGE (SEPP 64)

STATE SIGNIFICANT DEVELOPMENT APPLICATION FOR MUSEUMS DISCOVERY CENTRE EXPANSION AT 2 GREEN ROAD, CASTLE HILL

SEPTEMBER 2020

No	Provisions of SEPP 64	Compliance
1	<p>Character of the area</p> <p>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>	<p>Complies.</p> <p>The Design report prepared by Lahznimmo Architects (refer Appendix B of the EIS) includes a Building Signage location strategy which shows five signage zones located at the southern end of proposed Building J.</p> <p>The signage zones are designed to identify the new MDC building from the public realm of Showground Ground and main pedestrian entrances. The signs will be consistent with the existing character of the overall site and TAFE campus which comprise institutional buildings with large building footprints and directional signs designed to guide visitors to the respective sites and buildings.</p>
	<p>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</p>	<p>Complies.</p> <p>Signage in the area generally consists of existing directional signs and buildings signs associated with the surrounding institutional buildings. The proposed signage zones are consistent with this theme.</p>
2	<p>Special areas</p> <p>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>	<p>Complies.</p> <p>A residential area is located to the north of proposed Building J and it will not be impacted by the proposed signage zones which are located to the south of the building, next to Showground Road for visitors.</p> <p>The immediate locality does not include any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes that would be impacted by the proposed signs.</p>
3	<p>Views and Vistas</p> <p>Does the proposal obscure or compromise important views?</p>	<p>Complies.</p> <p>The proposed signage will not obscure or compromise any important views and vistas.</p>
	<p>Does the proposal dominate the skyline and reduce the quality of vistas?</p>	<p>Complies.</p> <p>The proposed signage will not dominate the skyline or reduce the quality of any vistas. The signage zones will be integrated into the building facades and will not sit above the parapet at any point.</p>

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	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> <p>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</p>	<p>Complies.</p> <p>The scale, proportion and form of the proposed signage will be suited to the large institutional building.</p>
	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	<p>Complies.</p> <p>The proposed signage zones suitably identify the building from the public realm, and they will complement the architecture including materials and finishes.</p>
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	<p>N/A</p>
	Does the proposal screen unsightliness?	<p>Complies.</p> <p>The proposed signage zones are neat and well-presented and will improve the visual presentation and identification of the building.</p>
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	<p>Complies.</p> <p>The proposed signage does not protrude above the proposed Building J or surrounding tree canopies.</p>
5	<p>Site and building</p> <p>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?</p>	<p>Complies</p> <p>The signage zones complement the scale and proportion of the new building and will have a contemporary presentation suited to the architecture and purpose of the site.</p>
	Does the proposal respect important features of the site or building, or both?	<p>Complies.</p> <p>The proposed signage zones are integrated into the architecture and will not detract from any important features of the site including other institutional buildings and vegetation. They will complement the form and function of the building including the need to enhance the sense of permeability through the east - west pedestrian link.</p>
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<p>Complies.</p> <p>The proposed signage zones are located to optimise identification of the building and promote wayfinding. The location and size of the signage zones are innovatively designed to encourage interaction with the building, especially at the east and west pedestrian entrances.</p>

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6	<p>Associated devices and logos with advertisements and advertising structures</p> <p>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>	<p>Complies.</p> <p>Safety devices or platforms are not required.</p>
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>Illumination details will be identified once the signage strategy is further developed and prior to the issuing of the Construction Certificate. Should illumination be required, it will be designed to avoid unacceptable glare or light spill or impact upon the safety of pedestrians, vehicles or aircraft.</p> <p>Any proposed illumination will be developed with respect to the relevant Australian Standards and best-practice measures for building identification signage.</p>
8	<p>Safety</p> <p>Would the proposal reduce the safety of any public road?</p>	<p>Complies</p> <p>The proposed signage will not reduce the safety of any public road, including Greens Road, considering their size, type and orientation. The signage zone on the south elevation is designed to be legible to pedestrians and passing motorists however it will not be a distraction or hazard. Unlike digital billboards with flashing content, for example, these signs are relatively benign and will promote safety by clearly identifying the new building from the adjacent road.</p>
	<p>Would the proposal reduce the safety for pedestrians or bicyclists?</p>	<p>Complies.</p> <p>The proposed signage will not reduce safety for pedestrians or cyclists. Indeed, the signage will improve safety by way of improved wayfinding.</p>
	<p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>Complies.</p> <p>The proposed signs will not reduce pedestrian safety or impact sightlines from public areas.</p>