

## Block 11, Central Park - SSD 6673

### State Environmental Planning Policy No 65 – Advertising and Signage

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 Architectural Plans identify zones for building and business identification signage which illustrate the indicative location of future signage. The zones are intended to provide guidance for the location of detailed signage applications in the future.

Under clause 8 of SEPP 64, a consent authority must not grant consent for any signage application unless the consent authority is satisfied that the proposal is consistent with the objectives of the SEPP and with the assessment criteria which are contained in Schedule 1. **Table 1** below demonstrates the consistency of the proposed signage zones with these assessment criteria.

**Table 1** – Compliance with the Schedule 1 Assessment Criteria of SEP 64 – Block 11 SSD

Assessment Criteria	Comments	Compliance
<b>1 Character of the area</b>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed development is compatible with the existing and desired character of Central Park.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed development is generally consistent with the nature and siting of building signage within the Central Park and consistent approach to signage.	Y
<b>2 Special areas</b>		
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 proposed signage zones are consistent with the provision of signage within the Sydney CBD and will not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, open space areas or waterways. Importantly, the proposal signage will not detract from the amenity and character of surrounding heritage items. The signage zones are located along the street frontages (north, east and west – to Balfour Street Park)	Y
<b>3 Views and vistas</b>		
Does the proposal obscure or compromise important views?	The propose signage zones are integrated with the proposed building as part of the base building design intent and will not result in any obstruction of views. The location and content of signage will not otherwise compromise important views within the precinct.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage will sit below the ridgeline of the proposed building, at the ground level (non-residential uses only).	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signage does not impact upon the viewing rights of other advertisers.	Y
<b>4 Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed signage zones is appropriate for the scale of setting of the building, considering the context. It is noted that signage zones are not proposed along the southern elevation of the building, adjacent a small number of existing residential dwellings.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage zones will contribute to the visual interest of the Central Park site and its various uses by contributing to wayfinding, and identification of uses.	Y

Assessment Criteria	Comments	Compliance
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The integrated provision of signage zones during the base building development establishes a rationalised signage strategy which is consistent with the surrounding architecture and sympathetic to surrounding buildings.	Y
Does the proposal screen unsightliness?	The proposed signage zones are integrated with the architecture of the proposed buildings and will be applied to building facades. The signage zones have been selected by the project architects FJMT.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage zones do not protrude above the upper building line of the core facilities – and are limited to the ground floor level façade, and above the relevant tenancy.	Y
Does the proposal require ongoing vegetation management?	The proposed signage zones will not require ongoing vegetation management.	Y
<b>5 Site and building</b>		
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?	The proposed signage zones have been designed to be fully compatible with the proposed building and surrounds, and is compatible with the architecture of the core facilities. Importantly the signage zones have been placed so as to allow suitably identification for future uses.	Y
Does the proposal respect important features of the site or building, or both?	The proposed signage zones have been located in the most architecturally appropriate locations to assist in place identification and wayfinding of the non-residential uses.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage zones have been fully integrated with the building architecture.	Y
<b>6 Associated devices and logos with advertisements and advertising structures</b>		
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?	Any illumination of future signage will be design as an integral part of the signage and confirmed as part of the future approval of detailed signage.	Y
<b>7 Illumination</b>		
Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft?	Illumination of future signage in its location will not result in unacceptable glare, and the location of the proposed signage which is generally below the height of nearby road viaducts	Y
Would illumination detract from the amenity of any residence or other form of accommodation?	The location and orientation of the signage zones is such that it will not impact on nearby residential receivers.	Y
Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	Central Park provides uses that will operate during the daytime and night time periods. As such it is not considered necessary or appropriate to impose a curfew on the illumination of signage. Illumination of signage, including and any dimming measures, will be incorporated in the detailed design of precinct signage.	Y
<b>8 Safety</b>		
Would the proposal reduce safety for any public road?	The proposed signage zones have been located in order to avoid any impacts on public roads, and views.	Y
Would the proposal reduce safety for pedestrians/cyclists?	The proposed signage zones are located above ground level and will not distract from essential sight lines for pedestrian and cyclists.	Y
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will be integrated with the proposed buildings and will not significantly obscure sight lines from public areas.	Y