

Appendix D - Goodman OSE – Estate Signage Illumination

The following components of the proposed OSE signage is proposed for illumination. It should be noted that the illumination will be of low intensity and will mirror illumination approved of Goodman signage across NSW and Australia.

The following components of the signage is proposed for illumination:

- + **Sign S1** – proposed to be illuminated as follows:
 - 'Goodman' lettering within the Goodman square logo / Estate name lettering / RHS (side) section (refer to area highlighted for sign S1 below)
- + **Signs S2, S3, S4, S5, S6** – all proposed to be illuminated as follows:
 - 'Goodman' square logo / numbering / 'Entry' wording (where relevant) / arrows (Refer to Fig.1 - 3 below for example)

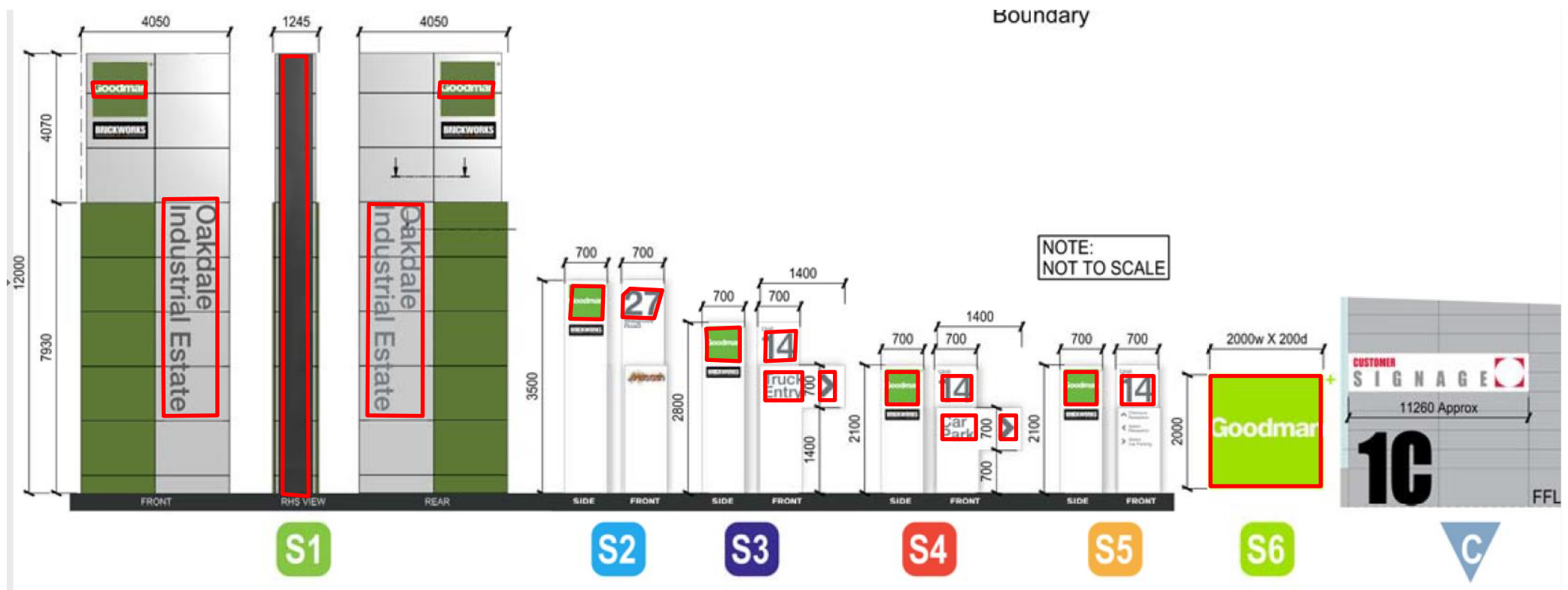
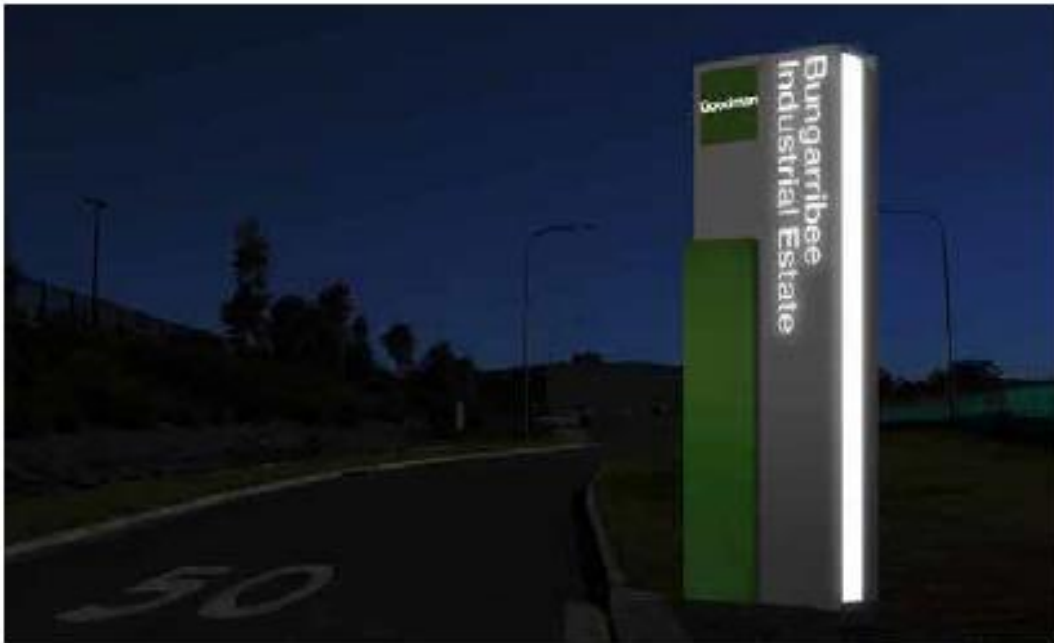


Figure 1 - Proposed OSE signage



S1
Identification site
Day view



S1
Identification site
Night view

Fig. 2: Sign S1 – proposed illumination



Figure 3: S2, 3, 4, 5 example illumination

State Environmental Planning Policy No. 64 – Advertising and Signage

State Environmental Planning Policy No. 64 (SEPP 64) applies to all signage within NSW:

- (a) that, under another environmental planning instrument that applies to the signage, can be displayed with or without development consent, and*
- (b) is visible from any public place or public reserve.*

The proposal seeks the approval for provision of signage classified “Business Identification Signage” under SEPP 64.

Signage is permissible with consent on the Estate. Pursuant to Clause 8 of SEPP 64, a consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:

- (a) that the signage is consistent with the aims/objectives of the Policy, and*
- (b) that the signage satisfies the assessment criteria specified in Schedule 1 of the SEPP.*

These matters are addressed below:

Aims and Objectives of SEPP 64

SEPP 64 aims:

- (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, and*
- (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 parameters established for the signage ensures that all elements will be located within the confines of the site. This location places the signage in the context of a larger industrial precinct, characterised by development that exhibits signage of a similar scale and design to that proposed.

The signage will be appropriate in providing identification to the site, add necessary wayfinding and contribute to the modern industrial sense of place.

Assessment Criteria

Part 2 of SEPP 64 provides that a consent authority must consider the matters in Schedule 1 of the SEPP prior to granting consent to development involving signage. The assessment criteria under Schedule 1 of the SEPP are addressed in the table below.

| Criteria | Proposal Compliance |
|----------|---------------------|
|----------|---------------------|

Character of the area

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| Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? | Yes, the proposed signage is within an industrial precinct which includes a number of facilities, all of which have individual Building and Business Identification Signage. The proposed signage strategy is of a style and design reflecting that consistent with existing Goodman building identification signage within the Estate. |
| Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? | Yes, the proposed signage is forms a coherent signage strategy, consistent in both design and style with that of existing signage within the Estate. |

Special areas

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|---|---|
| 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? | No, the site is suitably removed from sensitive receptors including residential areas, open space and heritage items. |
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Views and Vistas

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| Does the proposal obscure or compromise important views? | No, there are important views or vistas which will be obstructed by the proposed signage. |
| Does the proposal dominate the skyline and reduce the quality of vistas? | No, the signage is scales appropriately and proportionately considering it is used for important business identification and wayfinding purposes. Given the industrial nature of the precinct, the signage does not reduce the quality of the skyline and vistas. |
| Does the proposal respect the viewing rights of other advertisers? | Yes, the development will not obstruct viewing towards any other signage. |

Streetscape, setting or landscape

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| Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? | Yes, the signage is appropriate in terms of scale and are proportionate to the warehouse buildings which characterise the Estate. The estate signage matches, for consistency, that approved for Oakdale Central and proposed for Oakdale West Estate. |
| Does the proposal contribute to the visual interest of the streetscape, setting or landscape? | Yes, the signage will be used to provide identification in a manner that respects the landscape and architectural design. It is of a modern and attractive presentation, aligned with Goodman's world recognised branding. |

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| Does the proposal reduce clutter by rationalising and simplifying existing advertising? | Yes, no additional signage is proposed. The signage is modern and minimalist in design, providing attractive colouring and easily understood lettering. Signage is spaced so as to avoid visual clutter. The layout and design mirrors that implemented in all Goodman estates through NSW and Australia. |
| Does the proposal screen unsightliness? | No, the signage will not be used as a visual screen |
| Does the proposal protrude above buildings, structures or tree canopies in the area or locality? | No, the signage will not be dominant on the skyline. It will be located below the roof level of adjacent buildings. |
| Does the proposal require ongoing vegetation management? | No. |

Site and building

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| 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? | Yes, the signage will be of suitable scale and design for its intended purpose. The large scale of the Goodman industrial building structures require proportionate signage, like that proposed. |
| Does the proposal respect important features of the site or building, or both? | Yes, the signage will not be the dominant visual feature of the site, however will be logically positioned to identify the tenants and develop the Estate profile. The sign also contributes to the industrial character of the precinct. |
| Does the proposal show innovation and imagination in its relationship to the site or building, or both? | Yes. The signage forms a sophisticated signage strategy for the Estate, consistent with existing Estate wide signage. The design is of a modern and attractive nature. |

Associated devices and logos with advertisements and advertising structures

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| 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? | Appropriate lighting will be provided to illuminate signage, as applied to other Goodman lighting throughout the Blacktown LGA. |
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Illumination

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| Would illumination result in unacceptable glare? | Yes. Illumination will be muted in nature, with only certain portion of the signage illuminated for a sophisticated yet recessive presentation (refer to Fig. 2 & 3 above). |
| Would illumination affect safety for pedestrians, vehicles or aircraft? | The illumination is not proposed to be of an intensity which would have any unacceptable impact on either pedestrian, vehicles or aircraft. The illumination levels propose have been tried and tested throughout Goodman's numerous estates to be of an acceptable level which provides adequate visual appearance at night, while not creating glare. |

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| Would illumination detract from the amenity of any residence or other form of accommodation? | There are no residences within close proximity to the signage which would be impacted by proposed illumination. |
| Is the illumination subject to a curfew? | Due to the industrial character of the area, the fact it operated 24/7 and has no nearby sensitive receivers, no curfew is proposed. |
| Can the intensity of the illumination be adjusted, if necessary? | As the light will be of low intensity, this will not be necessary, however it is possible for the illumination intensity to be adjusted. |
| Safety | |
| Would the proposal reduce the safety for any public road? | The signage will not be positioned to cause hazard to any road. The design of the proposed signage is muted and will not be of a nature anticipated to distract drivers. |
| Would the proposal reduce the safety for pedestrians or bicyclists? | The sign is not considered to reduce safety for pedestrians or cyclists. |
| Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? | The sign will not cause disruption of any sightlines from public areas. |

Based on the above, where the proposed signage is undertaken in accordance with the specified parameters, the development will be consistent with the provisions of SEPP 64.