

## State Environmental Planning Policy No 64—Advertising and Signage

### Schedule 1 – Assessment Criteria

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?	The proposed signage is consistent with the desired future character of the Darling Harbour precinct which will see Sydney as the major events and business venue in the Asia Pacific region.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	There is no particular theme for signage in the locality. However, the proposed signage is currently of a very high architectural quality and is sympathetic and integrated with the building design.	Y
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 visual quality of the area and is not within any environmentally sensitive, natural, conservation, open space, waterway, rural landscape areas nor in direct proximity to residential development.	Y
Does the proposal obscure or compromise important views?	As the proposed sign is fully integrated into the design of the building, it does not protrude and therefore does not obscure or compromise important views.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	As detailed above, the sign is fully integrated into the built form of the development and therefore will not dominate the skyline or unduly impact on vistas.	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not impact on the viewing rights of any surrounding signage.	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 signage is appropriate for the setting and will contribute to the visual interest of the building whilst providing practical information to pedestrians.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage will be carefully integrated into the approved development and design with materials, dimensions and colour carefully selected.  The proposed signage is compatible with the scale and proportion of the building, and the character of similar buildings within the Darling Harbour precinct.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal will rationalise and modernise the current signage on and around the current building	Y
Does the proposal screen unsightliness?	Not applicable.	N/A

Assessment criteria	Comments	Compliance
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage does not protrude beyond the building structure.	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 to be located?	The signage has been integrated into the base building design and is consistent with the scale and uses of the SICEEP buildings.	Y
Does the proposal respect important features of the site or building, or both?	The proposed signs are respectful in their design, and are appropriately integrated with the building design.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The design and use of the sign are innovative and well suited to provide information to pedestrians within the Darling Harbour precinct.	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?	Any supporting elements of the sign will be integrated into its design and that of the surrounding building fabric.	Y
Would illumination result in unacceptable glare?	The illumination of the proposed signs will not result in any unacceptable glare, and can be controlled in response to changes to ambient light levels.	Y
Would illumination affect safety for pedestrians, vehicles or aircraft?	Due to the height, location and scale of the proposed signs, the proposal will not reduce that safety of pedestrians, vehicles or aircraft. In particular, the City Screen has been designed so that it is not visible to motorists on the Western Distributor.	Y
Would illumination detract from the amenity of any residence or other form of accommodation?	The proposed signage will not detract from the amenity of any residence or other form of accommodation due to the orientation and location of the proposed sign.	Y
Can the intensity of the illumination be adjusted, if necessary?	The intensity of the illumination can be controlled if necessary.	Y
Is the illumination subject to a curfew?	The illumination of the signage is not proposed to be subject of a curfew.	N/A
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. In particular, the City Screen has been designed so that it is not visible to motorists on the Western Distributor	Y
Would the proposal reduce safety for pedestrians/cyclists?	The proposed will not reduce pedestrian or cyclist safety.	Y

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<p>Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>The proposed signs will not obscure sightlines from public areas and will not unreasonably protrude from the proposed built form.</p>	<p>Y</p>