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Appendix 15

SEPP 64 Advertising and Signage Compliance Table

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State Environmental Planning Policy No. 64 – Advertising and Signage

State Environmental Planning Policy No 64- Advertising and Signage (SEPP 64) applies to all signage that under an EPI can be displayed with or without development consent and is visible from any public place or public reserve.

Under clause 8 of SEPP 64, consent must not be granted for any signage application unless the proposal is consistent with the objectives of the SEPP and with the assessment criteria which are contained in Schedule 1. **Table 12** below demonstrates the consistency of the proposed signage with these assessment criteria (future signs with the proposed signage zones will be subject to separate future planning applications).

Assessment Criteria	Comments	Compliance
1 Character of the area		
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 zones are appropriately located on the facades and ensure that future signage is capable of being integrated into the design and appearance of the building.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Other establishments within the OPT building and in adjoining and nearby buildings include business identification signage. Signage of all shapes and sizes is common within The Rocks precinct.	Y
2 Special areas		
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 appropriately sized and located would not detract from the amenity or visual quality of the surrounding area of the historic importance of the OPT building or nearby heritage items.	Y
3 Views and vistas		
Does the proposal obscure or compromise important views?	The proposed signage zones are discreet and ensure that future signage is capable of being integrated into the design of the building. The signage zones will not result in any obstruction of views. As discussed at Section 9.3 , the development will not have an unacceptable impact on important views towards the Sydney Opera House or other nearby heritage items.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage zones are located at ground and first floor level, significantly below the parapet/roof line of the building and would therefore not dominate the skyline.	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signs do not impact upon the viewing rights of other advertisers.	Y

Assessment Criteria	Comments	Compliance
4 Streetscape, setting or landscape		
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 are proportionate to the scale of the building.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage zones would contribute to the visual interest of the building by contributing to the identification and recognition of site.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed signage zones are considered to be sympathetic to the architectural treatment of the building.	Y
Does the proposal screen unsightliness?		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 parapet line of the building.	Y
Does the proposal require ongoing vegetation management?		N/A
5 Site and building		
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 its architecture. Importantly, the signage zones have been placed to allow for a suitable level of business identification without causing visual clutter.	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 for business identification and protection of the architectural importance of the building.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage zones ensure that future signage is capable of complementary to the design of the building and fully integrated with the building architecture.	Y
6 Associated devices and logos with advertisements and advertising structures		
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?	Advertisement and advertising structure(s) will be determined at the detailed design stage of the development.	Y
7 Illumination		
Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft?	Future signs may be illuminated. Any illuminated sign will be designed to ensure that it would not result in unacceptable glare or affect safety for pedestrians, vehicles or aircraft.	Y
Would illumination detract from the amenity of any	Future signs will be designed to ensure that any proposed illumination would not detract from	Y

Assessment Criteria	Comments	Compliance
residence or other form of accommodation?	existing amenity.	
Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	The intensity and operation of future signage, which may be illuminated will be determined at detailed design stage.	Y
8 Safety		
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The location of proposed signage zones ensure that future signage would not obscure sightlines to or from public areas.	Y
Would the proposal reduce safety for any public road?	The proposed signage zones are proportionate to the scale of the building. Future signage will be designed to ensure that any illumination would not consist of flashing, blinking or intermittent lights or reduce safety for any public road	Y

Table 12: SEPP 64 Compliance Table