

SEPP 64 ADVERTISING AND SIGNAGE

Development consent is sought for the installation of two (2) building identification signs at the Susan Wakil AO Health Building. The signage will identify the building and its use as a health faculty building. The signage is of a simple design and will identify the development's purpose. Specifications of the proposed signs are detailed below:

- **Northern façade:** located at the top of the northern façade, this will be the principal building identification sign. It will comprise front lit channel letters with aluminium sides and white acrylic front. It is proposed to be 1200mm high, 150mm in depth and 27600mm in width (total signage zone).
- **Eastern façade:** located near the proposed building entrance (approximately halfway up the façade), this signage will be constructed of translucent white vinyl which is fixed to the façade glazing. It is proposed to be 4000mm high and 10650mm in width (total signage zone).

The content of each sign is provided the Architectural Plans provided at Appendix A to this RtS. The pictures at Figure 1 below provide examples of the proposed signage design.

Figure 1 – Northern Elevation Signage

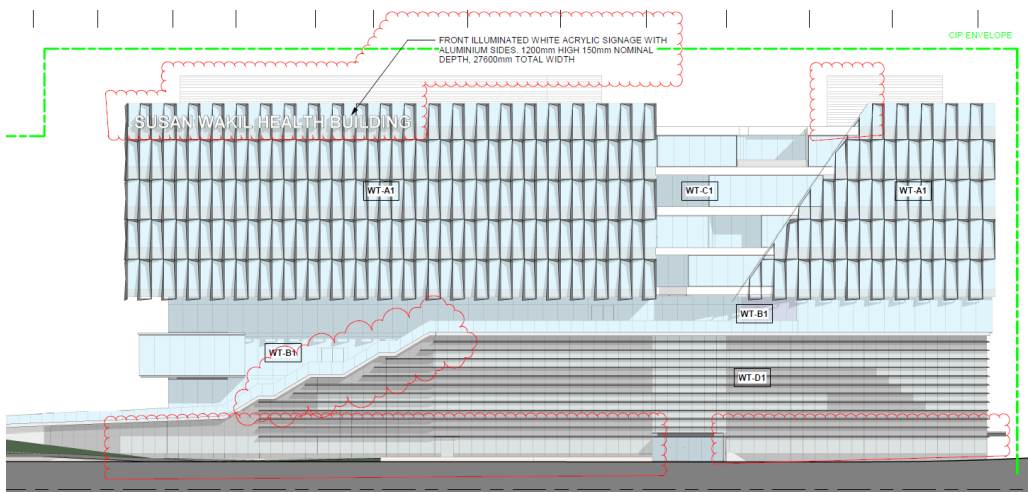
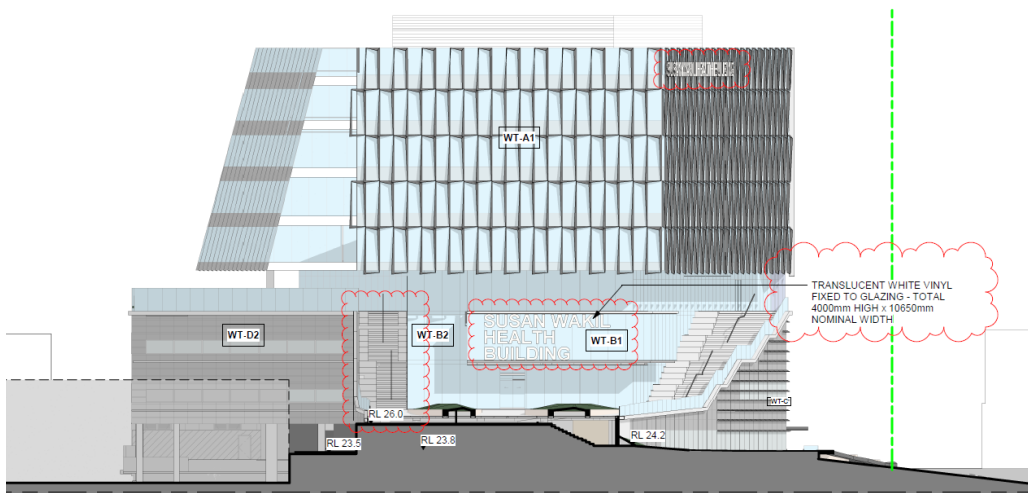


Figure 2 – Eastern Elevation Signage





Please note, the SEPP 64 Policy does not apply to signage that is Exempt Development.

The proposed signage is exempt development under Schedule 1 of *State Environmental Planning Policy (Educational Establishments and Child Care Facilities) 2017* (Education SEPP) which provides that identification signage (not including roof-top signs or commercial advertising or signs associated with the use of road infrastructure, including signs associated with level crossings) is exempt if it meets the following criteria:

- Surface area must not exceed 8 sqm.
- Must be located wholly within property boundary or be attached to existing boundary fence and not projecting more than 100mm from fence.
- Obtrusive effects of outdoor lighting must be controlled in accordance with AS 4282–1997, Control of the obtrusive effects of outdoor lighting.
- Distance between ground level (existing) and bottom edge of sign must not be more than 6m.
- Must not involve electronic signage or moving displays.

The proposed signage meets these criteria as well as the general criteria for exempt development specified in Clause 17 and 18 of the SEPP. Specifically, the signage meets the requirement of clause 17(e) which states that if a sign is likely to affect a State or local heritage item or a heritage conservation area it must involve no more than minimal impact on the heritage significant of the item or area and be in accordance with any applicable heritage conservation management plan. The proposed sign will not result in any impact on the heritage significance of the University of Sydney Heritage Conservation Area nor nearby heritage items. It is also consistent with the University of Sydney Grounds Conservation Management Plan (2014).

Notwithstanding, a full assessment of the proposed signage against the SEPP 64 objectives and assessment criteria has been undertaken and is detailed in the table below.

| Assessment Criteria | Acceptable | Comment |
|---|------------|--|
| Clause 3 – Aims and Objectives | | |
| (a) to ensure that signage (including advertising): <ul style="list-style-type: none"> (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 | Yes | <ul style="list-style-type: none"> ▪ The proposed signage is of a scale consistent with the University setting of the area. ▪ The proposed signage will assist in the legibility of the precinct for various visitors, and will aid in the identification of the building and its association with Health-related faculties. ▪ The signage design is consistent with existing signage for The University of Sydney and is of a simple, uncluttered design. |
| Schedule 1 Assessment Criteria | | |
| <u>Character of the Area</u> <ul style="list-style-type: none"> ▪ Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? ▪ Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? | Yes | The proposed signage is compatible with the existing and future desired character of the area in the following ways: <ul style="list-style-type: none"> ▪ The scale and location of signage is consistent with the scale of the proposed development and existing signage on surrounding University buildings. ▪ The signs are of a simple and modern design that is compatible with the future development and use of the site. The signs will have a high quality and consistent appearance which will complement the overall physical appearance of the building. |



| Assessment Criteria | Acceptable | Comment |
|---|------------|---|
| | | <ul style="list-style-type: none"> The proposal improves the legibility of the campus precinct and assists in identifying the building's purpose. |
| <u>Special Areas</u> <ul style="list-style-type: none"> 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? | Yes | <ul style="list-style-type: none"> The signage will not detract from the amenity or visual quality of any environmentally sensitive areas, natural or other conservation areas, open space areas, waterways, rural landscapes, residential uses or heritage items. |
| <u>Views and Vistas</u> <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? | Yes | <ul style="list-style-type: none"> The proposed signs will not materially interrupt any existing view or vista of significant quality or importance. The signage is of a scale and height consistent with the proposed building form and does not adversely impact on any significant views of vistas from other properties, nor will it impede the visibility of other existing signage in the surrounding area. |
| <u>Streetscape, setting and landscape</u> <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? | Yes | <p>The signage will provide the following key features:</p> <ul style="list-style-type: none"> Incorporate quality materials and finishes. A coherent and integrated colour theme based on the façade design and materiality. The proposed signage will be visually appealing, being of a consistent theme. The proposed signs are an appropriate height given the relative scale of the proposed new buildings and their intended use. Visual clutter is minimised. Signs are sited to ensure they do not dominate the visual appearance of the building. |
| <u>Site and building</u> <ul style="list-style-type: none"> 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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? | Yes | <ul style="list-style-type: none"> The dimensions of the proposed signs are appropriate given the size and overall scale of the building. The proposed signage has been appropriately positioned and proportioned to identify the principal entry points for future staff and students. The proposal does not conceal any important architectural features of the building. |
| <u>Associated devices and logos with advertisements and advertising structures</u> <ul style="list-style-type: none"> 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? | Yes | <ul style="list-style-type: none"> The proposal does not include advertising. |
| <u>Illumination</u> <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? | Yes | <ul style="list-style-type: none"> The proposal includes one (1) illuminated sign on the northern elevation. Illumination will be directed at the signage lettering and will not result in unacceptable glare. The letters are to be internally illuminated via LED's. LED's will be a warm white illumination that can be set on a timer switch and dimmed/controlled as required. The illuminated sign will not affect the safety of pedestrians, vehicles or aircraft, nor does it have a direct interface with adjoining properties (i.e. not impacting upon residential development). |



| Assessment Criteria | Acceptable | Comment |
|---|------------|--|
| <u>Safety</u> <ul style="list-style-type: none">▪ Would the proposal reduce the safety for any public road?▪ Would the proposal reduce the safety for pedestrians or bicyclists?▪ Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? | Yes | <ul style="list-style-type: none">▪ The proposed sign will not encroach on the roadway or interfere with pedestrian or vehicular sight-lines.▪ The proposal will increase legibility within the locality. The signage will identify the building for the expected high volumes of staff, students and visitors within the (future) health precinct. |