

28 January 2026

Attention: Rebecka Williams

Subject: SSD-80264236 – Consent Condition B37 – Signage Strategy

Address: Lot K, 200 Aldington Road, Kemps Creek NSW

Dear Rebecka,

This letter is intended to satisfy Consent Condition B37 of SSD-80264236 which requires the following:

- *Prior to the commencement of construction of the development, the Applicant must submit a Signage Strategy to the satisfaction of the Planning Secretary. The Signage Strategy must demonstrate that proposed signage is consistent with Chapter 3 of State Environmental Planning Policy (Industry and Employment) 2021 and the MRPDCA, including limiting illumination of signage or measures to control lighting impacts from illuminated signs.*

The signage proposed for the warehouse development on Lot K are consistent with the signage approved in SSD-10479-Mod-5. No changes are proposed following granting of consent.

This letter outlines the requirements of the relevant planning provisions and how these will be addressed under this signage strategy:

State Environmental Planning Policy (Industry and Employment) 2021

Requirement	Assessment	Compliance (Y/N)
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 is on the Southern, Western, and Northern elevations of the warehouse and are considered consistent with the intended use.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	A theme has not been established in the locality, however the signage proposed is consistent with A-Grade industrial estates domestically.	Y
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?	No, the proposed signage will not detract from the amenity or visual quality of the area. We note the rezoning of the area as part of the Mamre Road Precinct will enable significant change of the visual aspects.	Y
Views and vistas		
Does the proposal obscure or compromise important views?	No, the proposed signage is located within each elevation/footprint of the proposed development.	Y



Does the proposal dominate the skyline and reduce the quality of vistas?	No, the proposed signage is located within each elevation/footprint of the proposed development.	Y
Does the proposal respect the viewing rights of other advertisers?	Yes, the proposal has considered future signage of nearby development and does not pose any obstruction.	Y
Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	Yes, the signage is compatible in all aspects with the scale and style of the proposed industrial warehouse development.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	N/A – there is no existing advertising currently.	Y
Does the proposal screen unsightliness?	No, the signage is for business identification purposes. Unsightliness would be addressed via the built-form of the proposed warehouse	Y
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, the signage does not protrude above the proposed building.	Y
Does the proposal require ongoing vegetation management?	No, the signage proposed does not include vegetation.	Y
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?	Yes, the proposed signs are entirely compatible with the characteristics of the site and the proposed warehouse buildings which are large scale and large floor areas consistent with the future character of the Mamre Road Precinct.	Y
Does the proposal respect important features of the site or building, or both?	Yes. The proposed signs are consistent with the design and features of the buildings.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signs provide for opportunities for future tenants to identify their business on the elevations of their leased warehouses.	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?	Not applicable. The proposed signs sit on the elevations of the buildings.	Y
Illumination		
Would illumination result in unacceptable glare?	No, the illumination would be at low levels, only enough for identification purposes. Any illumination will comply with AS 4282-2019 to control of the obtrusive effects of outdoor lighting.	Y
Would illumination affect safety for pedestrians, vehicles or aircraft?	No, the illumination would be at low levels, only enough for identification purposes. Any illumination will comply with AS 4282-2019 to control of the obtrusive effects of outdoor lighting.	Y



Would illumination detract from the amenity of any residence or other form of accommodation?	No, the illumination will not have an impact on the nearest residences as it will be a low level, and they generally do not face East towards Mt Vernon. Lot K is situated on the eastern boundary of the estate and its signage will largely be blocked by future warehouses as the industrial estate is further developed, along with the maturation of the landscaping. Any illumination will comply with AS 4282-2019 to control of the obtrusive effects of outdoor lighting.	Y
Can the intensity of the illumination be adjusted, if necessary?	Yes, the illumination can be adjusted if required.	Y
Is the illumination subject to a curfew?	Yes, the signage is to be illuminated during times of low light and overnight. This is required as we expect many businesses in the estate to operate during times of low light and/or overnight (24/7).	Y
Safety		
Would the proposal reduce the safety for any public road?	No, the positioning of the signage is such that it does not obstruct any sight lines for vehicles. Having clear business identification signage is expected to enhance safety as drivers can clearly see where they need to go.	Y
Would the proposal reduce the safety for pedestrians or bicyclists?	No, the signage proposed is substantially set back from any footpaths of bicycle paths.	Y
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No, the signage is located such that sight lines are not obstructed, with particular attention paid to crossovers and where vehicles will be entering and exiting.	Y

Mamre Road DCP – Section 4 General Requirements for Industrial Development

Requirement	Assessment	Compliance (Y/N)
4.2.8 Signage and Estate Entrance Walls		
1) All advertising is required to be: <ul style="list-style-type: none"> • Constructed of high quality, durable materials; • Considered in conjunction with the design and construction of buildings; • Restricted generally to one sign identifying the name of the occupants and/or products manufactured or produced on the site; and • Contained wholly within the site. 	The signage proposed is typical of A-Grade industrial estates in Australia, being of high-quality finishes and located for the primary purpose of tenant identification without obstructing sight lines of other vehicles or pedestrians.	Y
2) Free standing pylon signage must not exceed 10m in height from finished ground level and 2m width. No signage is permitted in the bottom 2m of the structure.	Maximum height of pylon signage is 8m. Maximum width of pylon signage is 2m. There is no intention to position signage in the bottom 2m of the structure as this	Y



	does not provide visible business identification.	
3) Building identification signage should have a maximum advertising area of up to 0.5 square metres for every metre of lineal street frontage.	The proposed building signage has a total combined area of approximately 80.5m ² across the northern, southern and western facades. Lot K's street frontages are as follows: ~ 155m ² Northern frontage. ~ 375m Eastern frontage. Therefore the 80.5m ² of signage sits significantly below the permitted 265m ² of advertising area permitted under this control.	Y
4) Sky signs and roof signs that project vertically above the roof of a building are not permitted.	N/A – these types of signs are not proposed.	Y
5) Flat mounted wall signs for business identification signage are to be no higher than 15 metres above finished ground level.	The proposed building signage is approximately 11.3m above ground level (including the 2.5m height of the sign itself).	Y
6) Signs should generally be confined to the ground level of the building, awning or fascia, unless it can be demonstrated that the building is of a scale, architectural style and in a location that would be enhanced by signage at different elevations.	Signs are located on the ground level of buildings, placed with regard to the size of the warehouse structures and for visibility of drivers.	Y
7) Signs are to be contained fully within the confines of the wall or awning to which it is mounted.	Signage is wholly confined within the built-form.	Y
8) In the case of multiple occupancy of a building or site: • Each development should have a single directory board listing each occupant of the building or site; • Only one sign is to be placed on the face of each premises either located on or over the door; and • Multiple tenancies in the same building should use consistent sign size, location and design to avoid visual clutter and promote business identification.	N/A to this development which is for a single occupancy tenant.	Y
Illuminated Signage		
9) Illuminated signs are not to detract from the architecture of the building during daylight.	Illumination will be sensor activated and therefore should not operate during hours of daylight.	Y
10) Illumination (including cabling) of signs is to be either: • Concealed; • Integral with the sign; • Provided by means of carefully designed and located remote or spot lighting.	Signage is to be internally illuminated with cabling to be concealed (inside the signage and underground).	Y
11) A curfew may be imposed on the operation of illuminated signs where continuous illumination may adversely	This is acknowledged. The illumination will not have an impact on the nearest residences as it will be a low level, and	Y



impact the amenity of residential buildings or the environment.	they generally do not face East towards Mt Vernon. There is a single residence approximately 500m to the North-West, however the signage proposed for Lot K will be blocked by surrounding development and maturation of landscaping within the estate given Lot K's location on the eastern boundary. Any illumination will comply with AS 4282-2019 to control of the obtrusive effects of outdoor lighting.	
12) Up-lighting of signs is prohibited. External lighting of signs is to be downward pointing and focused directly on the sign and is to minimise the escape of light beyond the sign.	No up-lighting is proposed, rather they are to be internally lit.	Y
13) A maximum of one illuminated sign is permitted on each elevation of each building.	One sign is proposed to each the northern, southern and western elevations of the building in compliance with this control.	Y
14) Illuminated signage shall be oriented away from residential receivers.	Illuminated signage is oriented away from residential receivers, in particular with no signage on the Eastern façade facing Mt. Vernon.	Y

Should you wish to discuss, please feel free to contact the undersigned for more information.

Yours sincerely

Fife Development Services Pty Limited



Meghan Redfern

Development Manager

FIFECAPITAL

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Attachment 1 – Approved Signage Plan (SSD-10479-Mod-5)

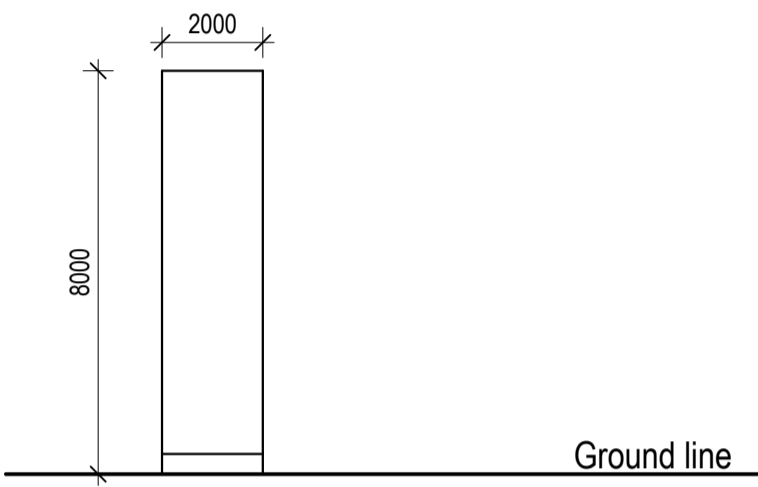


Fife Development Services Pty Limited

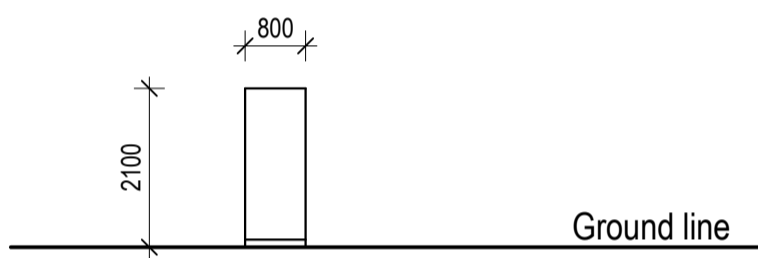
ACN 615 342 700 Level 12, 89 York Street, Sydney NSW 2000 Telephone +612 9251 2777 Facsimile +612 9251 2877

Signage Legend

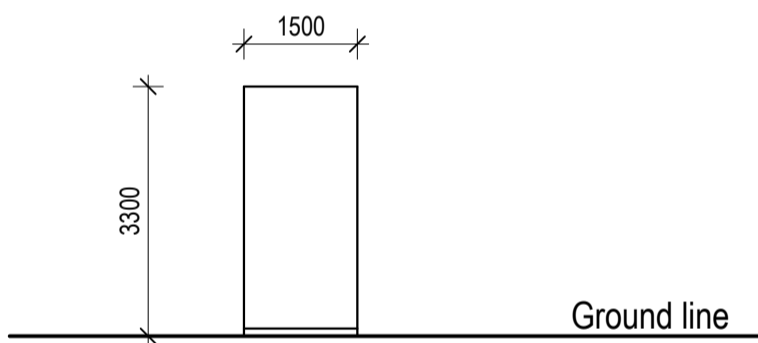
- S1** Estate Pylon Signage
- S2** Tenant Pylon Signage
- S3** Truck Entry / Exit Signage
- S4** Tenant Building Identification Signage



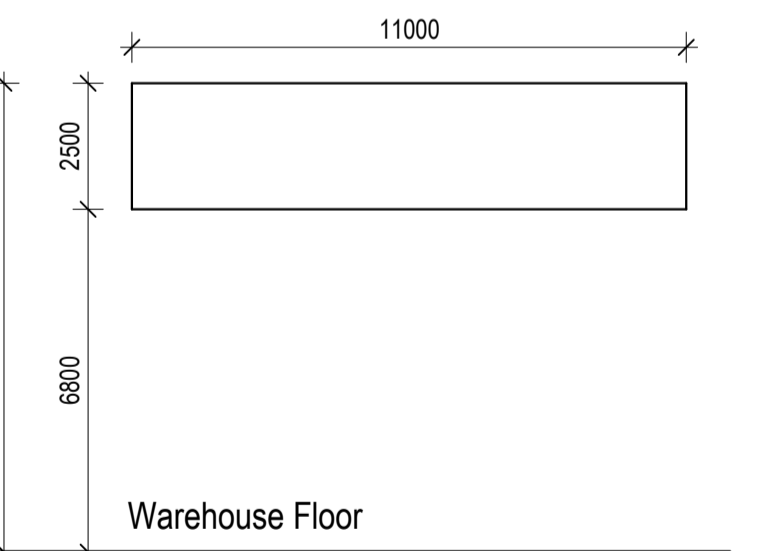
S1 Estate Pylon Sign
Artwork & colour to future detail
Illuminated



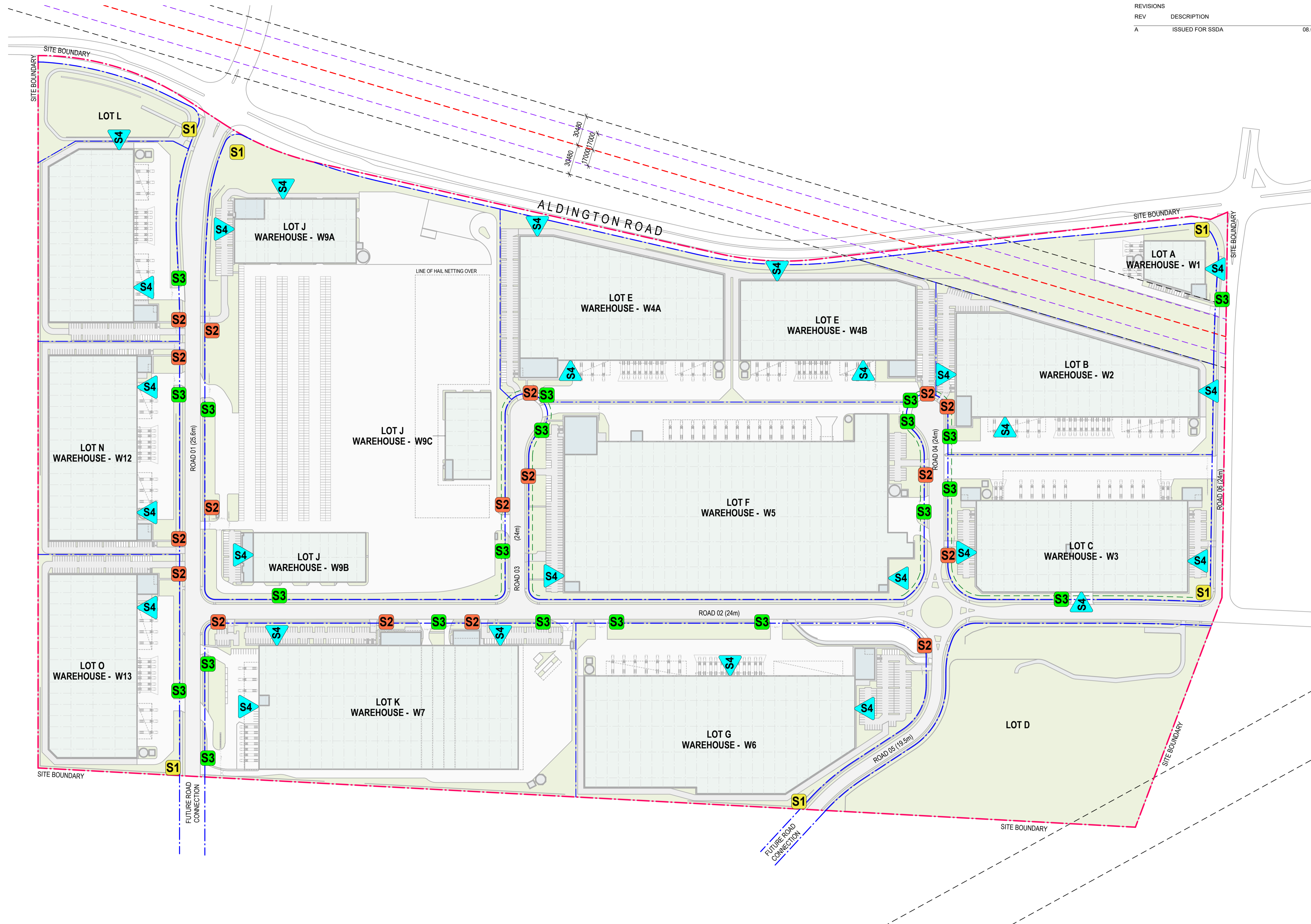
S2 Wayfinding Signage Pylon for Car Parking
Artwork & colour to future detail
Illuminated (no illuminated signage for Lot J)



S3 Wayfinding Signage Pylon for Tenants within each Building
Artwork & colour to future detail
Illuminated (no illuminated signage for Lot J)



S4 'Tenant Identification' Sign
Artwork & colour to future detail
Illuminated (no illuminated signage for Lot J)



1 SIGNAGE PLAN 1 : 2000