

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. The Table below demonstrates the consistency of the proposed signage with these assessment criteria.

The proposal includes a signage zone for future building identification signage with dimensions of 5.8m by 0.7 m, located at a height of approximately RL 130.500 – 138.350 on the western elevation of the building. Future signs with the proposed signage zones will be subject to separate future development applications, as required.

Assessment Criteria	Comments	Compliance
<b>1 Character of the area</b>		
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 zone provides for essential building identification signage that is capable of being integrated into the design and appearance of the building. It will be compatible with other building identification signage on buildings within the St Leonards health precinct.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Other establishments within the precinct and in adjoining and nearby buildings include business identification signage. Signage of all shapes and sizes is common within the broader employment precinct.	Y
<b>2 Special areas</b>		
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 zone is appropriately sized and located would not detract from the amenity or visual quality of the surrounding area. Future signage will be integrated with the building's architectural character and will project beyond the building or roofline.	Y
<b>3 Views and vistas</b>		
Does the proposal obscure or compromise important views?	The proposed signage zone is discreet and will not obscure or impact on any important views.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage zone is located on the facade of Tower B. Future signage will be flush to the wall of the building and will not project beyond the roof line. It will therefore	Y

Assessment Criteria	Comments	Compliance
	not dominate the skyline.	
Does the proposal respect the viewing rights of other advertisers?	The proposed signage is for building identification and does not impact upon the viewing rights of other advertisers.	Y
<b>4 Streetscape, setting or landscape</b>		
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 zone is 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 zone would contribute to the visual interest of the building by contributing to the identification and recognition of site and assist in wayfinding in the precinct.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed signage zone relates to new signage which will not contribute to visual clutter from advertising signage.	Y
Does the proposal screen unsightliness?	The proposed signage relates to building identification signage on the building's western elevation.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage zone does not protrude above the parapet line of the building.	Y
Does the proposal require ongoing vegetation management?	N/A	N/A
<b>5 Site and building</b>		
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 zone has been designed to be fully compatible with Tower B and its architecture. Importantly, the signage zone has been placed to allow for a suitable level of business identification without impacting on views or causing visual clutter.	Y
Does the proposal respect important features of the site or building, or both?	The proposed signage zone has been located in the most architecturally appropriate location for business identification. It is designed to be flush with the building façade and not project beyond the roofline.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage zone ensures that future signage complements the design of the Tower and seamlessly integrates with the building treatments.	Y

Assessment Criteria	Comments	Compliance
<b>6 Associated devices and logos with advertisements and advertising structures</b>		
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?	N/A	N/A
<b>7 Illumination</b>		
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. Future signage will be subject to a separate DA, as required.	Y
Would illumination detract from the amenity of any residence or other form of accommodation?	As above.	Y
Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	As above.	Y
<b>8 Safety</b>		
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The location of proposed signage zone ensures that future signage would not obscure sightlines to or from public areas and will not result in any safety impacts.	Y
Would the proposal reduce safety for any public road?	As above.	Y