



SEPP 64 COMPLIANCE ASSESSMENT

As part of the Project, the following signage is proposed:

- 3 building identification signs (see **Figure 1** for details of the signs): 1 on the western elevation of the flight training centre (see **Figure 2**), and 1 on both the eastern and southern facades of the carpark (see **Figure 3**);
- Wayfinding signage (see **Figure 4** for locations) including:
 - 1 Building identification sign at the pedestrian entrance to the flight training centre (see **Figure 4, Picture 5**); and
 - 2 external wayfinding signs at each of the new crossovers to King Street to identify the flight training centre and direct vehicle movements (see **Figure 4, Pictures 6 & 7**).

Consent is sought for all signage. To facilitate this the proposed signage has been assessed against *State Environmental Planning Policy No. 64 – Advertising and Signage* (SEPP 64) for compliance. The signage is compliant with SEPP 64 and is consistent with its objectives. On this basis, it is considered that the proposal satisfies the requirements of SEPP 64. The signs are shown in **Figures 1 – 4**.

Provision	Comment	Compliance
1 Character of the area		
Is the proposal compatible with the character of the area or locality in which it is proposed to be located?	The site is located in an industrial area, with commercial and airport related uses in the vicinity. The signage is considered to be appropriate for the character of the local area.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposal does not include any advertising, however, the building identification signage is consistent with the theme of the locality.	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 landscape or residential areas?	The signage proposed will not detract from the visual quality of surrounding areas.	Y
3 Views and vistas		
Does the proposal obscure or compromise important views?	The signage proposed will not obscure any view, including important views.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	All building identification signage proposed will be integrated into the building facades of the proposed flight training centre and carpark and will not dominate the skyline or protrude above any approved structures.	Y

Provision	Comment	Compliance
Does the proposal respect the viewing rights of other advertisers?	The signage proposed will not disturb the viewing rights of other advertisers in the vicinity.	Y
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	All signage proposed is considered to be appropriate in its scale, proportion and form for their respective streetscapes / locations.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage will contribute to the visual interest of the King Street streetscape, by identifying the flight training centre in a format consistent with the overall design of the proposed development. The signage will also contribute to the visual interest for vehicle users of Qantas Drive and the future Gateway project, and is considered to be in keeping with aviation-focused theme of the area.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	N/A there is not existing signage in this location.	N/A
Does the proposal screen unsightliness?	No.	Y
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No signage will protrude above the maximum height of the building. The signage on the carpark will be above the tree canopy due to the building's height, however it will be below the maximum height of the building.	Y
Does the proposal require ongoing vegetation management?	The proposal does not require ongoing vegetation management.	NA
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?	All signage proposed is compatible with the scale of the flight training centre and carpark and has been designed to reflect and complement the industrial nature of the facility.	Y
Does the proposal respect important features of the site or building, or both?	The proposed signage will not detract from the important features of the buildings.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal demonstrates innovation in its relationship to the site, by locating signage in key vantage points to reinforce the identity of Qantas' Mascot Campus.	Y
6 Associated devices and logos with advertisements and advertising structures		

Provision	Comment	Compliance
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?	All elevated building identification signage will be internally illuminated. Wayfinding signage at the ground plane will be externally illuminated.	Y
7 Illumination		
Would illumination result in unacceptable glare?	No, the signage is not expected to result in unacceptable glare and has been designed to minimise light pollution.	Y
Would illumination affect safety for pedestrians, vehicles or aircraft?	The proposed level of illumination will not negatively affect safety for pedestrians, vehicles or aircraft. The signage will not impact on aircraft due to its static nature and relatively small scale.	Y
Would illumination detract from the amenity of any residence or other form of accommodation?	There is no residential accommodation immediately facing the proposed illuminated signs.	Y
Can the intensity of the illumination be adjusted, if necessary?	The intensity of the illumination will be able to be adjusted, if deemed necessary.	Y
Is the illumination subject to a curfew?	The illumination is not subject to a curfew.	Y
8 Safety		
Would the proposal reduce the safety for any public road?	The proposed signage will not reduce the safety for any public road.	Y
Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed signage will not reduce the safety for pedestrians or bicyclists.	Y
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will not obscure any sightlines, and therefore is not considered to reduce the safety of pedestrians.	Y

Figure 1 – Detail of proposed building identification signage on western facade of flight training centre and southern and eastern facades of the carpark

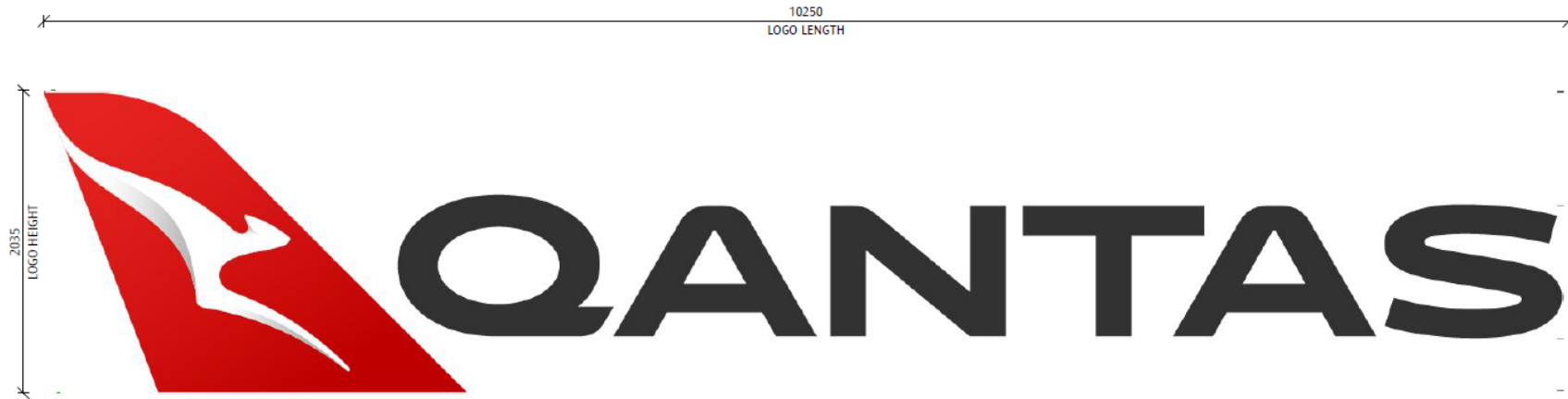
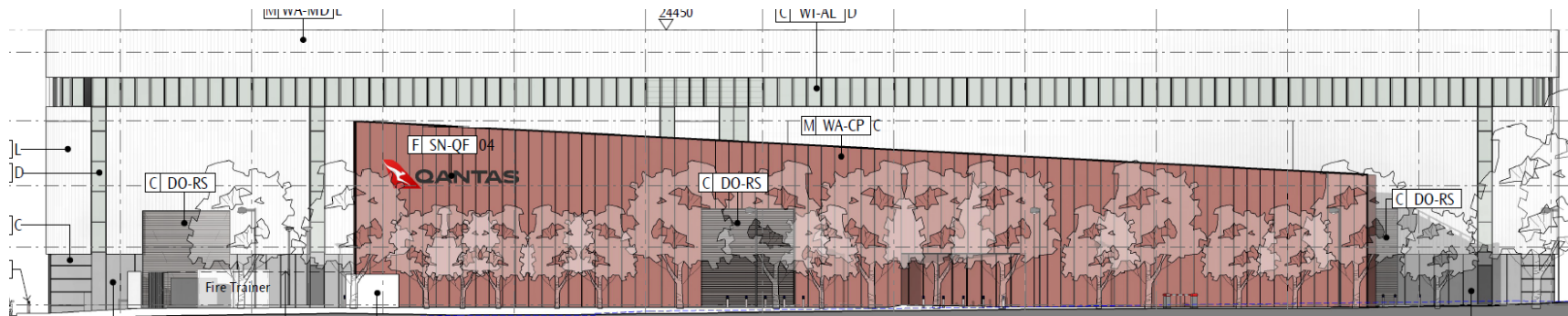
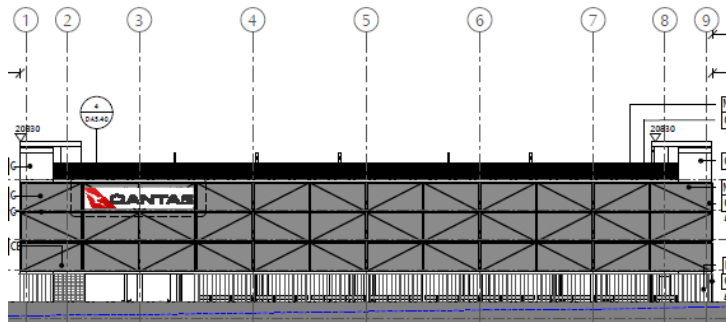
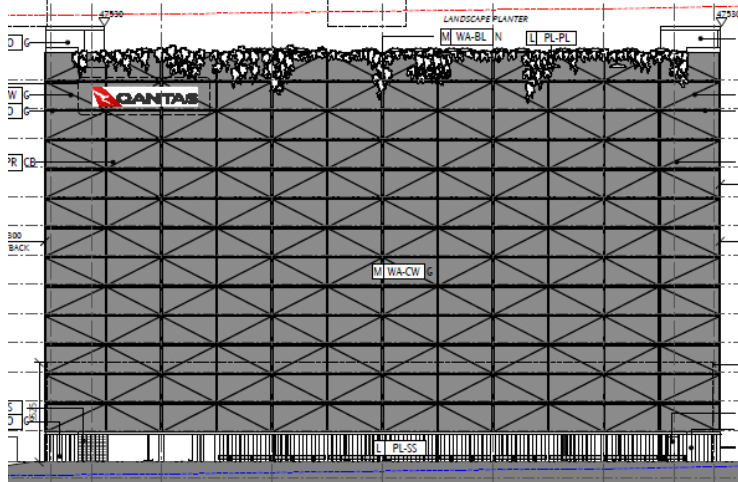


Figure 2 – Signage proposed at the western elevation of the flight training centre

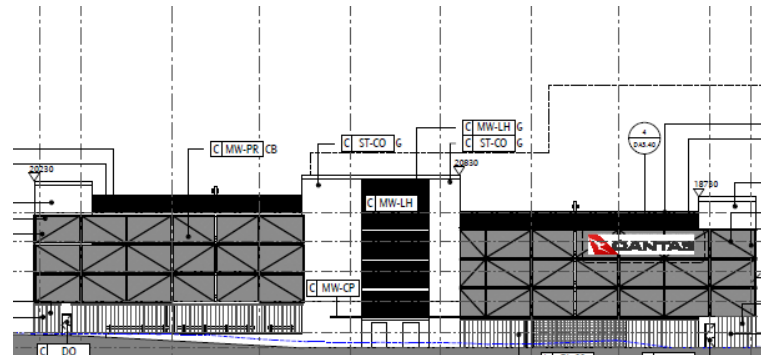




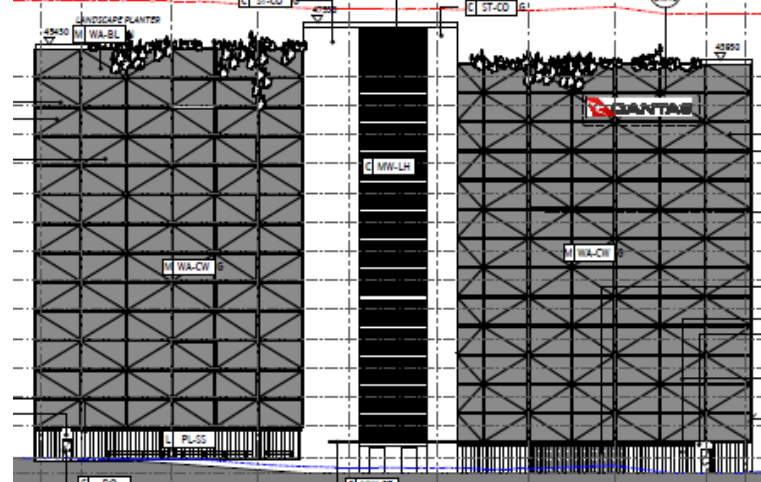
Picture 1 – Signage on southern elevation of Stage 1 carpark



Picture 3 – Signage on southern elevation of Stage 2 carpark



Picture 2 – Signage on eastern elevation of Stage 1 carpark



Picture 4 – Signage at the eastern elevation of Stage 2 carpark

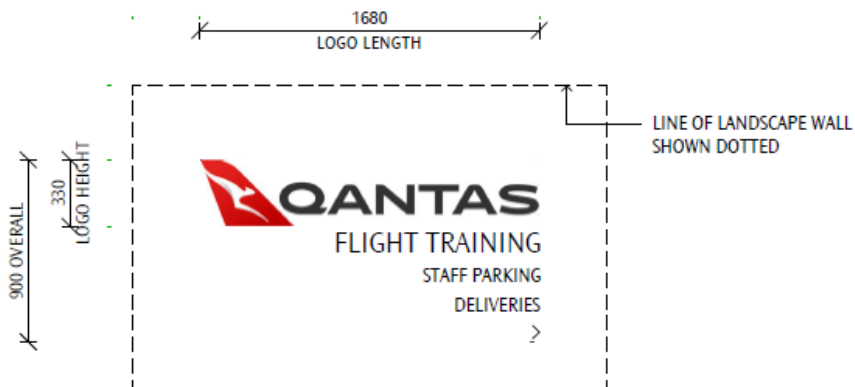
Figure 5 – Proposed wayfinding signage



Picture 5 – Elevation of wayfinding signage at Location 1



Picture 6 – Elevation of wayfinding signage at Location 2



Picture 7 – Elevation of wayfinding signage at Location 3