



## SEPP 64 COMPLIANCE ASSESSMENT

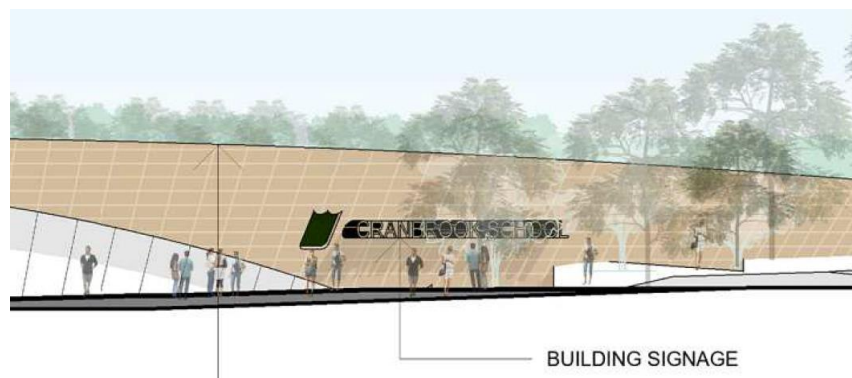
As part of the project building identification signage is proposed along the New South Head Road frontage of the new Aquatic & Fitness Centre to identify the School as shown in Figure 1 Picture 1. The existing scoreboard on the Hordern oval is proposed to be replaced by a digital scoreboard to be fully integrated into the maintenance store and cooling towers, as shown in Figure 1 Picture 2. 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.

Provision	Comment	Compliance
<b>1 Character of the area</b>		
Is the proposal compatible with the character of the area or locality in which it is proposed to be located?	All of the signs proposed are compatible with the area, which includes building identification signage for the AFC and a digital scoreboard on the Hordern Oval integrated into the proposed cooling towers.	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 theme of the locality.	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 landscape or residential areas?	The signage proposed in no way detracts from the visual quality of surrounding areas.	Y
<b>3 Views and vistas</b>		
Does the proposal obscure or compromise important views?	No signage proposed will obscure any view, including important views.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed building identification sign is to be installed on the façade of the proposed AFC and will not dominate the skyline or protrude above any approved structures.  The proposed digital scoreboard will be integrated into the proposed cooling towers and will not dominate the skyline or reduce the quality of vistas.	Y
Does the proposal respect the viewing rights of other advertisers?	There are no other advertisers in the vicinity of the proposal.	Y

Provision	Comment	Compliance
<b>4 Streetscape, setting or landscape</b>		
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 New South Head Road streetscape, by identifying the School in a format consistent with the overall design of the proposed development.	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.	Y
Does the proposal require ongoing vegetation management?	The proposal does not require ongoing vegetation management.	NA
<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 design is compatible with the scale of the AFC.	Y
Does the proposal respect important features of the site or building, or both?	The proposal will not detract from the important features of the building.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal demonstrates innovation in signage strategy and design through the mixed-media approach to the digital scoreboard, and building identification signage.	Y
<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?	All signage dependant on illumination will be internally illuminated.	Y
<b>7 Illumination</b>		
Would illumination result in unacceptable glare?	No	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.	Y

Provision	Comment	Compliance
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 can be adjusted, if deemed necessary.	Y
Is the illumination subject to a curfew?	The illumination is not subject to a curfew.	Y
<b>8 Safety</b>		
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 – Signage Locations



Picture 1 – School identification signage on New South Head Road

Source: Architectus



Picture 2 – Location of proposed integrated digital score board

Source: Architectus