

CUMBERLAND LOCAL PLANNING PANEL/SYDNEY CENTRAL CITY PLANNING PANEL

Attachment 1 SEPP 64 – Advertising and Signage

Requirement	Yes	No	N/A	Comment
Part 1 - Preliminary				
Clause 3(1)(a)(i) Aims, objectives <i>Signage is compatible with the desired amenity and visual character of an area.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The new signs are determined as complying with Clause 3(1)(a)(i). Signage is proposed in a mixed-use zone and is in context with surrounding shops.
Clause 3(1)(a)(ii), Aims, objectives <i>Signage provides effective communication in suitable locations.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Signage proposed achieves effective communication in a suitable location.
Clause 3(1)(a)(iii), Aims objectives <i>Signage is high quality design and finish.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Signage is considered to be of appropriate design and quality
Clause 3(1) (b) to regulate signage (but not content) under Part 4 of the Act, and (c) to provide time-limited consents for the display of certain advertisements, and (d) to regulate the display of advertisements in transport corridors, and (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	The proposed sign is compliant with the relevant provision of the clause.
Part 2 - Signage Generally				
Clause 8 Granting of consent to signage <i>A consent authority must not grant consent to an application to display signage unless:</i> (a) <i>that signage is consistent with the objectives of the Policy at clause 3(1)(a)</i> (b) <i>that the signage satisfies the assessment criteria specified in Schedule 1</i>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	

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Part 4 - Definitions				The proposed signs are business identification signs.
Schedule 1 Assessment Criteria				
Character of the area				
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The sign is compatible to the locality.
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There is no advertising theme for the locality.
Special areas				
<i>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?</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	There are no environmentally sensitive or conservation areas within close proximity to the subject site.
Views and vistas				
<i>Does the proposal obscure or compromise important views?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The new signs does not obscure or compromise important views.
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The new signs does not dominate the skyline or adversely impact on vistas.
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Signage on adjacent shops is not expected to be affected by the proposed signs.
Streetscape, setting or landscape				
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The sign has an acceptable size which is not excessive in nature.
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The signs allow depiction between adjacent shops
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No clutter of signage is proposed. There is one sign occupying 3 square metres at the front of the site.
<i>Does the proposal screen unsightliness?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	There is no unsightliness to screen.

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<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The sign does not protrude above the building. The sign is mounted on two poles and reaches a maximum height of 3.1 metres above the ground.
<i>Does the proposal require ongoing vegetation management?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	There is no requirement to manage vegetation.
Site and building				
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which proposed signage is to be located?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The proposed signage is compatible with the subject site's character, and surrounding area.
<i>Does the proposal respect important features of the site or building, or both?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The signs are positioned the existing building façade with minimal impact on the building itself.
<i>Does the proposal show innovation and imagination in its relationship to the site or building or both?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Appropriate to the proposed use of the shop
Associated devices and logos with advertisements and advertising structures				
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is displayed?</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sign No. 2 is an underawning box sign and is proposed to be illuminated.
Illumination				
<i>Would illumination result in unacceptable glare?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Illumination of the sign would not impact on the residential uses above the ground floor as the sign is obscured by the awning.
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Illumination is not expected to affect the safety of pedestrians, vehicles or aircraft
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Illumination is not expected to detract from the amenity of any residence
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Illumination does not require adjusting as an underawning illuminated box sign proposed only. No LED signs or screens proposed.
<i>Is the illumination subject to a curfew?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Illumination is not subject to a curfew
Safety				

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<i>Would the proposal reduce the safety for any public road?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The sign will not impact on the adjoining road reserves or road users on Northumberland Road.
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The signs does not reduce the safety of pedestrians or bicyclists
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sight lines from public areas?</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	No sight lines are obscured from proposed signs