

APPENDIX D – COMPLIANCE WITH SCHEDULE 1 OF SEPP 64

Schedule 1 – Assessment Criteria	Compliance
1 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?	Yes, the proposed signs are compatible with the future character of the locality as they are business identification signage within an industrial estate.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes, the proposed signage is consistent with the currently approved signage in regard to theme and design. It is also generally consistent with the theme and character of the area, being an industrial precinct.
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 landscapes or residential areas?	The site is not located within any conservation areas or open space. The proposed signage is oriented towards the estate roads and car park.
3 Views and vistas	
Does the proposal obscure or compromise important views?	The proposed signs would not obscure or compromise any view.
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage would not dominate the skyline nor does it reduce the quality of the Oakdale South vista.
Does the proposal respect the viewing rights of other advertisers?	The proposed signs are not considered to compromise the viewing rights of other advertisers.
4 Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	Yes, the site is located within an industrial estate. The neighbouring Toyota facility (SSD 7663) includes a 5.8 m high by 20.8 m wide illuminated business identification warehouse sign. This sign is similar in size to the largest illuminated warehouse business identification sign for the proposed Sigma modification (SSD 7719).
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Yes, the proposed signage contributes an appropriate level of visual interest.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	N/A
Does the proposal screen unsightliness?	Being a greenfield site there is no existing unsightliness to screen.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, the pylon sign has a height of 4 m. The remaining signage is affixed on the warehouse elevations.
Does the proposal require ongoing vegetation management?	No
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?	Yes, the site is located within an industrial estate. The proposed signage covers a small portion of the warehouse facades.
Does the proposal respect important features of the site or building, or both?	Yes, the proposed signs are complimentary to the features of the proposed warehouse and office buildings.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal demonstrates an appropriate level of imagination and innovation.
6 Associated devices and logos with advertisements and advertising structures	
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?	The proposal does not include any advertisements or advertising structures.
7 Illumination	
Would illumination result in unacceptable glare?	No, the proposed signs would be internally illuminated and would not result in unacceptable glare.

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Would illumination affect safety for pedestrians, vehicles or aircraft?	The proposed signs would not affect safety for pedestrians, vehicles or aircraft.
Would illumination detract from the amenity of any residence or other form of accommodation?	The signage would be visible by road users and customers, but not local residents.
Can the intensity of the illumination be adjusted, if necessary?	N/A
Is the illumination subject to a curfew?	The signage oriented towards the Ropes Creek riparian corridor would be illuminated during daylight hours only. All other signage would be statically illuminated.
8 Safety	
Would the proposal reduce the safety for any public road?	The proposed signs would not affect road safety.
Would the proposal reduce the safety for pedestrians or cyclists?	The proposed signs would not affect pedestrian or cyclists' safety.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signs would not obscure any sightlines from public areas.