



STATEMENT OF ENVIRONMENTAL EFFECTS STANDARD FORM

(To be used for signage/ advertising structures only)

This pro-forma may be used as a Statement of Environmental Effects where the proposal is for minor development requiring development consent (to be used only in accordance with Submission Matrix 2).

SIGNAGE DETAILS		
Number of signs proposed as defined by Cessnock LEP 2011:		
_____ Advertising structure _____ Building identification sign _____ Business identification sign		
Select signage type(s) as identified by Cessnock DCP Chapter D.5 Outdoor Advertising:		
<input type="checkbox"/> Above awning <input type="checkbox"/> A-frame (on-site) <input type="checkbox"/> Banner <input type="checkbox"/> Below awning <input type="checkbox"/> Business directory <input type="checkbox"/> Business identification <input type="checkbox"/> Fascia <input type="checkbox"/> Flagpole/post supported <input type="checkbox"/> Banner <input type="checkbox"/> Flush wall <input type="checkbox"/> Gateway <input type="checkbox"/> Hoarding <input type="checkbox"/> Internal <input type="checkbox"/> Roof or sky <input type="checkbox"/> Special event (temporary) <input type="checkbox"/> Projecting wall <input type="checkbox"/> Window <input type="checkbox"/> Wine barrel		
Dimensions and details (fixed, freestanding, height above ground level, etc.) of the advertisement structures:		
If illumination is proposed, provide details on the type of illumination to be used (floodlit, flashing, backlit or neon, lux level etc.) for each sign:		
Provide details to demonstrate that the signage complies with the provisions of the Cessnock DCP Chapter D.5 Outdoor Advertising requirements:		
If non-compliant with the requirements, please provide justification for the variation to the standard:		
CONTEXT AND SETTING	Yes	No
Is the development out of character with the area (e.g. is the proposal consistent with surrounding development)?	<input type="checkbox"/>	<input type="checkbox"/>
Will the development be visually prominent with the existing landscape?	<input type="checkbox"/>	<input type="checkbox"/>
Will the development impact any item of heritage of cultural significance?	<input type="checkbox"/>	<input type="checkbox"/>
ENVIRONMENTAL IMPACTS	Yes	No
Will excavation and/or filling be required?	<input type="checkbox"/>	<input type="checkbox"/>
Could the proposal disturb any aboriginal artefacts or relics?	<input type="checkbox"/>	<input type="checkbox"/>
FLORA AND FAUNA IMPACTS	Yes	No
Will the development result in the removal of any native vegetation from the site?	<input type="checkbox"/>	<input type="checkbox"/>

SEPP 64 ASSESSMENT CRITERIA (only applicable for advertisement signs where visible from a public place)	Yes	No
Prohibited advertisements		
Is the advertisement prohibited on the land as specified by Clause 10?	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements on rural or non-urban land		
If the sign is located on rural land, does the advertisement relate to the subject site or adjoining land to which it is displayed?	<input type="checkbox"/>	<input type="checkbox"/>
Transport corridor land		
Is the sign located on transport corridor land?	<input type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	<input type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>
Views and vistas		
Does the proposal obscure or compromise important views?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal dominate the skyline and reduce the quality of vistas?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal respect the viewing rights of other advertisers?	<input type="checkbox"/>	<input type="checkbox"/>
Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal screen unsightliness?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal require ongoing vegetation management?	<input type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal respect important features of the site or building, or both?	<input type="checkbox"/>	<input type="checkbox"/>
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<input type="checkbox"/>	<input type="checkbox"/>
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?	<input type="checkbox"/>	<input type="checkbox"/>
Illumination		
Would illumination result in unacceptable glare?	<input type="checkbox"/>	<input type="checkbox"/>
Would illumination affect safety for pedestrians, vehicles or aircraft?	<input type="checkbox"/>	<input type="checkbox"/>
Would illumination detract from the amenity of any residence or other form of accommodation?	<input type="checkbox"/>	<input type="checkbox"/>
Can the intensity of the illumination be adjusted, if necessary?	<input type="checkbox"/>	<input type="checkbox"/>
Is the illumination subject to a curfew?	<input type="checkbox"/>	<input type="checkbox"/>
Safety		
Would the proposal reduce the safety for any public road?	<input type="checkbox"/>	<input type="checkbox"/>
Would the proposal reduce the safety for pedestrians or bicyclists?	<input type="checkbox"/>	<input type="checkbox"/>
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	<input type="checkbox"/>	<input type="checkbox"/>