

Appendix 16 – Industry and Employment SEPP Signage Assessment

Schedule 5

Assessment Criteria	Comments	Compliant
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?	The signage proposed is of a scale and design which is compatible with the future character of development in the area as a business development zone.	✓
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signage is consistent with signage in the surrounding area. The proposal does not include third party advertising.	✓
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 proposal does not detract from the visual quality of the surrounding waterway, signage has been designed to include high quality materials and placed to contribute to the aesthetic of the area.	✓
3 Views and vistas		
Does the proposal obscure or compromise important views?	The signage proposed as part of the high school does not obscure any important views.	✓
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage is modest in scale, it will not dominate the skyline or reduce the quality of vistas.	✓
Does the proposal respect the viewing rights of other advertisers?	The sign does not obstruct the views of any existing signage on or in the vicinity of the site.	✓
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the signage zone is appropriate for the type of the development.	✓
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed sign is of a modest scale and will effectively identify the high school from the surrounding streetscape. A digital LED sign will provide visual interest at the school entrance. Signage will promote wayfinding through identification of buildings within the site.	✓
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed signage zone has carefully considered the location and design of existing signage of surrounding developments and will not contribute to visual clutter. It does not comprise any advertising.	✓
Does the proposal screen unsightliness?	The proposed signage does not screen unsightliness, rather it fits within the design of the school.	✓
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage does not protrude above the proposed roof/canopy height.	✓
Does the proposal require ongoing vegetation management?	The proposed signage does not require ongoing vegetation management.	✓
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?	The proposed signage is compatible with the scale and proportion of the proposed development.	✓

Does the proposal respect important features of the site or building, or both?	The proposed signage is appropriately integrated with the features of the school. It is located to provide wayfinding at key points within the public domain and school campus.	✓
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signs appropriately relate to their location and are intended to add to aesthetic of the overall design. The acknowledgement of Country sign will incorporate aspects of Country within its design.	✓
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?	Not applicable.	✓
7 Illumination		
Would illumination result in unacceptable glare?	No.	✓
Would illumination affect safety for pedestrians, vehicles or aircraft?	No.	✓
Would illumination detract from the amenity of any residence or other form of accommodation?	No.	✓
Can the intensity of the illumination be adjusted, if necessary?	Yes, if required. To be addressed in detailed design.	✓ Capable of compliance
Is the illumination subject to a curfew?	The LED illumination could be deactivated outside of operational hours, subject to operational details.	✓ Capable of compliance
8 Safety		
Would the proposal reduce safety for any public road?	The proposed signage is not intended to contain images, flashing lights, moveable parts which would impact upon road safety.	✓
Would the proposal reduce safety for pedestrians/cyclists?	The location and scale and placement of the proposed signage does not pose any adverse impacts on pedestrian or cyclist safety.	✓
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will not obscure sightlines from public areas.	✓