

## Appendix 40 – Industry and Employment SEPP Signage Assessment Schedule 5

Assessment Criteria	Comments	Compliant
<b>1 Character of the area</b>		
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 mixed-use precinct. The site is located within the Box Hill North Precinct (now known as 'Gables') and the site is specifically identified for a future school within the Masterplan. The signage is for the purpose of identifying the Gables New Primary School and Preschool and is consistent with the size and design of signage used for school developments.	✓
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.	✓
<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 landscapes or residential areas?	The proposal does not detract from the visual quality of the surrounding area. The signage has been designed to include high quality materials and strategically placed to contribute to the aesthetic of the area.	✓
<b>3 Views and vistas</b>		
Does the proposal obscure or compromise important views?	The signage proposed as part of the Gables New Primary School and Preschool does not obscure any important views owing to its location across the ground floor plane of the site and within the building fabric.	✓
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage has been designed within the limits of the proposed building envelope and throughout the ground floor plane and will be consistent with the character of the school.  The proposed signage is therefore modest in scale, will not dominate the skyline or reduce the quality of vistas.	✓
Does the proposal respect the viewing rights of other advertisers?	The proposed signage is for building identification and wayfinding only and does not contain any advertising content.  The signage does not obstruct the views of any existing signage in the vicinity of the site.	✓
<b>4 Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the signage is appropriate for its setting. The proposed signs are consistent in nature, quality and size compared to other signage used in school developments.	✓
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage is of a modest scale and will effectively identify the Gables New Primary School and Preschool from the surrounding streetscape. The electronic sign will provide visual interest at a prominent corner, in close proximity to the main entry. 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 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. The proposed signage will be erected throughout the ground floor plane and in the existing building fabric, and as such, will not protrude above the buildings, structures, nor the future tree canopy in the area.	✓
Does the proposal require ongoing vegetation management?	The proposed signage does not require ongoing vegetation management.	✓
<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 signage has been carefully designed to be compatible with the scale, proportions, and presentation of the Gables New Primary School and Preschool. The scale of the proposed signage is therefore considered appropriate for the context of the site.	✓
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 and building identification at key points within the school campus.	✓
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage has been designed for the purposes of building identification and wayfinding and appropriately relates to the Gables New Primary School and Preschool.  The proposed signs appropriately relate to their location and are intended to add to aesthetic of the overall design.	✓
<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?	Safety devices are not applicable.	✓
<b>7 Illumination</b>		
Would illumination result in unacceptable glare?	No. The electronic sign will have specifications which ensure it will not result in any unacceptable glare.	✓
Would illumination affect safety for pedestrians, vehicles or aircraft?	No. The proposed illumination will not affect the safety of pedestrians, vehicles or aircraft.	✓
Would illumination detract from the amenity of any residence or other form of accommodation?	No. The illumination of the electronic sign could be deactivated outside of operational hours, subject to operational details, and is appropriately setback within the site to avoid impacts to the surrounding residential properties.  Compliance with relevant standards and requirements will also be achieved in terms of intensity and control of glare.	✓
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 illumination of the electronic sign could be deactivated outside of operational hours, subject to operational details.	✓ Capable of compliance
<b>8 Safety</b>		
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. The signage proposed at ground level, including the electronic sign, will be adequately setback from the surrounding public roads.	
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will not reduce the safety of pedestrians, as it will not obscure sightlines from public areas.	✓