

State Environmental Planning Policy (Industry & Employment) 2021		
Control	Compliance	Comment
Section 3.4 Signage to which this Chapter applies		
<p><i>(1) This Chapter applies to all signage that—</i> <i>(a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and</i> <i>(b) is visible from any public place or public reserve, except as provided by this Chapter.</i></p> <p><i>(2) This Chapter does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Chapter.</i></p>	YES	<p>The proposal includes for a new signboard with an illuminated SES logo and a new contact information signboard on powder coated aluminium backing on the building's southern elevation. The logo is to be extruded 50mm from the face of the signboard.</p> <p>The building identification signage is permitted with consent in the E3 Productivity Support zone.</p> <p>The signage is visible from public places.</p> <p>The signage is not an exempt development under this chapter.</p>
Section 3.6 Granting of consent to signage		
<p><i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—</i> <i>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i> <i>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i></p>	YES	<p>The signage is compatible with the desired amenity and visual character of the area. It is designed to a high quality and finish.</p> <p>Assessment criteria specified in Schedule 5 is considered in the below section.</p>
Schedule 5 Assessment criteria		
<p>1 Character of the area</p> <ul style="list-style-type: none"> <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> <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> 	YES	<p>The signage is compatible with the scale and proportions of the building. The location of the signage is in-keeping with the architectural features of the building and does not seek to dominate or detract from the architectural language of the approved built form. It is noted that the signage is consistent with the design intent of the building, is of a scale which is appropriate</p>



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		and proportional to the scale of the building and will not dominate or detract from the design quality of the building. The signage does not relate to advertisement.
2 Special areas <ul style="list-style-type: none"> 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? 	YES	The signage is not located within areas listed under this section. The high quality and finish would not affect the surrounding amenity or visual quality.
3 Views and vistas <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? 	YES	<p>The signage lies on the front façade of the building and would not obscure important views and it respects other signs. The signage is in-keeping with the emerging character of the precinct.</p> <p>The signage is not anticipated to result in any adverse impacts to the Subject Site or the amenity of the adjoining properties. Further, the Subject Site is contained within an established industrial area and as such should not have an adverse effect skyline or quality of the area.</p> <p>High quality design has been proposed for the signage and hence will enhance the visual quality of the locality.</p>
4 Streetscape, setting or landscape <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	YES	<p>The signage has been designed in respect of the built form on the front façade of the building to help effectively identify the building whilst not being visually obtrusive.</p> <p>The signage is compatible with the industrial / business character of the Subject Site and its surrounds.</p>



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<ul style="list-style-type: none"> Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 		<p>The signage visually defines the tenants on the Subject Site and is integrated with the façade treatment to create a visually coherent built form.</p> <p>The signage is not used as a visual screen and does not screen any unsightliness.</p> <p>One of the signs has been extruded 50mm from the face of signboard. It will, however, not protrude above buildings, or above structures or tree canopies.</p> <p>The signage requires minimal maintenance and does not require ongoing vegetation management.</p>
<p>5 Site and building</p> <ul style="list-style-type: none"> 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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	YES	<p>The 'SES' signs are compatible with the scale of the building on its front façade. They seamlessly integrate with other signage in the surrounding.</p> <p>The signage is of a suitable scale and design for its intended purpose to effectively identify any current or future tenant/business operating on-site and would integrate with the approved built form and façade design to achieve visual coherence.</p>
<p>6 Associated devices and logos with advertisements and advertising structures</p> <ul style="list-style-type: none"> 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? 	YES	<p>The signage is a building identification sign and does not fall under an 'advertisement.'</p>
<p>7 Illumination</p> <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? 	YES	<p>The proposed illumination has been designed to avoid unacceptable glare and ensure safety for pedestrians, vehicles, and aircraft. The light sources will be directed to prevent light spill, minimizing any disruption to nearby residences or</p>



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<ul style="list-style-type: none"> ▪ <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> ▪ <i>Can the intensity of the illumination be adjusted, if necessary?</i> ▪ <i>Is the illumination subject to a curfew?</i> 		accommodations. The intensity of the illumination can be adjusted, if necessary. Additionally, the sign's illumination will be subject to a curfew, ensuring it is turned off during non-operational hours to prevent light pollution and comply with the regulations.
8 Safety <ul style="list-style-type: none"> ▪ <i>Would the proposal reduce the safety for any public road?</i> ▪ <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> ▪ <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i> 	YES	The signage is fixed to the building in a manner that does not obstruct sightlines to or from public areas or internal driveways. The signage location and illumination are carefully designed to avoid reducing safety on public roads, for pedestrians, or for bicyclists. The design ensures that the signage does not impede visibility or create hazards, maintaining safety for both vehicular and pedestrian traffic in the area.

