***ATTACHMENT 1 – SEPP (Industry & Employment) 2021 – Schedule 5 Signage Assessment Criteria***

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| **ASSESSMENT CRITERIA** | **COMMENT** |
| **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 proposed signage is compatible with the existing and desired future character of the area and locality.  |
| Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?  | The area does not have a particular theme for outdoor advertising. |
| **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 within a visually significant or sensitive area, and as such will not detract from any amenity or visual quality. |
| **Views and vistas** |
| Does the proposal obscure or compromise important views? | The proposed sign does not obscure or compromise any important views.  |
| Does the proposal dominate the skyline and reduce the quality of vistas? a | The proposed signage does not exceed the skyline of the proposed building and therefore would not dominate the skyline. |
| Does the proposal respect the viewing rights of other advertisers?  | There is no other signage in proximity to the proposed sign and therefore no other advertiser's rights are affected by the sign. |
| **Streetscape, setting or landscape** |
| Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?  | The proposed signage is of a scale and proportion that is appropriate to the setting and surrounds |
| Does the proposal contribute to the visual interest of the streetscape, setting or landscape?  | The proposed signage is modern and provides a visual interest to the streetscape and setting. |
| Does the proposal reduce clutter by rationalising and simplifying existing advertising? | The proposed signage will not result in any clutter. |
| Does the proposal screen unsightliness?  | N/A |
| Does the proposal protrude above buildings, structures or tree canopies in the area or locality?  | The proposed business identification signage will not protrude above the height of the proposed building. |
| Does the proposal require ongoing vegetation management?  | The proposed signage will not require ongoing vegetation management. |
| **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 business identification signage is to be located?  | The proposed signage is considered compatible with the scale and proportion of the proposed building and the characteristics of the site. |
| Does the proposal respect important features of the site or building, or both?  | The proposed signage respects the features of the proposed building.  |
| Does the proposal show innovation and imagination in its relationship to the site or building, or both?  | The location of the proposed signage is appropriate and will contribute to a modern façade. |
| **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 business identification signage or structure on which it is to be displayed?  | N/A |
| **Illumination** |
| Would illumination result in unacceptable glare? | The proposed signage is not illuminated. |
| Would illumination affect safety for pedestrians, vehicles or aircraft? | N/A |
| Would illumination detract from the amenity of any residence or other form of accommodation?  | N/A |
| Can the intensity of the illumination be adjusted, if necessary? | N/A |
| Is the illumination subject to a curfew?  | N/A |
| **Safety**  |
| Would the proposal reduce the safety for any public road? | The proposal will not reduce safety for those utilising the public road.  |
| Would the proposal reduce the safety for pedestrians or bicyclists?  | The sign is within the boundaries of the site and will not obstruct the movement of pedestrians or bicycle riders. |
| Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?  | N/A |