**STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021 – COMPLIANCE TABLE**

**Chapter 3 – Advertising and Signage**

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| **Schedule 5 Assessment Criteria**   |  |  |  | | --- | --- | --- | | 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?  • Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? | Complies.  As the Airside Business Park is undergoing initial development, there is no established theme for outdoor advertising in the immediate area, however the proposed signage is consistent with the scale and nature of development expected in this area and is consistent with the broader locality. | | | 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? | | Complies.  The proposed signage has been designed in such a way so as to be contained completely within each elevation of the building without protrusion or requirement for additional signage structures. The signage is considered to be responsive to the surrounding area and does not detract from the amenity or visual quality of the area. | | 3 Views and vistas | | | | • 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? | | Complies.  The proposed signage is to be accommodated wholly within each elevation of the building without protrusion above the gutter line of the building and does not require additional structures on the site to accommodate proposed signage. The signage will not compromise important views or reduce the rights of other advertisers. | | 4 Streetscape, setting or landscape | | | | • 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?  • 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? | | Complies.  The scale and proportion of the signage is compatible with the bulk and scale of the building, which can be considered an acceptable scale given the site and setting. The proposed signage is limited on each elevation so as to not create clutter. | | 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?  • 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? | | Complies.  The proposed scale, proportion, colours and design of the signage is compatible with the scale of the site and building. The signage is not considered innovative however is deemed appropriate for the building and proposed use. | | 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? | | The signage includes the business logo, but not additional safety devices, platforms and lighting devices. | | 7 Illumination | | | | •Would illumination result in unacceptable glare?  •Would illumination affect safety for pedestrians, vehicles or aircraft?  •Would illumination detract from the amenity of any residence or other form of accommodation?  •Can the intensity of the illumination be adjusted, if necessary?  •Is the illumination subject to a curfew? | | Not Applicable. The proposed signage will not be illuminated. | | 8 Safety | | | | •Would the proposal reduce the safety for any public road?  •Would the proposal reduce the safety for pedestrians or bicyclists?  •Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? | | Complies  The proposed signage is not considered to have an impact on or reduce the safety of the adjoining public road or the New England Highway and will not impact on any pedestrians or cyclists. As the signage is to be attached to the wall of the building, there is no potential for the signage to obscure sightlines. | |