

State Environmental Planning Policy (Industry and Employment) 2021

Schedule 5 Assessment

Assessment Criteria	Comments	Comply (Y/N)
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 proposed signage does not cause any undesirable impacts on the surroundings, and considered compatible with the existing and future context of the site and area.	Y
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	There is no particular theme for outdoor signage in the locality. The scale and form of the proposed signage is not inconsistent with present local character and will suitably compliment the development.	Y
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 site is not in a significant view corridor or an identified environmentally sensitive area. The proposed signage will not detract from the amenity of the surrounding residential areas.	Y
3. Views and vistas Does the proposal obscure or compromise important views?	No important views or vistas are found in proximity to the development.	Y
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage will not protrude above building height. Signage will not impact skylines or vistas.	Y
Does the proposal respect the viewing rights of other advertisers?	The proposed signage would not interfere with any existing signage.	Y
4. Streetscape, setting or Landscape Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The proposed scale and form of the signage is justified by its location and the intended use. It is not considered to be out of proportion to the development proposed.	Y
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signage proposed is responsive to the development, and is of a scale and design that contributes positively to the landscape.	Y
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	There is no existing signage on the site.	Y
Does the proposal screen unsightliness?	As new development there is not likely to be unsightly areas that require screening.	Y

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signage will not extend above buildings or tree canopies on the site.	Y
Does the proposal require ongoing vegetation management?	No vegetation management will be required specifically in relation to signage.	Y
5. Siting 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 of the proposed development, and is to be located within areas of the site likely to appear complimentary to the built environment and surrounds.	Y
Does the proposal respect important features of the site or building, or both?	The signage is of a scale that respects the proposed built form, and is not out of character with the locality.	Y
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage design is restrained and compatible with the building design and fits into the context without causing any undesirable impacts.	Y
6. Associated devices 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 is generally with external illumination.	Y
7. Illumination Would illumination result in unacceptable glare?	The proposed signage is not considered to result in unacceptable glare.	Y
8. Safety Would the proposal reduce the safety for any public road?	The signage is wholly within the subject allotment, and is of a scale and content that is unlikely to cause a reduction in safety through obscured sightlines or distraction through content.	Y
Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed signage is located within the site without interfering with the activities in the road reserve or pedestrian and cycling network.	Y
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	Signage is proposed in areas of the site that would not cause interference with pedestrian movements.	Y