

Attachment 2 – Appendix A - State Environmental Planning Policy (Industry and Employment) 2021 Assessment

Chapter 3 – Advertising and signage

Part 3.2 Signage generally

As per Section 3.6 of Part 3.2 of the State Environmental Planning Policy (Industry and Employment) 2021 a consent authority must not grant development consent to an application to display signage (including business/building identification signs) unless the consent authority is satisfied:

- that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and
- that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.

The proposed signage comprises of:

- Two (2) non-illuminated building identification signs 'Hilltop Childcare Centre' approximately 1.2m x 3.8m to the third and fourth storeys along both street elevations.

The aims and objectives of Chapter 3 are as follows:

- (a) *to ensure that signage (including advertising)—*
 - (i) *is compatible with the desired amenity and visual character of an area, and*
 - (ii) *provides effective communication in suitable locations, and*
 - (iii) *is of high quality design and finish, and*
- (b) *to regulate signage (but not content) under Part 4 of the Act, and*
- (c) *to provide time-limited consents for the display of certain advertisements, and*
- (d) *to regulate the display of advertisements in transport corridors, and*
- (e) *to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.*

Comment: The proposed signage is compatible with the desired amenity and visual character of an area without compromising vehicle safety along Great Western Highway and Joyner Street. The proposed signage provides effective communication in suitable locations and is of high quality design and finish.

A comprehensive assessment against the assessment criteria specified in Schedule 5 is contained in below:

Schedule 5 – Assessment Criteria	Comments	Compliance
<u>Character of the area</u> Is the proposal compatible with the existing or desired future character of the area or locality in	The proposal is compatible with the E3 Productivity Support zoning of the site. The signage comprises business identification signage and is	Yes

<p>which it is proposed to be located?</p> <p>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</p>	<p>permitted with consent under the E3 Zone.</p> <p>The proposed signage is consistent with the established signage within a corner location setting along the Great Western Highway.</p>	<p>Yes</p>
<p><u>Special areas</u></p> <p>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?</p>	<p>The site is not in proximity to any environmentally sensitive areas, waterways, rural landscapes, open space areas. The proposed signage does not detract from the heritage areas, natural or other conservation areas or the established residential area.</p>	<p>Yes</p>
<p><u>Views and vistas</u></p> <p>Does the proposal obscure or compromise important views?</p> <p>Does the proposal dominate the skyline and reduce the quality of vistas?</p> <p>Does the proposal respect the viewing rights of other advertisers?</p>	<p>All business identification signs are fixed to the facades located at the eastern corner and southern elevations of the building which face the streetscapes. There are no important views across the site.</p> <p>These signs are of a height and scale which does not dominate the skyline.</p> <p>The signage is limited to the site and respects the viewing rights of other advertisers.</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p>
<p><u>Streetscape, setting or landscape</u></p> <p>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</p> <p>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</p> <p>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</p> <p>Does the proposal screen unsightliness?</p>	<p>The proposed signage is of a scale consistent with the existing setting of the site.</p> <p>The proposed signage contributes positively to the visual interest along the streetscapes.</p> <p>The proposed signage reduces clutter along the streetscapes.</p> <p>The proposed signage does not contribute to unsightliness along the streetscapes.</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p>

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signage does not protrude beyond the building footprint.	Yes
Does the proposal require ongoing vegetation management?	The signs will not require ongoing vegetation management.	Yes
<u>Site and building</u> 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 signs are proportionate to the buildings on the site.	Yes
Does the proposal respect important features of the site or building, or both?	The signs are site responsive.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The layout and design of the proposed signage has consideration to the layout of the site, having regard to the buildings, internal road layout and site entrances.	Yes
<u>Associated devices and logos with advertisements and advertising structures</u> 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?	No safety devices, platforms, lighting devices or logos have been designed as an integral part of the signage.	N/A
<u>Illumination</u> 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?	None of the signage is proposed to be illuminated.	N/A
<u>Safety</u> Would the proposal reduce the safety for any public road?	The proposed signage does not have the potential to reduce the	Yes

	safety of Great Western Highway or Joyner Street.	
Would the proposal reduce the safety for pedestrians or bicyclists?	The signage is affixed to the building so as not to adversely impact the safety of pedestrians and cyclists.	Yes
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage does not have the potential to reduce the safety of pedestrians, as it does not obscure sightlines from public areas.	Yes