

**Attachment K – State Environmental Planning Policy (Industry and Employment) 2021
- Schedule 5 Assessment criteria**

<i>Matters for consideration</i>	<i>Comment</i>
1 Character of the area	
<ul style="list-style-type: none"> 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 site is located within an R3 zone (medium density residential). This type of signage is not typically seen in a residential zone such as this. However the use and therefore the signage associated with the use is permissible as identified in the Concept Approval and the signage is compatible with the desired future character of the area in accordance with the Concept Approval.
<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	The proposal will result in signage which is consistent with signage erected at other facilities in general locality including the Marina facilities and the Town Centre to the west.
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? 	The proposed signage is not expected to detract from the amenity or visual quality of the area. The signage will be located on the elevations and is not dominant within these elevations and will not be illuminated.
3 Views and vistas	
<ul style="list-style-type: none"> Does the proposal obscure or compromise important views? 	The proposed signage is not expected to obscure or compromise any important views as the signage will be seen in the context of the proposed building.
<ul style="list-style-type: none"> Does the proposal dominate the skyline and reduce the quality of vistas? 	The proposed signage is not considered to dominate the skyline with all proposed signage envelopes lower than the proposed building. The pylon sign will be 1.7 metres high.
<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 	The proposal will not compromise the viewing rights of other advertisers in the area.
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? 	The proposed signage is considered to be appropriate for the desired future character of the locality as identified in the Concept Approval.
<ul style="list-style-type: none"> Does the proposal contribute to the visual interest of the streetscape, setting or landscape? 	The proposal is considered to contribute to the visual interest of the streetscape and marina.
<ul style="list-style-type: none"> Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	The proposal does not appear cluttered and is of an appropriate size and scale for the site.
<ul style="list-style-type: none"> Does the proposal screen unsightliness? 	The proposed signage does not screen unsightliness.
<ul style="list-style-type: none"> Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	The proposed signage does not protrude above the surrounding buildings and structures.
<ul style="list-style-type: none"> Does the proposal require ongoing vegetation management? 	The proposal does not require ongoing vegetation management.
5 Site and building	

<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? 	The proposal is not inconsistent with the scale, proportion and other characteristics of the site.
<ul style="list-style-type: none"> Does the proposal respect important features of the site or building, or both? 	The proposed signage will be ancillary to the use of the site and as such is compatible with the site.
<ul style="list-style-type: none"> Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	The signage is low impact which is suitable for the site and area. Whilst it could not be described as particularly innovative or imaginative it does have a suitable relationship to the proposed building.
6 Associated devices and logos with advertisements and advertising structures	
<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? 	No safety devices or platforms form part of the proposal.
7 Illumination	
<ul style="list-style-type: none"> 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? 	The signage is not proposed to be illuminated.
8 Safety	
<ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? 	The proposal is not envisaged to increase risks to public safety.
<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians or bicyclists? 	The proposal is not expected to reduce the safety for any pedestrians or bicyclists.
<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	The proposal is not expected to reduce the safety for any pedestrians and does not obscure any sightlines.