

State Environmental Planning Policy (Industry and Employment) 2021

Attachment G

Signage is proposed comprising of three general signage 'plaques' on the Addison Street frontage, which are consistent with business identification signs. The applicant provided further details on request of additional information, which included dimensions for each signage 'plaque', on 22 November 2024. Signage forms part of the recommended approved plans and specifications. As such *State Environmental Planning Policy (Industry & Employment) 2021* is applicable.

An assessment against this policy is contained below.

Part 1 Preliminary

Section 3.1 Aims, objectives etc.

The signage proposed is consistent with the aims and objectives of this SEPP, as outlined at section 3.1.

Part 3.2 Signage generally

Section 3.6 Granting of consent to signage

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—

b. *that the signage is consistent with the objectives of this Policy as set out in section 3 (1) (a), and*

Comment:

The signage is consistent with the aims and objectives of this SEPP, as outlined at section 3.1.

(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.

Comment:

See Schedule 5 Assessment below.

Schedule 5 Assessment

<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 E1 Local Centre zone and the proposed signage is not envisaged to have adverse impacts on the amenity or character of the locality. The proposal is considered to be consistent with the desired future character of the area.
<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 on other buildings within the general locality, with advertising signage found located on the verandah balustrade of the adjoining eastern site facing Addison Street, for example.
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? 	<p>The proposed signage is not expected to detract from the amenity or visual quality of the area. Proposed signage plaques are not considered to detract from the neighbouring heritage item of 'Windradene' to the west, as they are considered minor in dimensional scale, and appropriately blend into the surrounding verandah structure.</p> <p>The proposed signage is generally consistent with heritage items found across Australia, where indicative signage has been positioned in between the ground and first floor, on the verandah and awning façade.</p>
3 Views and vistas	
<ul style="list-style-type: none"> Does the proposal obscure or compromise important views? 	<p>The proposed signage is not expected to obscure or compromise any important views, forming part of the verandah structure above or outside of expected sight and view levels.</p>
<ul style="list-style-type: none"> Does the proposal dominate the skyline and reduce the quality of vistas? 	<p>The proposed signage is not considered to dominate the skyline.</p>
<ul style="list-style-type: none"> Does the proposal respect the viewing rights of other advertisers? 	<p>The proposal will not compromise the viewing rights of other advertisers in the area.</p>
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? 	<p>The proposed signage is considered to be appropriate for the locality, and appears to form part of the frontage of the verandah structure at both ground and first floor level.</p>
<ul style="list-style-type: none"> Does the proposal contribute to the visual interest of the streetscape, setting or landscape? 	<p>The proposal is considered to contribute to the visual interest of the streetscape, providing the opportunity for identification and business details in an appropriate manner.</p>
<ul style="list-style-type: none"> Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	<p>The proposal does not appear cluttered and is of an appropriate size and scale for the site, being scaled back and framed within the verandah facade.</p>
<ul style="list-style-type: none"> Does the proposal screen unsightliness? 	<p>The proposed signage does not screen any unsightliness, but appears as a feature element along the verandah frontage between the ground and first</p>

	level. 'Unsightliness' is not considered to be positioned behind the proposed signage.
• 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.
• Does the proposal require ongoing vegetation management?	The proposed signage does not require ongoing vegetation management. Signage is located away from areas of vegetation; for example, vegetation which may protrude from or hang from the planter box above the residential entry component, does not impact or encroach onto proposed signage.
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?	The proposal is consistent with the scale, proportion and other characteristics of the site. Three (3) primary frontage-facing signs of 2.94m x 525mm dimensions are considered compatible for the proposed 4 storey development. The design of the signage plaques in correlation with the overall building façade is considered compatible.
• Does the proposal respect important features of the site or building, or both?	The proposed signage is considered to respect the nearby heritage items of the site, as well as respect the verandah inclusion, appearing as part of the verandah inclusion itself. Signage is generally consistent with and respectful of both the site and the building, materially and within local context.
• Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal follows a similar design to other similar premises in the LGA, with elements which hark back to times of heritage significance. The traditional signage style provides a nudge to nearby heritage items, while being provided within an overall contemporary design. Relationship to the site and building has been addressed through appropriate design innovation.
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?	No safety devices, lighting or platforms form part of the proposal.
7 Illumination	
• Would illumination result in unacceptable glare?	The signage is not proposed to be illuminated.
• Would illumination affect safety for pedestrians, vehicles or aircraft?	

<ul style="list-style-type: none">• Would illumination detract from the amenity of any residence or other form of accommodation?	
<ul style="list-style-type: none">• Can the intensity of the illumination be adjusted, if necessary?	
<ul style="list-style-type: none">• Is the illumination subject to a curfew?	
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.