

State Environmental Planning Policy (Industry and Employment) 2021
Schedule 5 Assessment Criteria

Clause	Requirement	Provided	Compliance
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 of 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. 	The proposed signage is compatible with the surrounding locality and will contribute to improved directional signage within the site.	Yes.
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 site is not located near any environmentally sensitive area or heritage items or heritage conservation areas.	Yes
3 Views and vistas	<ul style="list-style-type: none"> • 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? 	The proposed signage will not compromise or obscure any views. The signage will not dominate the skyline.	Yes
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? • 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? 	The proposed scale of the signage is proportionate and considered appropriate for the locality. The signage will contribute to the visual interest of the locality without providing visual clutter in the locality.	Yes

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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? • 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? 	The proposal is compatible for the locality.	Yes
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? 	Conditions of consent are recommended to meet this requirement.	Yes
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? 	Conditions of consent outlining illumination requirements for signage are recommended	Yes
8 Safety	<ul style="list-style-type: none"> • 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? 	Conditions of consent are recommended to ensure signage is attached in accordance with Australian Standards.	Yes