

State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP) Assessment Table

Section	Assessment	Compliance?
<b>Part 3.1, Aims, objectives, etc.</b>  A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied that the signage: <ol style="list-style-type: none"> <li>Is compatible with the desired amenity and visual character of an area.</li> <li>Provides effective communication in suitable locations.</li> <li>Is of high quality design and finish.</li> </ol>	The signs are compatible with the amenity and character of the area as they are reflective of typical school signage and well scaled/proportioned to their school building backdrop. They are located at the front entrance and entry plaza to the college to ensure effectiveness and are of a suitably high quality design and finish.	Yes.
<b>Schedule 5 Assessment criteria - Character of the area</b>  <ol style="list-style-type: none"> <li>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</li> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ol>	The signs are compatible with the amenity and character of the area as they are reflective of typical school signage and well scaled/proportioned to their school building backdrop.	Yes.
<b>Schedule 5 Assessment criteria - Special areas</b>  <ol style="list-style-type: none"> <li>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?</li> </ol>	The signs will only have a maximum height of 6.3m and so are not of such a scale that they will detract from any of the listed areas, including the Campbelltown Scenic Hills to the east.	Yes.
<b>Schedule 5 Assessment criteria - Views and vistas</b>  <ol style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ol>	<p>The signs will not be located within the visual catchment of any important views.</p> <p>At a maximum height of 6.3m, the signs will not dominate the skyline or reduce the quality of any vistas.</p> <p>The signs will not detract from the rights of any other advertisers.</p>	Yes.
<b>Schedule 5 Assessment criteria - Streetscape, setting or landscape</b>  <ol style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> </ol>	<p>The signs are compatible with the amenity and character of the area as they are reflective of typical school signage and well scaled/proportioned to their school building backdrop.</p> <p>The signs will not contribute visual interest to the streetscape given how far they are</p>	Yes.

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<p>3. Does the proposal reduce clutter by rationalising and simplifying existing advertising?</p> <p>4. Does the proposal screen unsightliness?</p> <p>5. Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</p> <p>6. Does the proposal require ongoing vegetation management?</p>	<p>set back from public roads.</p> <p>The signs will neither rationalise existing signage nor screen unsightliness, given the lack of other signs and unsightliness.</p> <p>With a maximum of 6.3m high, the signs will not protrude above the school buildings, structures or tree canopies in the area or locality.</p> <p>The signs will not require ongoing vegetation management.</p>	
<p><b>Schedule 5 Assessment criteria - Site and building</b></p> <p>1. 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?</p> <p>2. Does the proposal respect important features of the site or building, or both?</p> <p>3. Does the proposal show innovation and imagination in its relationship to the site or building, or both?</p>	<p>The signs are compatible with the amenity and character of the area as they are reflective of typical school signage and well scaled/proportioned to their school building backdrop.</p> <p>The signs will not conflict with important features of the site or buildings.</p> <p>The signs represent an adequate degree of innovation and imagination in its relationship to the site and buildings.</p>	Yes.
<p><b>Schedule 5 Assessment criteria - Associated devices and logos with advertisements and advertising structures</b></p> <p>1. 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?</p>	<p>The signs will not incorporate any safety devices, platforms, lighting devices or logos.</p>	Not applicable.
<p><b>Schedule 5 Assessment criteria - Illumination</b></p> <p>1. Would illumination result in unacceptable glare?</p> <p>2. Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>3. Would illumination detract from the amenity of any residence or other form of accommodation?</p> <p>4. Can the intensity of the illumination be adjusted, if necessary?</p> <p>5. Is the illumination subject to a curfew?</p>	<p>A standard condition is recommended to ensure that the signs' illumination will comply with AS 4282 and AS 1158. This will adequately address all of the matters listed by this assessment criteria.</p>	Yes.

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<b>Schedule 5 Assessment criteria - Safety</b>  1. Would the proposal reduce the safety for any public road?  2. Would the proposal reduce the safety for pedestrians or bicyclists?  3. Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	In consideration of the signs' locations on the site, orientation, scale, minimal illumination and moving elements, it is not considered that they will reduce safety for motorists, pedestrians or bicyclists.  The signs will not obscure sightlines.	Yes.