

State Environmental Planning Policy (Industry and Employment) 2021 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: <ul style="list-style-type: none"> <li>• is compatible with the desired amenity and visual character of an area, and</li> <li>• provides effective communication in suitable locations, and</li> <li>• is of high quality design and finish.</li> </ul>	The signage is compatible with the desired future character of the area, being one of low density residential, in that it will provide some visual interest to the streetscape without having an overwhelming visual presence. It is located in suitable locations around the site, will provide effective communication and is of a high quality design and finish	Yes.
<b>Schedule 5 Assessment Criteria</b>  <b>1 Character of the area</b>  <ul 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> </ul>	The proposed identification signage is compatible with the future character of the area through its simplistic design	Yes.
<b>2 Special areas</b>  <ul 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> </ul>	The proposed development is not located in a sensitive area	N/A
<b>3 Views and vistas</b>  <ul 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> </ul>	The proposed signage does not obscure any important views or vistas	Yes.
<b>4 Streetscape, setting or landscape</b>  <ul 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> <li>• Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> <li>• Does the proposal screen unsightliness?</li> <li>• Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> </ul>	<p>The scale and proportion of the signage is appropriate for the streetscape</p> <p>The proposed signage contributes to the visual interest of the streetscape</p> <p>The proposed signage does not create or reduce clutter</p> <p>The proposed signage does not screen unsightliness but does not contribute further impacts</p> <p>Signage is located on the building façade and does not protrude above structures or trees</p>	Yes.

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<ul style="list-style-type: none"> <li>Does the proposal require ongoing vegetation management?</li> </ul>	The signage does not require ongoing vegetation management	
<b>5 Site and building</b> <ul style="list-style-type: none"> <li>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?</li> <li>Does the proposal respect important features of the site or building, or both?</li> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>	<p>The signage is compatible with the scale of the site and building through its design</p> <p>The proposed signage respects the important features of the site and building</p> <p>The proposed signage shows innovation and imagination in its relationship to the child care centre</p>	Yes.
<b>8 Safety</b> <ul style="list-style-type: none"> <li>Would the proposal reduce the safety for any public road?</li> <li>Would the proposal reduce the safety for pedestrians or bicyclists?</li> <li>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</li> </ul>	The proposed signage does not pose any unsafe distractions to road users, pedestrians and cyclists	Yes.