

State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP) Assessment Table - Chapter 3 Advertising and signage

State Environmental Planning Policy (Industry and Employment) 2021 – Assessment Criteria - Chapter 3 Advertising and signage, Schedule 5.		
Clause / Requirement	Provided	Compliance
1 Character of the area Is the proposal compatible with the existing or desired future character of the area or 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?	Proposed signage consists of school name (Macarthur Anglican School) and crest measuring a maximum 1000mmx1800mm, located on both sides of the proposed vehicular access sliding gate off Charles McIntosh Parkway. The signage will be integrated within the boundary fencing, set back from the boundary line with adjacent landscaping. Accordingly, proposed signage is not considered to detract from the amenity and character of the area.	Yes.
2 Special areas 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?	Proposed signage will consist of colours and finishes that are sympathetic to the existing character of the wider residential area. The development site is not located in proximity to other key areas including environmentally sensitive, waterways and rural landscapes. Overall, the development is unlikely to compromise the visual quality of the wider area.	Yes.
3 Views and vistas 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?	Proposed signage does not obscure or compromise any views, noting that signage is positioned at human eye line levels generally and fixed to fencing. Proposed signage does not protrude above the building or impacts on vistas. Proposed signage is not excessive and respects the viewing rights of other future advertisers.	Yes.
4 Streetscape, setting or landscape 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,	The scale, proportion and form of proposed signage is appropriate for the streetscape, setting and existing landscape. The proposed signage is simplistic and	Yes.

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?	low in height and scale. The proposed signage contributes to the visual interest of the built form. The proposed signage is not used to screen unsightliness. The proposed signage is low in height and scale. The signage is located in an area which is proposed to be landscaped to beautify the site. Some maintenance will be required such as mowing and trimming of trees and shrubs, however this is not considered onerous maintenance.	
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? 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 signage is compatible with the scale and proportion of the development and site. The signage respects both the building and the site features. The simple form of proposed signage shows innovation and imagination in its relationship to the site.	Yes.
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, platforms or lighting devices form part of the signage.	Yes.
7 Illumination Would illumination result in unacceptable glare?	Signage containing illumination is not proposed.	NA.
8 Safety Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists?	Proposed signage will not reduce safety for any public road. The siting and design of the signs are unlikely to compromise the safety of pedestrians and cyclists.	Yes.

Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposal will not obscure sightlines from any public areas.	
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