

STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021	
SCHEDULE 5 ASSESSMENT CRITERIA	
1 Character of the area	
Requirements	Complies?
<ul style="list-style-type: none"> <li><i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i></li> <li><i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i></li> </ul>	<p><b>Yes</b></p> <p>The proposed signage is compatible with the desired future residential character of the locality, in that it is simple and non-intrusive in nature. There is no particular theme for outdoor advertising established in the locality; however, the proposed signage is typical of signage used for childcare centres within residentially zoned areas.</p>
2 Special areas	
Requirements	Complies?
<p><i>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?</i></p>	<p><b>Yes</b></p> <p>The proposed signage does not detract from the amenity or visual quality of any of the specified areas given it is of simple design, non-illuminated and non-intrusive, having been incorporated into the design of the building.</p>
3 Views and vistas	
Requirements	Complies?
<ul style="list-style-type: none"> <li><i>Does the proposal obscure or compromise important views?</i></li> <li><i>Does the proposal dominate the skyline and reduce the quality of vistas?</i></li> <li><i>Does the proposal respect the viewing rights of other advertisers?</i></li> </ul>	<p><b>Yes</b></p> <p>The proposed signage will not obscure or compromise important views, particularly because the signage has been incorporated into the façade of the building and will not protrude beyond that. The development site is located within an emerging residential area, and therefore the proposed signage will not dominate the skyline nor will it reduce the quality of vistas. The proposed signage will be located on private land and will therefore is not impede on the viewing rights of other advertisers.</p>

4 Streetscape, setting or landscape	
Requirements	Complies?
<ul style="list-style-type: none"> <li><i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i></li> <li><i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i></li> <li><i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i></li> <li><i>Does the proposal screen unsightliness?</i></li> <li><i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i></li> <li><i>Does the proposal require ongoing vegetation management?</i></li> </ul>	<p><b>Yes</b></p> <p>The scale, proportion and form of the proposed signage are appropriate for the streetscape, and the future residential setting in which the site is located. The proposal contributes to the visual interest of the streetscape through effective and simple design, and providing visual relief on the façade. It will not protrude above buildings, structures or tree canopies, as it is positioned on the exterior wall of the building. The proposed signage is not intended or required to screen unsightliness. nor does it require ongoing vegetation management.</p>
5 Site and building	
Requirements	Complies?
<ul style="list-style-type: none"> <li><i>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?</i></li> <li><i>Does the proposal respect important features of the site or building, or both?</i></li> <li><i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i></li> </ul>	<p><b>Yes</b></p> <p>The proposed signage is compatible with the scale, proportion and other characteristics of the proposed centre-based child care facility with which it is associated with. The proposed signage compliments the architectural style of the building and is well integrated with the building through connective design, and does not introduce unreasonable bulk to the façade of the building.</p>
6 Associated devices and logos with advertisements and advertising structures	
Requirements	Complies?
<ul style="list-style-type: none"> <li><i>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?</i></li> </ul>	<p><b>Yes</b></p> <p>The signage is not proposed to be illuminated, and no safety devices, platforms or logos are designed as an integral part of the signage.</p>
7 Illumination	
Requirements	Complies?
<ul style="list-style-type: none"> <li><i>Would illumination result in unacceptable glare?</i></li> <li><i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i></li> <li><i>Would illumination detract from the amenity of any residence or other form of accommodation?</i></li> <li><i>Can the intensity of the illumination be adjusted, if necessary?</i></li> <li><i>Is the illumination subject to a curfew?</i></li> </ul>	<p><b>Yes</b></p> <p>The signage is not proposed to be illuminated.</p>

8 Safety	
Requirements	Complies?
<ul style="list-style-type: none"><li>• <i>Would the proposal reduce the safety for any public road?</i></li><li>• <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i></li><li>• <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i></li></ul>	<p><b>Yes</b></p> <p>Because the proposed signage is located on private property and is a flush wall sign setback from the street, it is unlikely to impact the safety for the adjoining public roads, pedestrians or cyclists, nor will it obscure sight lines from public areas for pedestrians.</p>