

STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021

SCHEDULE 5 ASSESSMENT CRITERIA – BUILDING IDENTIFICATION SIGNAGE

1 Character of the area

Requirements	Complies?
<ul style="list-style-type: none"> <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> <i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i> 	<p style="text-align: center;">Yes</p> <p>The proposed signage is compatible with the existing and desired future character of the area (the signage predominantly discussed within this assessment is the two identification signs as situated along Guntawang Road, the entry signs at the Magpie Lane entrance, and signs 3 and 4, which may be perceptible/visible from the road). The signs are all simple in design, and do not result in an incompatibility with the rural character of the area. The proposed signage does not reflect a particular theme for outdoor advertising within the locality, however, this is due to the lack of signage within proximity to the site, and not an inconsistency. Proposed signage reflects the proposed land use.</p>

2 Special areas

Requirements	Complies?
<ul style="list-style-type: none"> <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 style="text-align: center;">Yes</p> <p>The proposed signage does not detract from the amenity or visual quality of any environmentally sensitive areas. The site is not within proximity to any environmentally sensitive areas and therefore is not considered to detract from the amenity or visual quality of such areas. The subject site is proximal to two nearby heritage items; however, it is not located within a heritage area, nor is the signage within close proximity to these heritage items. Regardless, commentary on these heritage items has been included in Part 5.1.8 of the SEE. The proposed signage is not expected to detract from the importance of such items. The subject site is not within proximity to any natural or other conservation areas, or open space areas and therefore no adverse outcomes are anticipated. The subject site does have one 2nd-order watercourse present on site, to which an Ecological Assessment Report has been prepared (and included in Appendix I. No impacts to this watercourse are expected as a result of the proposed signage. The proposed signage is located in a rural zone and therefore is located in an area with a rural character, and large open space with limited other signage in the locality.</p> <p>The proposed signage is simple in design, is not over-crowded, and is not excessively large. The proposed signage does not detract from the visual quality of the rural landscape, nor does it detract from the amenity of the area.</p>

3 Views and vistas	
Requirements	Complies?
<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? 	<p>Yes</p> <p>The proposed signage does not obscure or compromise any important views. The proposed signage is not located in an area where important views are present, however, to assess it more contextually, the proposal does not impact existing rural views, nor does it detract from such views. The proposed signage does not dominate the skyline and does not reduce the quality of vistas, being that it is a reasonable size, simple design and its proposed installation location. The proposed signage does respect the viewing rights of other advertisers and does not take away from any other existing signage in the vicinity.</p>
4 Streetscape, setting or landscape	
Requirements	Complies?
<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 unsightly? • Does the proposal protrude above buildings, structures or tree canopies in the area or locality? • Does the proposal require ongoing vegetation management? 	<p>Yes</p> <p>The proposed signage is of a scale, proportion and form that is appropriate for the streetscape, setting and landscape. In the first instance, the proposed signage (predominantly the identification signage and entry signage) is compliant with the MWRDCP2013 size requirements. The proposed signage is not considered to be excessively large and does not detract from the rural character of the area through bright colours or a 'busy' design. In the context of a rural setting, it is considered that the best way for signage to contribute to the visual interest of the area is through a simple design, that does not detract from the rural landscape. The proposed signage is considered to achieve this. There is no existing advertising within proximity of the proposed signage, and hence the reduction of clutter is not applicable in this context. Similarly, no unsightliness requiring screening is located within proximity of the proposed signage. The proposed signage does not protrude above buildings, structures or tree canopies in the locality, and is considered to be a suitable height. Lastly, the proposed signage does not require any additional ongoing vegetation management besides standard vegetation management for land in a rural zone (e.g., mowing/slashing grass).</p>
5 Site and building	
Requirements	Complies?
<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? 	<p>Yes</p> <p>The proposed signage is of an appropriate scale in accordance with the development on site. The proposed signage does not dwarf the proposed development. The proposed signage respects important features of the site and the building, and utilises a simple design, to achieve a sympathetic aesthetic in context of the rural area in which it is located. The proposed signage is of a simple and effective design and complements the proposed buildings on site, and represents the use on site.</p>

6 Associated devices and logos with advertisements and advertising structures	
Requirements	Complies?
<ul style="list-style-type: none"> • <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> 	<p style="text-align: center;">No</p> <p>The installation of the sign will consider appropriate safety devices, platforms, lighting devices if required. The business identification sign includes the logos to represent the use and ownership of the site.</p>
7 Illumination	
Requirements	Complies?
<ul style="list-style-type: none"> • <i>Would illumination result in unacceptable glare?</i> • <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i> • <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i> • <i>Can the intensity of the illumination be adjusted, if necessary?</i> • <i>Is the illumination subject to a curfew?</i> 	<p style="text-align: center;">Yes</p> <p>It is expected that some of the signage proposed may be lit, particularly to assist with wayfinding, given the rural location of the site. It is not anticipated that this lighting would result in unacceptable glare, or impact safety. Potential illumination is not expected to detract from any nearby amenities, and it is expected that such illumination can be adjusted if necessary. A curfew can be imposed as a condition of consent if required.</p>
8 Safety	
Requirements	Complies?
<ul style="list-style-type: none"> • <i>Would the proposal reduce the safety for any public road?</i> • <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> • <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i> 	<p style="text-align: center;">Yes</p> <p>The proposed signage will not reduce the safety for any public road. The signage visible from Guntawang Road and Magpie Lane is not of such scope or scale that it would reduce the safety of either road. The proposed signage is simple in design and is not distracting through the use of bold colours or design. Further, the proposed signage will not reduce the safety for pedestrians or cyclists. In this respect, the location of both Guntawang Road and Magpie Lane are not such that they are frequented by pedestrians and cyclists.</p> <p>The location of the proposed signage, predominantly the identification signs, will not reduce any sight lines. As established, neither Magpie Lane nor Guntawang Road are frequented by pedestrians, and therefore it is not expected that the signage would reduce safety for pedestrians.</p> <p>In terms of vehicular sightlines, the location of the signage will not result in any adverse impacts.</p>