

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"> <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 subject site is positioned along Horatio Road (Castlereagh Highway), which is the main road through Mudgee. The area is zoned for the purposes of tourist associated uses. In this regard, as Hungry Jacks is a trusted and recognizable brand, the signage assists in this delivery. The SP3 zoning also contains a MacDonalds restaurant, to which the proposed signage is considered consistent with this established theme. The proposed signage is therefore considered to be compatible with the locality, both in terms of the existing and future character of the area.</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 subject site is located within a heritage conservation area and as such, the application is supported by a Statement of Heritage Impact (Appendix K). The proposed development and associated signage make use of a long unused site on a main thoroughfare in Mudgee. Presently the site does not contribute to the heritage of the town, nor to the Conservation Area to which it is located. The significance of the nearest listed heritage item, the hotel, will not be adversely affected by the new development.</p>

3 Views and Vistas

Requirements	Complies?
<ul style="list-style-type: none"> <i>Does the proposal obscure or compromise important views?</i> <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i> <i>Does the proposal respect the viewing rights of other advertisers?</i> 	<p style="text-align: center;">Yes</p> <p>The proposed signage does not obscure or compromise important views, dominate the skyline, or reduce the quality of vistas. The signage does not impact the viewing rights of other advertisers.</p>

4 Streetscape, Setting or Landscape	
Requirements	Complies?
<ul style="list-style-type: none"> <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i> <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i> <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i> <i>Does the proposal screen unsightliness?</i> <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i> <i>Does the proposal require ongoing vegetation management?</i> 	<p>Yes</p> <p>In terms of scale, proportion, and form, the proposed signage is appropriate for the emerging urban streetscape and tourist desired character in which it is located in. The nature of the signage is comparable to other signage within the area and similar take away food and drink premises.</p> <p>The proposed signage will not result in cluttering nor will it screen unsightliness.</p> <p>The pylon signage is higher than that of the proposed structure, but this is contextual to the nature of the signage and does not result in any visual intrusions to neighbouring properties. The proposed signage does not require ongoing vegetation management.</p>
5 Site and Building	
Requirements	Complies?
<ul style="list-style-type: none"> <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> <i>Does the proposal respect important features of the site or building, or both?</i> <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i> 	<p>Yes</p> <p>The signage has been designed to complement the scale, proportion, and characteristics of the proposed structure, and is compatible and consistent with the scale, proportion, and other characteristics of nearby signage. The proposed signage does not adversely impact any visual features of the site and is well integrated into the overall aesthetic of the development.</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>Yes</p> <p>The Hungry Jack's logo and corporate colour scheme have been utilised as an integral part of the proposed signs, linking the signage back to the site's use as a Hungry Jacks restaurant.</p> <p>The pylon sign and wall signs will include internal lighting devices, to illuminate these signs. All signage proposed to be illuminated is done so internally, hence the proposed light devices are well integrated into the design of the signage.</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>Yes</p> <p>The Hungry Jack's signs, including drive-thru signage are proposed to be illuminated.</p> <p>The illuminated signage will be of a reasonable brightness, and will not result in unacceptable glare or compromise the safety of pedestrians, vehicles, or aircraft.</p> <p>Whilst it is not expected that illumination would detract from any residential amenity, it is anticipated that standard conditions of consent will be applied to ensure the signage complies with the relevant outdoor lighting and illumination Australian Standards.</p> <p>The illumination is not subject to a curfew.</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>Yes</p> <p>The proposed signs do not include flashing lights, animated or complex displays or any other form of detracting or dazzling displays. Therefore, the proposed signs will not reduce vehicle, cyclist or pedestrian safety for any public road.</p> <p>The proposed signs will not reduce the safety for pedestrians, particularly children by obscuring sightlines from public areas.</p>