

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>Yes</p> <p>The future and approved character of the area is one of future residential growth within an Urban Release Area. The proposed signage is of a design and scale that is consistent with the emerging character of the area and the scale of development that it represents.</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>Yes</p> <p>No. The signs are located within an emerging residential subdivision. Signage similar to that proposed occurs in other locations within the surrounding urban release area. The proposed signs represent a small portion of the visual landscape of the area and will be viewed predominately by-passing motorists. The character of the area is unlikely to be significantly impacted.</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>Yes</p> <p>The proposed signs represent a small part of the visual landscape in the area in which they are positioned and will not compromise any views or dominate views in the area. The proposed development will have no impact on other advertisements.</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 style="text-align: center;">Yes</p> <p>The proposed signs are of a scale and nature that is commensurate with the urban release area and emerging residential subdivision in which they are positioned. The signs will be similar in scale and design to those associated with other residential estates in the area.</p> <p>The signs are not located within an area where signage clutter is an issue.</p> <p style="text-align: center;">The proposed signs do not screen unsightliness.</p> <p>Given the developing nature of the area, there are no significant structures in the area at this stage. The signs do not protrude above existing trees on the site.</p> <p style="text-align: center;">The proposed signs do not require 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 style="text-align: center;">Yes</p> <p style="text-align: center;">Discussed above.</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;">Yes</p> <p>No internal or external illumination is proposed as part of the signage design.</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>No internal or external illumination is proposed as part of the signage design.</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 signs will be visible to passing traffic without detracting from the safety of road users by causing distraction or obstructing sight lines.</p> <p>The signs will be appropriately setback from Ballymore Drive, Redgate Road and away from any access points, ensuring that no sightlines are affected.</p>