

Attachment EE – Industry and Employment SEPP Signage Assessment

Schedule 5

Assessment Criteria	Comments	Compliant
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?	The proposed signage zones are compatible with the character of the Western Sydney University Parramatta South Campus as they will reinforce the educational use on site and contribute to the purpose of easy navigation and wayfinding within the Campus, similar to other buildings within the Campus. The new building, supported by future signage provisions within the nominated zones, will contribute to overall wayfinding and student experience of the University.	✓
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signage is consistent with signage in the surrounding area as it communicates building identification for a core campus facility.	✓
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?	The proposed signage zones do not include detailed content or installation of signs and therefore will not detract from the visual quality of the surrounding heritage items. The future sign types will support the future use of the site as the Indigenous Centre of Excellence and its attributed educational use. It is unlikely that the future sign types will detract from the other heritage items at the site due to the physical separation.	✓
3 Views and vistas		
Does the proposal obscure or compromise important views?	No future signs will project above the building envelope and therefore will not obscure or compromise any important views. The proposed signage zones are positioned on key elevations and will not breach their nominated boundaries.	✓
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed signage zones have been positioned within the limits of the proposed building envelope. The proposed signage zones are therefore consistent with the scale of the building, will not dominate the skyline or reduce the quality of vistas.	✓
Does the proposal respect the viewing rights of other advertisers?	The proposed signage zones will provide for future signage content, which will be subject to a separate development application. It is not anticipated to seek approval for any third party advertising consent. The signage zones do not obstruct the views of any existing signage in the vicinity of the site.	✓
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed signage zones are considered appropriate for the context of the proposed building. The zones will provide an opportunity for future signage which will	✓

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	designate the building and identify its purpose within the wider site, which is especially important for wayfinding for both students, staff and visitors. The proposed signage zones will not require ongoing vegetation management.	
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?		
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?	The proposed signage zones have been carefully developed to be compatible with the scale, proportions, and presentation of the proposed building. The scale of the proposal is considered to be appropriate for the context of the site and will support the educational character of the Western Sydney University Parramatta South Campus. The signage zones will facilitate future detailed signage provisions which are capable of showing innovation and imagination. The location and positioning of the signage zones ensure prominent exposure of the building, allowing for both its educational use, and First Nations centric nature of the building to be showcased as the first impression of Western Sydney University from its main entry point at Railway Street.	✓
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?		
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?	N/A. No detailed signage installation is proposed as part of this SSDA. It seeks consent for future signage zones only and will be subject to a separate approval process to obtain development consent for its installation and content.	✓
7 Illumination		
Would illumination result in unacceptable glare?	No detailed signage installation is proposed as part of this SSDA. It seeks consent for signage zones only and its future content will be subject to a separate approval process.. Notwithstanding, the application has been supported by a Façade Projection Assesment which sets out the general design and operational parameters for the future detailed signage to comply with, as discussed below and further set out in Attachment CC . The proposed fixed building signage zone will not be illuminated, however the projection signage zone is expected to be illuminated, and the detailed future signage will be further considered and delivered under a separate development application. The future projection signage will have specifications which ensure it will not result in any unacceptable glare, as detailed in Attachment CC and discussed further below.	✓
Would illumination affect safety for pedestrians, vehicles or aircraft?	The projection signage zone will comply with Schedule 5 of the I&E SEPP and AS/NZS4282 requirements, and it is considered that there will be little to no impact on the safety for pedestrians, vehicles and aircraft.	✓
Would illumination detract from the amenity of any residence or other form of accommodation?	The illumination of the future projection signage is expected to be controlled by an intelligent control system that will ensure the luminance levels do not exceed 250cd/m ² and the signage will not operate	✓

	later than 22:00. Refer to the Façade Projection Assessment prepared by Steensen Varming, provided at Attachment CC .	
Can the intensity of the illumination be adjusted, if necessary?	The illuminance of the future projection signage will be limited to 250cd/m ² and controlled by an intelligence control system, as set out in the Façade Projection Assessment prepared by Steensen Varming, provided at Attachment CC .	✓
Is the illumination subject to a curfew?	The illumination of the future projection signage will be deactivated at 10pm, as noted in the Façade Projection Assessment prepared by Steensen Varming, provided at Attachment CC .	✓
8 Safety		
Would the proposal reduce safety for any public road?	Due to the placement, scale, and location of the proposed signage zones, the future signs will not reduce road safety or pedestrian and cyclist safety within the Western Sydney University Parramatta South Campus or to motorists travelling along Victoria Road. The future sign types will not obscure sightlines and thus will not provide an adverse safety risk to pedestrians.	✓
Would the proposal reduce safety for pedestrians/cyclists?		
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?		