

State Environmental Planning Policy (Industry & Employment) 2021		
Control	Compliance	Comment
Section 3.1: Aims, objectives etc.		
(1) This Chapter aims— (a) to ensure that signage (including advertising)— (i) is compatible with the desired amenity and visual character of an area, and (ii) provides effective communication in suitable locations, and (iii) is of high quality design and finish, and (b) to regulate signage (but not content) under Part 4 of the Act, and (c) to provide time-limited consents for the display of certain advertisements, and (d) to regulate the display of advertisements in transport corridors, and (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.	YES	The signage proposed as part of the development is for business identification purposes and wayfinding. The development is located within the E4 General Industrial Zone and is consistent with the surrounding industrial character. There are no residential receivers in close proximity to the site. The signage is of high quality design and finish, and is consistent with the architectural style of the proposed development. Overall, the proposed signage is consistent with the aims and objectives of the Industry and Employment SEPP.
Section 3.4 Signage to which this Chapter applies		
(1) This Chapter applies to all signage that— (a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and (b) is visible from any public place or public reserve, except as provided by this Chapter. (2) This Chapter does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Chapter.	YES	Signage is permitted with development consent in the E4 Zone under the CLEP 2021. The proposed signage is visible from public places. Given the number of signs proposed for the site, it would not meet the exempt development provisions.
Section 3.6 Granting of consent to signage		



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<i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—</i> <i>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</i> <i>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i>	YES	An assessment of the objectives is outlined above. An assessment against the criteria in Schedule 5 is considered in the below sections. This confirms that the proposed signage is consistent with the criteria of the Industry and Employment SEPP.
Schedule 5 Assessment criteria		
1 Character of the area <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>	YES	The proposed signage is compatible with the scale and proportions of the building. The location of the signage is in-keeping with the architectural features of the building and does not seek to dominate or detract from the architectural language of the approved built form. It is noted that the proposed signage is consistent with the design intent of the building, is of a scale which is appropriate and proportional to the scale of the building and will not overly dominate or detract from the design quality of the building.
2 Special areas <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>	YES	The proposed development is not located within areas listed under this section. The high quality and finish would not affect the surrounding amenity or visual quality.
3 Views and vistas <i>Does the proposal obscure or compromise important views?</i> <i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	YES	The proposed development would not obscure important views and it respects other signs. The proposed development is not anticipated to result in any adverse impacts to the existing site or the amenity of the



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Does the proposal respect the viewing rights of other advertisers?		adjoining properties. Further, the site is contained within an established business and industrial area and as such should not have an adverse effect on surrounding residential areas. High quality design will be adopted for the proposed signage and hence will enhance the visual quality of the locality.
4 Streetscape, setting or landscape - 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 unsightliness? - Does the proposal protrude above buildings, structures or tree canopies in the area or locality? - Does the proposal require ongoing vegetation management?	YES	The proposed signage has been designed in respect of the built form on the site to effectively identify the tenants whilst not being visually obtrusive. The proposed signage is compatible with the industrial / business character of the site and its surrounds. The proposed signage would visually define the tenants on the site and would be integrated with the façade treatment to create a visually coherent built form. The proposed signage will consist of a streamlined and considerate signage layout, useful in business and site identification. The proposed development is not used as a visual screen and does not screen any unsightliness. The proposed signage will not protrude above buildings, or above structures or tree canopies. The proposed signage requires minimal maintenance and does not require ongoing vegetation management.
5 Site and building Is the proposal compatible with the scale, proportion and other characteristics of the site or	YES	The proposed signage is compatible with the scale of the building on the site. The proposed signage seamlessly integrates with other signage in the surrounding.



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<i>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>		The proposed signage is of a suitable scale and design for its intended purpose to effectively identify any current or future tenant/business operating on site and would integrate with the approved built form and façade design to achieve visual coherence.
6 <i>Associated devices and logos with advertisements and advertising structures</i> ▪ <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>	YES	The proposed signage will be fixed to the building.
7 <i>Illumination</i> ▪ <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>	YES	The illumination will be in-keeping with the existing illumination of the building. notwithstanding, standard conditions which restricts the level of illumination can be included on the development consent.
8 <i>Safety</i> ▪ <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>	YES	The safety measures of the proposed development comply with Australian standards.

