

**ATTACHMENT 4**

Criteria	Comment
<b>Character of the area</b>	
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes, the signage is considered to be compatible with the existing and desired character with the exception of the 12m pylon signs. The Minchinbury locality is an area establishment as a bulky good precinct, the proposed signage is consistent with surrounding bulky goods premises.
<b>Special Areas</b>	
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?	There are no areas of particular sensitivity that will be affected by the proposed signage.
<b>Views and vistas</b>	
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 rights of other advertisers?	Yes. The pylon signs will potentially obscure views. The proposed pylon signs are not consistent with existing signage along Great Western Highway. View corridors along Great Western Highway will be potentially compromised. Yes. The pylon signs are likely to dominate the skyline or reduce the quality of vistas. The signs are not compatible in height and design to nearby bulky goods premises and as such the pylon signs should be reduced in height by 2m to a minimum of 10m. This will be <b>conditioned</b> on any consent issued. Yes, all site signage is clearly separated from adjoining properties. The proposed development helps to clearly define this development in the context of adjoining properties.
<b>Streetscape, setting or landscape</b>	
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?	The size of the proposed signs are considered reasonable with the exception of the 12m pylon signs and in proportion to the building's scale, location and siting. The signs will assist in the public being able to identify the building and will contribute to streetscape interest. In addition they are compatible with existing signage within the Minchinbury bulky goods retailing area.

<p>Does the proposal reduce clutter by rationalising and simplifying existing advertising.</p> <p>Does the proposal screen unsightliness?</p> <p>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</p>	<p>NA, no existing signage on the site.</p> <p>The proposed signage is suitable provided the pylon signs are reduced to 10m in height.</p> <p>The signs are standalone signs and satisfactorily relate to the height of the building and adjoining buildings. In addition, the site is currently devoid of vegetation therefore the signs will not impact on tree canopies.</p>
<b>Site and Building</b>	
<p>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?</p> <p>Does the proposal respect important features of the site or building, or both?</p> <p>Does the proposal show innovation and imagination in its relationship to the site or building or both?</p>	<p>Yes the signs are considered to be proportional to the building on which it is proposed to be located, with the exception of the pylon signs, which are to be reduced to 10m.</p> <p>Yes, the proposal respects the architectural facade of the building.</p> <p>The signs are considered an appropriate response to the building and site, with the exception of the pylon signs.</p>
<b>Associated devices and logos with advertisements and advertising structures</b>	
<p>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?</p>	<p>The signage does not require provision of any safety devices.</p>
<b>Illumination</b>	
<p>Would illumination result in unacceptable glare?</p> <p>Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>Would illumination detract from the amenity of any residence or other form of accommodation?</p> <p>Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is illumination subject to a curfew?</p>	<p>The signs are proposed to be illuminated during operating hours, and will not result in an unacceptable level of glare.</p> <p>The illumination of the signs will not impact on the safety for pedestrians, vehicles or aircrafts.</p> <p>The illumination will not detract from adjoining residential properties located on the opposite side of Great Western Highway.</p> <p>Yes the intensity of lighting can be adjusted if required.</p> <p>The signs will only be illuminated during operating hours.</p>

Safety	
<p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists?</p> <p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>It is not considered that the signs will reduce the safety for people moving along any public road, or reduce the safety of pedestrians or cyclists.</p> <p>The signs will not obscure sightlines in public areas.</p>