***ATTACHMENT 1 – SCHEDULE 5 ASSESSMENT CRITERIA - SIGNAGE***

**Schedule 5 Assessment criteria**

|  |  |
| --- | --- |
| **ASSESSMENT CRITERIA** | **COMMENT** |
| **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? | It is considered that the proposed signage is compatible with the existing and desired future character of the area and locality.  |
| Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?  | This particular area does not have a particular theme for outdoor advertising. |
| **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 subject site does not adjoin land that is environmentally sensitive, contain heritage, areas, waterways or rural landscapes.  |
| **Views and vistas** |
| Does the proposal obscure or compromise important views? | The proposed sign does not obscure or compromise any important views.  |
| Does the proposal dominate the skyline and reduce the quality of vistas?  | The proposed sign does not exceed the sky line of the existing building or the surrounding buildings and therefore would not dominate the skyline. |
| Does the proposal respect the viewing rights of other advertisers?  | There is no other signage in proximity to the proposed sign and therefore no other advertiser's rights are affected by the sign. |
| **Streetscape, setting or landscape** |
| Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?  | The proposed signage is of a scale and proportion that is appropriate to the setting of the venue and surrounds |
| Does the proposal contribute to the visual interest of the streetscape, setting or landscape?  | The proposed signage is modern and provides a visual interest to the streetscape and setting. |
| Does the proposal reduce clutter by rationalising and simplifying existing advertising? | The proposed sign does not result in clutter. |
| Does the proposal screen unsightliness?  | N/A |
| Does the proposal protrude above buildings, structures or tree canopies in the area or locality?  | The proposed business identification sign will do not protrude above the height of the existing or proposed building. |
| Does the proposal require ongoing vegetation management?  | The proposed sign will not require the ongoing management of any landscaping, as the business identification sign is on a wall. |
| **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 business identification signage is to be located?  | The proposed business identification sign is considered compatible with the scale and proportion of the proposed building.  |
| Does the proposal respect important features of the site or building, or both?  | The proposed business identification respects the features of the proposed building.  |
| Does the proposal show innovation and imagination in its relationship to the site or building, or both?  | The signage contributes to a modern façade. |
| **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 business identification signage or structure on which it is to be displayed?  | The business identification sign includes the company logo. |
| **Illumination** |
| Would illumination result in unacceptable glare? | N/A |
| Would illumination affect safety for pedestrians, vehicles or aircraft? | N/A |
| Would illumination detract from the amenity of any residence or other form of accommodation?  | N/A |
| Can the intensity of the illumination be adjusted, if necessary? | N/A |
| Is the illumination subject to a curfew?  | N/A |
| **Safety**  |
| Would the proposal reduce the safety for any public road? | It is considered that the proposal would not reduce the safety of those utilising the public road.  |
| Would the proposal reduce the safety for pedestrians or bicyclists?  | The sign is within the boundaries of the site and will not obstruct the movement of pedestrians or bicycle riders. |
| Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?  | N/A |