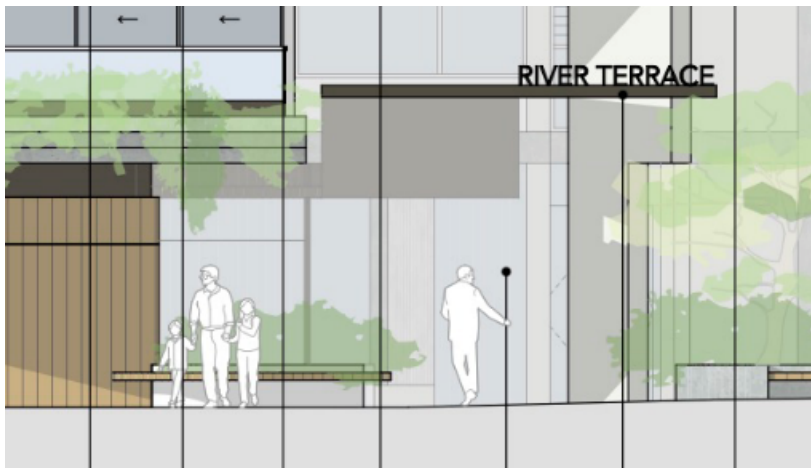
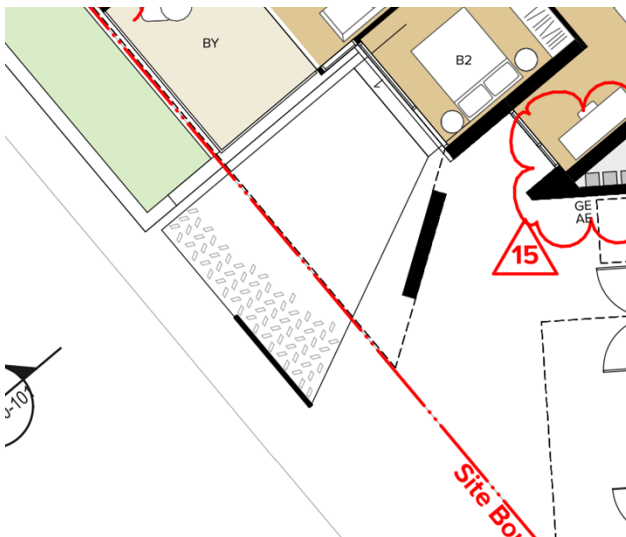


**ASSESSMENT UNDER SEPP (INDUSTRY AND EMPLOYMENT) 2021 and
DEVELOPMENT CONTROL PLAN SECTION A4
DA24/0196 - construction of shop-top housing comprising three levels of
basement carparking, ground floor retail premises and 72 units, pool and
associated vegetation removal (NRPP) at Lot 1 DP 807977; No. 3 River Terrace
TWEED HEADS; Lot 2 DP 807977; No. 5 River Terrace TWEED HEADS; Lot 5
DP 9056; No. 7 River Terrace TWEED HEADS**

The proposed signage is shown below. The signage measures 0.9m and is identified as a *building identification signage* in the applicant's SEE. The signage is placed above an awning that protrudes into the road reserve. Owner's consent from Council has been received for the application.



Above: Excerpt of Elevations plan showing proposed "River Terrace" signage.



Above: Excerpt of Level 01 plan showing proposed awning and signage.

4.8 Advertising and Signage	A small building identification sign which consists of the words 'River Terrace', affixed above the entry awning, is proposed on the west elevation (Drawing DA-210-401).
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Above: Excerpt of SEE addressing the proposed signage, page 70.

building identification sign means a sign that identifies or names a building and that may include the name of a building, **the street name** and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.

Note—

Building identification signs are a type of **signage**—see the definition of that term in this Dictionary.

SEPP (INDUSTRY AND EMPLOYMENT) 2021 – Section 3.1**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*

The desired amenity and visual character of the area is addressed extensively in the assessment of Section B2 of the DCP. In summary, Wharf Street and River Terrace (and the intervening Monastery Hill) have been marked for redevelopment with the aim of promoting the construction of two (2) landmark buildings on ‘key sites’ identified in the Tweed City Centre Local Environmental Plan 2012. This includes promoting active uses at ground level (such as food and drinks premises) and providing pedestrian linkages to these uses. The proposed ‘River Terrace’ signage is set above a pedestrian linkage leading to River Terrace communicating a suitable access to the active uses proposed on that frontage.

The signage is considered consistent with the objectives set out in Section 3.1(1)(a).

SEPP (INDUSTRY AND EMPLOYMENT) 2021 – Schedule 5

Schedule 5 Assessment Criteria		ASSESSMENT
1 Character of the area		
1	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 desired future character of the area is addressed above in the assessment of the objectives in Section 3.1(1)(a). No concerns arise with the existing character of the area.
2	Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	None applicable.
2 Special areas		
3	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 is simply designed and only has an area of approximately 1m ² on a tower landmark site. No concerns arise.
3 Views and vistas		

4	Does the proposal obscure or compromise important views?	No.
5	Does the proposal dominate the skyline and reduce the quality of vistas?	No.
6	Does the proposal respect the viewing rights of other advertisers?	<p>100-104 Wharf Street contains a billboard. The proposed signage will not impede the visibility of the billboard.</p>  <p><i>Above: Streetview of 100-104 Wharf Street, Tweed Heads (immediately opposite the subject site across Monastery Lane).</i></p>
4 Streetscape, setting or landscape		
7	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	Yes.
8	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed signage contributes to the legibility of the area.
9	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	No. There is no existing signage to simplify. However, it is noted that the proposed signage acts as a guide/directional sign to a retail area without including multiple business signage for that area which is to be encouraged (noting that it is likely the individual units will separate signage in the future fronting River Terrace).

10	Does the proposal screen unsightliness?	Not applicable.
11	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No.
12	Does the proposal require ongoing vegetation management?	No.
5 Site and building		
13	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?	Yes.
14	Does the proposal respect important features of the site or building, or both?	The proposed building includes an important wrap-around awning immediately adjacent to the signage. The proposed signage does not impede the awning.
15	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage provides successful guidance to a pedestrian linkage to a DCP desired active frontage. No concerns arise with the relationship to the site or building.
6 Associated devices and logos with advertisements and advertising structures		
16	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?	None proposed.
7 Illumination		
17-21	Not applicable. No illumination is proposed.	
8 Safety		
22	Would the proposal reduce the safety for any public road?	The application has been assessed and no concerns in relation to the awnings subject to ensuring a minimum 600mm horizontal clearance from the back of kerb (to be conditioned). No concerns

		arise with respect to distraction or sightlines.
23	Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed signage is located at a height that sightlines are not of concern. No other safety matters are of concern.
24	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	As above.

Tweed Development Control Plan – Section A4

Section A4 Development Control Plan Controls	ASSESSMENT
Section 3.1 A4.2.3 Maximum Number of Signs per Business	
The maximum number of signs that Council will permit per business premises is five (5).	Complies.
Section A4.2.4 Maximum Area of Signs per Business	
The maximum area per business for all signs shall not exceed the area as expressed in square metres and will be calculated by multiplying the first 10 metres of the frontage of the premises by 1 and each metre thereafter by 0.5.	<p>Complies.</p> <p>The proposed signage is approximately 1m².</p> <p>The relevant road frontage is 46m to Wharf Street.</p> <p>The total area of all signs must not exceed:</p> $(10\text{m} \times 1) + (36\text{m} \times 0.5) = 28\text{m}^2.$

The objectives of Section A4.3.1 District Business Centres/Town Centres, A4.3.2 Business Centres Adjoining Residential Areas and A4.3.4 Residential Areas have also been considered. No concerns are raised noting that the sign is of minimal visual impact, raises no amenity or character concerns and serves an acceptable purpose for identifying the building's pedestrian linkage to River Terrace in keeping with Section B2 of the DCP.