| **Section** | **Assessment** | **Compliance** |
| --- | --- | --- |
| **Chapter 3 Advertising and Signage** | | |
| **Part 3.1 Preliminary** | | |
| **Part 3.1, Aims, objectives etc**  A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied that the signage:   * is compatible with the desired amenity and visual character of an area, and * provides effective communication in suitable locations, and * is of high quality design and finish. | Proposed signage includes three building identification signs as follows:   * 1 x roof mounted sign on the western elevation with an area of approximately 6m2. * 1 x above awning sign on the eastern elevation with an area of approximately 1m2, and * 1 x wall sign on the northern elevation with an area of approximately 4m2.   The proposed signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a) as follows:   * The signs will complement the development, be compatible with the desired amenity and visual character of the area and commensurate with the use of the site and the scale of the proposed buildings. * The signage will provide effective communication and will be of a high-quality design and finish. | Yes |
| **Part 3.2 Signage Generally** | | |
| **Part 3.6** **-** Granting of consent to signage | Consent can be granted to this application as the proposed signage is consistent with the objectives of Chapter 3 as set out in section 3.1(1)(a) and (b) and the signage satisfies the assessment criteria specified in Schedule 5 as detailed below. | Yes |

|  |  |  |
| --- | --- | --- |
| **Schedule 5 Assessment Criteria** | | |
| **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? * Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? | The signs will complement the development, be compatible with the desired amenity and visual character of the area and commensurate with the use of the site and the scale of the proposed buildings. | Yes. |
| **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 will not detract from the amenity or visual quality of the adjoining open space or future surrounding residential uses. | Yes. |
| **3 - Views and vistas**   * 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 viewing rights of other advertisers? | The signs are attached to the building and will not obscure or compromise any views across the town centre. The signs will not be located within the visual catchment of any important views.  The signs will not detract from the rights of any other advertisers. | Yes. |
| **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? | Proposed signage includes three building identification signs as follows:   * 1 x roof mounted sign on west elevation with area of approximately 6m2. * 1 x above awning sign on east elevation with area of approximately 1m2, and * 1 x wall sign on north elevation with area of approximately 4m2.   The signs will complement the development, be compatible with the desired amenity and visual character of the area and commensurate with the use of the site and the scale of the proposed buildings.  The signs will also contribute towards increasing visual interest in the streetscape.  The proposed signs are attached to the building and will not obscure or compromise any views across the town centre. The signs will not be located within the visual catchment of any important views.  The signs will not require ongoing vegetation management. | Yes. |
| **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? * 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? | The signs will complement the development, be compatible with the desired amenity and visual character of the area and commensurate with the use of the site and the scale of the proposed buildings.  The proposed signs are attached to the building and will not obscure or compromise any views across the town centre. The signs will not be located within the visual catchment of any important views.  The sign represents an adequate degree of innovation and imagination in its relationship to the site and buildings. | Yes. |
| **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? | The signs will not incorporate any safety devices, platforms, lighting devices or logos. | Not applicable. |
| **7 - Illumination**   * Would illumination result in unacceptable glare? * Would illumination affect safety for pedestrians, vehicles or aircraft? * Would illumination detract from the amenity of any residence or other form of accommodation? * Can the intensity of the illumination be adjusted, if necessary? * Is the illumination subject to a curfew? | Illumination of the signs is proposed. The illumination would not result in any unacceptable glare nor would affect the safety for pedestrians, vehicles or aircraft. A condition of consent is recommended to ensure that illumination is in accordance with the relevant Australian Standard. | Yes. |
| **8 - Safety**   * Would the proposal reduce the safety for any public road? * Would the proposal reduce the safety for pedestrians or bicyclists? * Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? | In consideration of the location of the signs on the site, orientation, scale and lack of moving elements, it is not considered that it will reduce safety for motorists, pedestrians or bicyclists.  The sign will not obscure sightlines. | Yes. |