| **Clause** | **Assessment** | **Compliance?** |
| --- | --- | --- |
| **Chapter 3 Advertising and Signage** | | |
| **Part 3.1 Preliminary** | | |
| **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.  (2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage. | The proposed signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a) as follows:  (i)   The proposed signage will add site, destination, zone, room, directional, operational and interpretive signage and banners on the Oxley Street elevation, which is considered compatible with the existing use of the land as a community facility and Civic Centre. The signage is low scale, obscure in location and integrated into the building and landscape where proposed which will pose minimal amenity and visual impact on the area; and  (ii) The proposed signage provides effective communication in suitable locations, being dispersed within the site on the building and within the pedestrian pathways to direct pedestrians into and within the site. | Yes |
| **Part 3.2 Signage Generally** | | |
| **3.6** **-** Granting of consent to signage | Consent is able to 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 |
| **Part 3.3 Advertisements** | |  |
| **Division 1 General** | |  |
| **3.7** - Advertisements to which this Part applies  (1) This Part applies to all signage to which this Chapter applies, other than the following—  (a) business identification signs,  (b) building identification signs,  (c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,  (d) signage on vehicles.  (2) Despite subsection (1)(d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013). | The application does not propose any advertisements to which this Part applies. | N/A |
| **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 design and scale of the signage is compatible with the amenity and character of the area given it is zoned E1 Local Centre and there are existing business and building identification signs on various nearby and adjoining properties of a similar scale.  However, the independent Heritage and Urban Design review has identified that the proposed light grey colour of the new entry of the fascia of the new entrance canopy where the building’s name in a lettering sign is provided is inappropriate for the heritage character of the area and suggests that a darker grey tone be used. This recommendation has been included as a condition in the draft recommended conditions. Apart from this conditioned change, the remaining signage is compatible with the character of the locality and provides effective communication and wayfinding into and within the site.  The area does not include a particular theme for outdoor advertising. | 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? | As discussed above and apart from the conditioned change to the entry structure, the proposed signage is compatible with the heritage character of the locality and provides effective communication and wayfinding into and within the site. | 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 proposed signage is unlikely to obscure or compromise any important views. The scale of the proposed signage is similar to existing signage within the locality and thus is not considered to pose any impacts to the skyline or reduce the quality of vistas or obscure any other advertisements. | 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? | The scale of the proposed signage is similar to the existing signage within the locality and proportionate with the building itself. The proposed signage will be discreet and will integrate into the site and building while providing effective communication and wayfinding.  The proposed signage does not result in visual clutter that would cause adverse visual impacts and confusion given that the signage is strategically placed to provide effective communication and wayfinding into and within the site.  The existing building and site does not contain any unsightliness that requires screening.  The proposed signage does not protrude above buildings, structures or tree canopies.  The proposed signage does not generate any requirement for 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 scale of the proposed signage is similar to the existing signage within the locality and proportionate with the building itself. The proposed signage includes some illumination devices which shows innovation and imagination in its relationship to the site and the building.  The proposal does not pose any impacts on the important feature of the site, being the Memorial Garden and heritage conservation area by remaining discreet and integrating into the site and building while providing effective communication and wayfinding. | Yes |
| **6 Associated devices and logos with advertisements and advertisement 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 proposed signage includes integrated lighting devices that will be concealed from view and have been designed as an integral part of the signage structure. | Yes |
| **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? | The illumination would not result in any unacceptable glare nor would affect the safety for pedestrians, vehicles or aircraft.  There is no residential accommodation in the vicinity of the subject site.  The illuminated signage will have dimmer control to adjust light output, switched and controlled from inside the building. Illumination will be controlled by a timer to allow scheduled on/off and with manual override. | 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? | The proposal is unlikely to affect the safety for any motorists or pedestrians and conversely, is likely to improve safety for pedestrians by limiting stray travel and direct travel along pathways into and within the site and buildings. | Yes |