

## 78-96 Arncliffe Street and 31-45 Princes Highway, Wolli Creek

### Review of Rockdale City Council's Outdoor Advertising DCP

| Development Control Plan No. 29 – Outdoor Advertising 2009 |                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                           |
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| Clause                                                     | Criteria                                                                                                                                                                                          | Assessment Compliance                                                                                                                                                                                                                                                                     |
| 6 Aims and Objectives                                      |                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                           |
| a.                                                         | To convey advertisers' messages and images while complementing and conforming to both the development on which it is displayed and the character of the surrounding locality                      | The proposed signage simply conveys messages and images that are related to the supermarket and specialty retailer and dually conform to the development and the character of the locality through appropriate size bulk and scale in their presentation and location on the development. |
| b.                                                         | To contribute to the quality appearance of the building, structure or place where advertisements are displayed using sympathetic architectural treatment, higher quality of design and materials; | The proposed signage is considered to enhance the appearance of the development and its presentation.                                                                                                                                                                                     |
| c.                                                         | To prevent inappropriately designed and uncoordinated advertising which will detract from an area's visual character;                                                                             | The proposed signage has been prepared in advance so as to provide a uniform approach to advertising and not detract from the areas visual character in any way.                                                                                                                          |
| d.                                                         | To protect residential areas, open space areas, and buildings or areas of heritage significance from any adverse effects of inappropriate signage;                                                | The proposal does not have any inappropriate signage nor does it have an adverse impact on neighbouring residences or open space.                                                                                                                                                         |
| e.                                                         | To provide efficient controls to ensure advertising is compatible with the site and area, while providing a simpler application process.                                                          | The proposed signage is considered compatible with the development character.                                                                                                                                                                                                             |

| Development Control Plan No. 29 – Outdoor Advertising 2009 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                    |
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| Clause                                                     | Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Assessment Compliance                                                                                                                                                                                                                              |
| 9 General Requirements                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                    |
| 9.1                                                        | Council will not consent to an advertisement on any land, or in any location unless it is satisfied:                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                    |
| a.                                                         | That the advertisement conveys the advertisers' messages or images, while complementing and conforming to both the building on which it is displayed and the character of the locality;                                                                                                                                                                                                                                                                                                                        | The proposed signage is designed specifically for the development in terms of bulk, scale and size and only conveys the messages of the supermarket and the specialty retailer. It is also considered to conform to the character of the locality. |
| b.                                                         | That the advertisement does not adversely affect the locality in which it is located in terms of appearance, size, illumination, overshadowing, or in any other way;                                                                                                                                                                                                                                                                                                                                           | The proposed signage will not adversely impact the locality as the appearance, size, and illumination have all been taken into consideration for the design and placement of the signage for the development.                                      |
| c.                                                         | That the advertisement does not lead to visual clutter through the proliferation of advertisements in one locality; and                                                                                                                                                                                                                                                                                                                                                                                        | The proposed signage is evenly spread throughout the development and only placed where necessary and appropriately.                                                                                                                                |
| d.                                                         | That the advertisement will not become a safety hazard and that the structure is secure and safe.                                                                                                                                                                                                                                                                                                                                                                                                              | No signage is considered to be a safety hazard. The proposed pylon sign does not obscure any views for vehicular or pedestrian traffic. No signage interferes with the roadways nor will be placed on the structure in an unsafe manner.           |
| 9.2                                                        | <p>All advertising content must relate directly to an activity carried out on or associated with the site upon which the sign is erected, or to a site within 400 metres of the advertisement's location.</p> <p>The reasons for this control are to:</p> <ul style="list-style-type: none"> <li>- recognise the legitimate needs of business identification and promotion in the local context;</li> <li>- minimise visual clutter caused by a proliferation of signs in an inappropriate context;</li> </ul> | All signage content is considered to directly relate to the approved land uses and is located within the boundary of the subject site.                                                                                                             |

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| Clause                                                     | Criteria                                                                                                                                                                                                                                                                                                                          | Assessment Compliance                                                                                                                                                      |
|                                                            | <ul style="list-style-type: none"> <li>- encourage signs which complement and will be compatible with the development on which they are displayed; and</li> <li>- allow signage to indicate the location of a business/premises which in some circumstances is not visible from a main road but is in close proximity.</li> </ul> |                                                                                                                                                                            |
| 9.6                                                        | Advertisements and advertising structures will be regarded as an integral part of the streetscape and should be designed to enhance and not dominate the scene. Signs should not protrude above the skyline.                                                                                                                      | All signage is considered to enhance the existing streetscape character given the current nature of the site. No signage dominates, nor does it protrude into the skyline. |
| 9.9                                                        | Advertising signs and their supporting structures should not be:                                                                                                                                                                                                                                                                  |                                                                                                                                                                            |
| a.                                                         | Hazardous to passers-by                                                                                                                                                                                                                                                                                                           | All signage complies as non-hazardous.                                                                                                                                     |
| b.                                                         | Located so as to be hazardous for traffic safety and should not obscure a driver's or pedestrian's view of road or rail vehicles, pedestrians or features of the road, railway or footpath (e.g. junctions, bends, changes in width);                                                                                             | The location of all signage is considered appropriate and does not interfere with traffic safety, nor does it obscure any views for vehicular or pedestrian traffic.       |
| c.                                                         | So highly illuminated that they cause discomfort to, or inhibit vision of drivers or pedestrians;                                                                                                                                                                                                                                 | The illuminated signs will be adjusted to an appropriate level of brightness.                                                                                              |
| d.                                                         | Mistaken as an official traffic sign and should not distract a drivers attention or be confused with instructions given by traffic signals.                                                                                                                                                                                       | The colourings and positioning of the signage will not distract drivers nor be mistaken for a traffic sign.                                                                |
| 9.10                                                       | Advertisements located near traffic signals or on roads subject to high traffic volumes will be considered on the basis of likely effect upon road safety. The views of the Police Traffic Branch and Roads                                                                                                                       | Signage will not obstruct visibility for vehicular traffic along the Princes Highway and will not obstruct pedestrian traffic flow.                                        |

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| Clause                                                     | Criteria                                                                                                                                                                                                                                    | Assessment Compliance                                                                                                                                                                                                                                                                                                               |
|                                                            | and Traffic Authority may be sought. Prior discussion with these authorities would be an advantage.                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                     |
| 10 Specific Sign Types                                     |                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                     |
| 10.5                                                       | Multiple Advertisements and Advertising Structures                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                     |
| a.                                                         | The number of advertisements displayed on any property will be restricted if in Council's opinion the multiplicity of advertisements is detrimental to any streetscape, landscape, foreshore, public reserve or visual amenity of the area. | The number of signs being proposed has been carefully considered and is deemed appropriate to the site, its uses, surrounds and relationship with neighbouring structures.                                                                                                                                                          |
| b.                                                         | Consideration will be given to the following factors:                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                     |
| b. (i)                                                     | - the number of existing signs on the subject premises;                                                                                                                                                                                     | The development will be a newly built temporary retail facility. Any existing signage will be removed to make way for the new land uses.                                                                                                                                                                                            |
| b. (ii)                                                    | - the proportion of solid (wall surface area) to void (window and door openings) available for signage;                                                                                                                                     | The main portion of glazing that forms part of the development will be to the main entry and façade facing the car park. There is sufficient wall space to provide signage on all elevations of the development. Importantly, the amount of signage surface area in comparison with total wall surface is considered to be minimal. |
| b. (iii)                                                   | - the length of the street frontage to the premises;                                                                                                                                                                                        | The site has a frontage to Princes Highway of approximately 130 metres. The signage will not have an impact on streetscape.                                                                                                                                                                                                         |
| b. (iv)                                                    | - the extent of facade detail and projecting features of the building which should remain unobstructed by signage.                                                                                                                          | Signage does not obstruct the building façade as is located as per normal practice for this type of retail facility.                                                                                                                                                                                                                |