

Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

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?

Limited signage, associated with low landscape walls along street frontage. Other wayfinding signage on buildings all compatible with the character of the area

- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

The proposed signage is not out of character with other signage in the area

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 signage does not detract from the amenity or visual quality of the area

3 Views and vistas

- Does the proposal obscure or compromise important views?

No

- Does the proposal dominate the skyline and reduce the quality of vistas?

No

- Does the proposal respect the viewing rights of other advertisers?

N/A

4 Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

Limited signage as noted above

- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

Yes, the attached landscape drawings show the signage contributes to the area

- Does the proposal reduce clutter by rationalising and simplifying existing advertising?

N/A. There is no existing advertising

- Does the proposal screen unsightliness?

Efforts have been made to provide relief via landscape elements and pedestrian importance on the street frontage

- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

No

- Does the proposal require ongoing vegetation management?

No

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?

Yes

- Does the proposal respect important features of the site or building, or both?

Signage at entry points to site and select wayfinding on site

- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

Yes, the signage has been designed with the aim to blend into the proposed structures and surrounding area

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?

No

7 Illumination

- Would illumination result in unacceptable glare?

No

- Would illumination affect safety for pedestrians, vehicles or aircraft?

No

- Would illumination detract from the amenity of any residence or other form of accommodation?

No

- Can the intensity of the illumination be adjusted, if necessary?

Yes

- Is the illumination subject to a curfew?

Not at this stage, but can be if needed

8 Safety

- Would the proposal reduce the safety for any public road?

No

- Would the proposal reduce the safety for pedestrians or bicyclists?

No

- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

No