



ASSESSMENT REPORT

Local Development Application No: LDA2023/0096

Assessment Officer: Niroshini Stephen
Report to Manager Assessment: 9 June 2023
Consent Authority functions exercised by: Delegate

EXECUTIVE SUMMARY

Application details

Subject land:	39 Delhi Rd North Ryde
Lot and DP Number:	Lot 21 DP 1003588
Site Area and dimensions:	27730.72m ² (site area taken from Ryde Maps)
Proposal:	Installation of 2 x illuminated flush wall business identification sign along east and west elevation
Applicant:	Glenn Hain
Owner:	The Trust Company Limited
Date lodged:	14 April 2023
Date clock stopped:	N/A
Date clock started again:	N/A
No. of days on STC:	N/A
Value of Works:	\$53,250.00
Submissions:	One (1) submission received objecting to the development Trim Checked on: 9 June 2023
Zoning:	E2 Commercial Centre and E3 Productivity Support under RLEP 2014
DCP Non-Compliances:	<ul style="list-style-type: none">Part 4.0 - Definitions and requirements for different types of signage (flush wall sign)
Clause 4.6 RLEP 2014 Objection Required:	No
Councillor Representations	None
Report Recommendation:	Approval

REPORT

THE SITE



Figure 1 Aerial photograph of site

The site is legally described as Lot 21 within DP 1003588 and contains three (3) commercial buildings. The signs are proposed to be located on the building identified as Trinit 2. The subject site is located within the Macquarie Park Corridor. The site is irregular in shape with a site area of approximately 27730.72m² (site area taken from Ryde Maps) and bounded by Delhi Road, Rennie Street, Rivett Road and Julius Avenue, North Ryde.

THE PROPOSAL

The proposal is for installation of 2 x illuminated flush wall business identification sign along east and west elevation. The proposal involves the installation of two (2) illuminated business identification signs.

Details of the proposed signage are as follows:

- Two flush wall signs each measuring 3460.27mm(w) x 3000mm(h) x 150mm(d).
Total area of each sign = 10.38m²

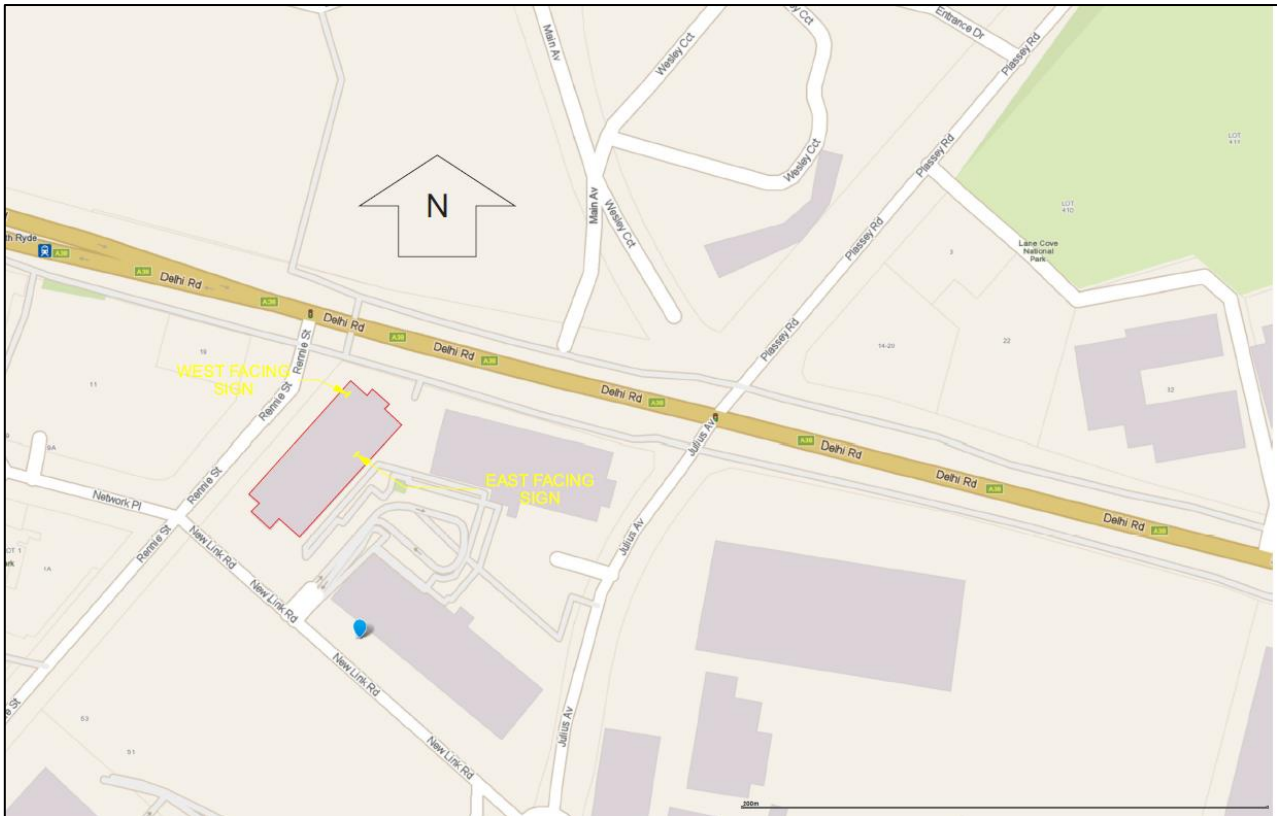


Figure 2 – Location of the proposed signs (shown in yellow)

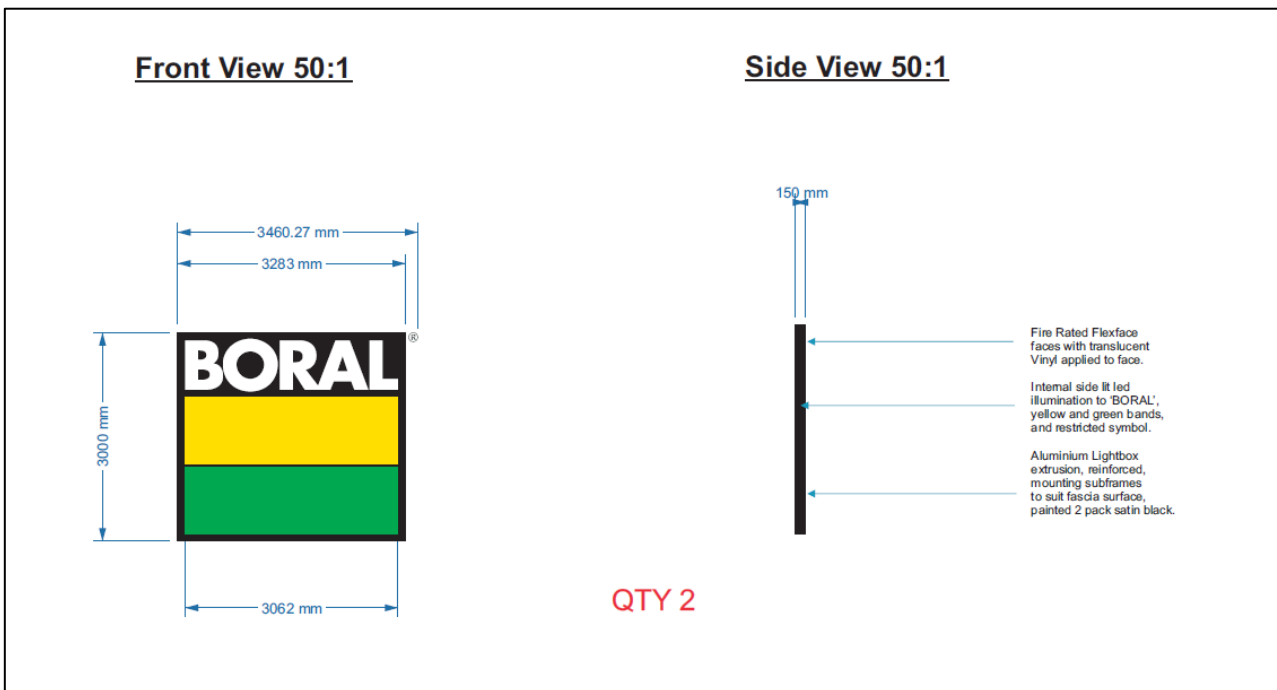


Figure 3 – Front and side view of proposed signs



Figure 4 – East elevation showing artistic impression of proposed sign



Figure 5 – West elevation showing artistic impression of proposed sign

HISTORY:

14 April 2023	Application lodged.
15 May 2023 – 7 June 2023	Application notified. One (1) submission received.
8 June 2023	An email was sent to the applicant seeking clarification regarding the following: <ul style="list-style-type: none">- Proposed hours of illumination; and- Confirmation if the intensity of illumination can be adjusted after installation
8 June 2023	The applicant provided written confirmation the proposed hours of illumination are 5pm to 10pm (7 days a week) and the LEDs used are dimmable

INTERNAL REFERRALS:

No referrals were required for this application.

STATUTORY PROVISIONS

SECTION 4.15 MATTERS FOR CONSIDERATION

(a) The provisions of

(i) Any environmental planning instrument:

State and Sydney Regional Environmental Planning Policies

SEPP (Industry and Employment) 2021 Chapter 3 Advertising and signage

The proposal is for installation of 2 x illuminated flush wall business identification sign along east and west elevation. It is considered that the proposed signs are satisfactory having regard to the aims and objectives and 'Schedule 5 – Assessment Criteria' of the SEPP.

The aims and objectives of Chapter 3 are stated in Clause 3.1 as follows:

(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.

(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.

Clause 3.4 contains the types of signs that fall within the scope of the policy. The proposed signage is subject to the requirements of the policy as it is visible from a public space.

Clause 3.6 states that:

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—

- (a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and*
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.*

A full assessment of the proposal under Schedule 5 of the SEPP is illustrated in the table held at **Attachment 1**. Attachment 1 of the SEPP considers such matters as the character of the area, special areas, views and vistas, streetscape setting or landscape, site and building, associated devices and logos with advertisements and advertising structures, illumination and safety.

Clause 3.15 states that the consent authority must not grant development consent to the display of *advertisements* greater than 20m² and within 250m of, and visible from, a classified road without the concurrence of the Transport for NSW (TfNSW).

The proposed signs are located within 250m of three (3) state classified roads (Delhi Road, M2 and Epping Road) as shown in **Figure 6** below.



Figure 6 – Proximity of proposed signs to classified roads (approximate location of signs shown as yellow star and classified roads shown in red)

The definition of advertisement, as defined by the SEPP, is as follows:

advertisement means signage to which Part 3.3 applies and includes any advertising structure for the advertisement.

Part 3.3 - Advertisements to which this Part applies

This Part applies to all signage to which this Policy 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*

The total area of each of the proposed sign is less than 20m² and proposed to recognise the business located on site. As such, the application did not require concurrence from TfNSW as per Clause 3.15(2)(b) of the SEPP.

The Transport Corridor Outdoor Advertising and Signage Guidelines (Guidelines) apply to the proposal because the proposed signs are within 250m of state classified roads (Delhi Road, M2 and Epping Road). A full assessment of the proposal under the Transport Corridor Outdoor Advertising Signage Guidelines is illustrated in the table held at **Attachment 2**.

Based on the above assessment the proposed signs are considered to be satisfactory, having regard to the aims and objectives as well as the Assessment Criteria of SEPP (Industry and Employment) 2021 Chapter 3 Advertising and signage.

Transport Corridor Outdoor Advertising Signage Guidelines

The Transport Corridor Outdoor Advertising and Signage Guidelines (Guidelines) apply to all outdoor advertising and signage in transport corridors, except signage that is exempt development. The guidelines outline best practice for the planning and design of outdoor advertisements in transport corridors, such as along or adjacent to classified roads, freeways, tollways, transitways and railway corridors, or on bridges or road and rail overpasses.

The Guidelines apply to the proposal because the proposed signs are within 250m of state classified roads (Delhi Road, M2 and Epping Road). It is considered that the proposed signs are satisfactory having regard to the criteria of Section 2 Design Issues and Section 3 Advertisements and Road Safety of the Guidelines.

A full assessment of the proposal under the Transport Corridor Outdoor Advertising Signage Guidelines is illustrated in the table held at **Attachment 2**. The non-compliances identified in the table are assessed below.

Section 3 – Advertisements and Road Safety

Part 3.2.4 – Sign Spacing

Control 3.2.4 (a) requires signs to be 150 metres apart in one corridor. The proposed signs are located within 150m of existing signs in the corridor. The size of the signs is considered minor in comparison to the size of the existing commercial building. The signs are spaced across two (2) building elevations and are located at a height that will not be distracting for motorists. The proposed signage is not considered to be excessive and does not contribute to visual clutter and is considered acceptable.

Ryde Local Environmental Plan 2014 (RLEP 2014)

Clause 2.3 - Zone Objectives and Land Use Table

Under RLEP 2014, the property is zoned E2 Commercial Centre and E3 Productivity Support. The signs are located within the section of the site zoned E2 Commercial Centre. The proposed development being the installation of 2 x illuminated flush wall business identification sign along east and west elevation is permissible with Council's consent.

Aims and objectives of the E2 Commercial Centre zone:

- *To strengthen the role of the commercial centre as the centre of business, retail, community and cultural activity.*
- *To encourage investment in commercial development that generates employment opportunities and economic growth.*
- *To encourage development that has a high level of accessibility and amenity, particularly for pedestrians.*
- *To enable residential development only if it is consistent with the Council's strategic planning for residential development in the area.*
- *To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.*

The proposed signage is in association with the existing Boral Office which occupies the existing building. The signage is ancillary to the use of the site and is not inconsistent with the zone objectives.

Clause 5.10 - Heritage conservation

The site is located within 100m of one (1) heritage item being:

- Item name: Northern Suburbs Cemetery; Address: 12 Delhi Road

The item is of local significance, as outlined in Schedule 5 of RLEP 2014. The location of the subject site from the heritage item is shown in **Figure 7** below.

The Objectives of Clause 5.10 are as follows:

- (a) *to conserve the environmental heritage of Ryde,*
- (b) *to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views,*
- (c) *to conserve archaeological sites,*
- (d) *to conserve Aboriginal objects and Aboriginal places of heritage significance.*

Despite being within 100m of the heritage item, the proposal is considered to satisfy the objectives of Clause 5.10 of RLEP 2014 by conserving the heritage significance of the heritage items, including associated fabric, settings and views. The proposal does not result in any significant adverse impacts upon the environmental heritage of Ryde.

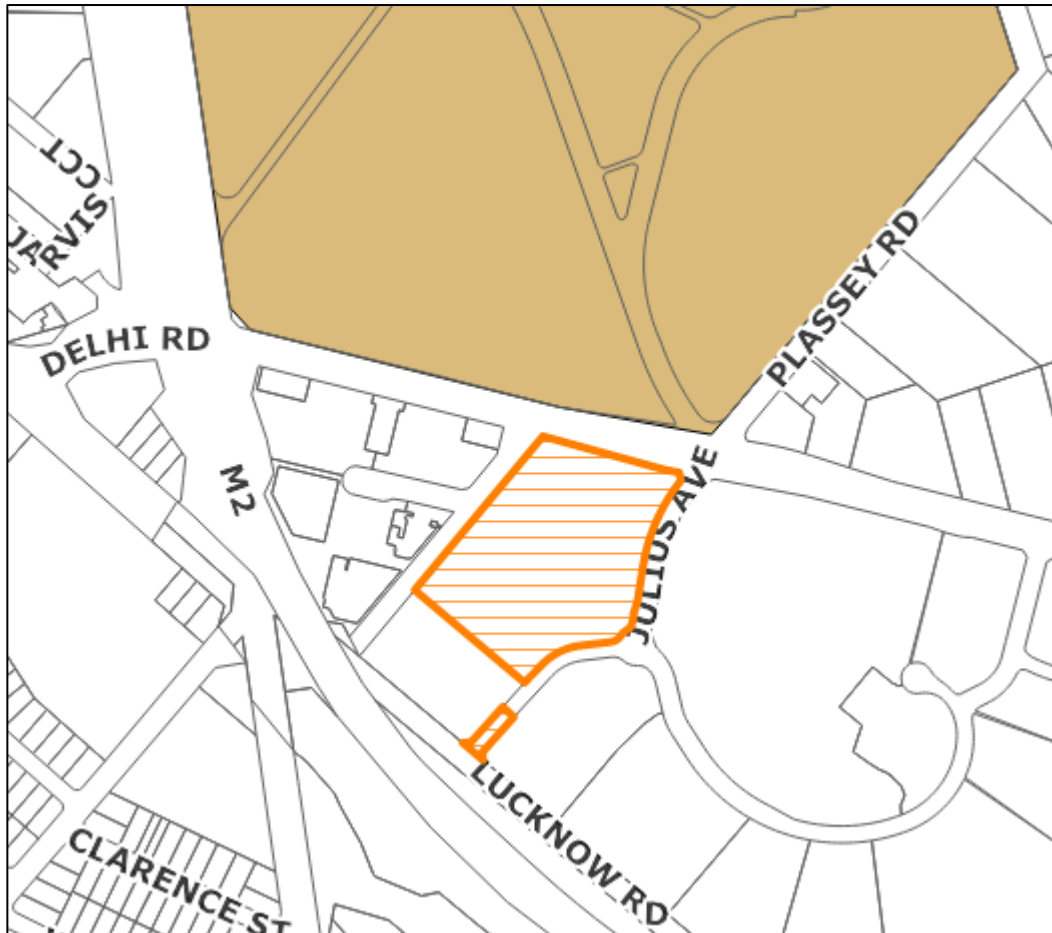


Figure 7 – Location of the subject site from the heritage item

(i) Any proposed instrument (Draft LEP, Planning Proposal)

There are no relevant Draft Environmental Planning Instruments for the subject site.

(ii) Any development control plan

Ryde Development Control Plan 2014 (RDCP 2014)

A full assessment of the proposal under DCP 2014 is illustrated in the compliance table held at **Attachment 3**. The Non-compliances identified in the table are assessed below.

Part: 9.1: Signage

Controls for Flush Wall signs

Control (c) requires signage not to be greater than 5m². The proposed two (2) signs have an area of 10.38m² each. The area of the signs is not considered excessive given the size of the facade where it will be installed. The signs are proposed to be illuminated from 5pm – 10pm 7 days a week. A condition is recommended requiring the signs to be fitted with a timing device to switch off the illumination between 10pm and 5pm. The signage will not impact neighbouring residential and commercial properties. The noncompliance is considered acceptable.

Control (j) requires flush wall sign advertising on end walls adjoining residential properties are prohibited. However, Council may permit advertising on end walls adjoining a public

place. One west facing sign is located opposite a residential flat building at 9-11 Delhi Road and is non-compliant with control (j). The commercial building where the sign is to be located is approximately 20 metres from the residential flat building and separated by Rennie Street. The increased separation minimizes the impacts of the sign and potential for light spill. Control 2.5(f) states depending on its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between 11 pm and 6 am, or as is considered reasonable in the circumstances. The sign is proposed to be illuminated from 5pm – 10pm 7 days a week. A condition is recommended requiring the signs to be fitted with a timing device to switch off the illumination between 10pm and 5pm the following day. The noncompliance with Control (j) is considered acceptable.

(b) The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality

All relevant issues regarding environmental impacts of the development are discussed elsewhere in this report (see DCP 2014). The development is considered satisfactory in terms of environmental impacts.

(c) The suitability of the site for the development

Given the nature of the proposal it is considered to be appropriately sited and does not result in any adverse impacts upon adjoining properties or the streetscape. The proposal is considered to be suitable.

(d) Any submissions made in accordance with this Act or the regulations

In accordance with DCP 2014 Part 2: Community Participation Plan and Procedure, the owners of surrounding properties were given notice of the application between 15 May 2023 and 7 June 2023. One (1) submission was received objecting to the development.

The submission raised the following concerns:

1. *Concern is raised with the illumination impacts of the west facing sign to the residents at 11 Delhi Road. Concern is raised there is no need for the business to be identifiable in the evenings. Given there is no existing sign, there is no reason why a new sign should be installed. There is currently no internally illuminated business identification signs on that side of the property or anywhere else on the external walls of the Business Park.*

Assessment Officer comment: Under Ryde Local Environmental Plan 2014, the property is zoned E2 Commercial Centre and E3 Productivity Support. The signs are located within the section of the site zoned E2 Commercial Centre. The proposed development being the installation of two (2) new illuminated flush wall mounted business identification signs is permissible with Council's consent.

The commercial building where the sign is to be located is approximately 20 metres from the residential flat building. The increased separation minimizes the impacts of the sign and potential for light spill. Control 2.5(f) of Ryde Development Control Plan 2014 states depending on its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between

11 pm and 6am, or as is considered reasonable in the circumstances. The sign is proposed to be illuminated from 5pm – 10pm 7 days a week. A condition is recommended requiring the signs to be fitted with a timing device to switch off the illumination between 10pm and 5pm the following day.

2. *Concern is raised the signs will impact views. The installation of an illuminated sign will have significant impacts on existing views. The sign will cast lighting into the apartment in the evening, increasing ambient lighting and thus dimming the skyline view, and obstructing the skyline view itself, detracting from the visual amenity of the area.*

Assessment Officer comment: The commercial building where the sign is to be located is approximately 20 metres from the residential flat building. The increased separation minimizes the light spill onto the residential flat building. The sign will not protrude above the existing building and will not result in further view loss impacts.

3. *Concern is raised the information with the SEE is misleading. Concern is raised the SEE does not identify the surrounding area as a residential area. The statement also mentions that it will operate at the same hours as existing business identification signs but does not provide any insight into when those hours of operation will be.*

Sufficient information has been submitted to assess the application under the relevant planning provisions. The applicant provided written confirmation that the proposed hours of illumination are 5pm – 10pm (7 days a week).

Control 2.5(f) of Ryde Development Control Plan 2014 states depending on its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between 11 pm and 6 am, or as is considered reasonable in the circumstances. The sign is proposed to be illuminated from 5pm – 10pm 7 days a week. A condition is recommended requiring the signs to be fitted with a timing device to switch off the illumination between 10pm and 5pm the following day.

(e) The public interest

The public interest is best serviced by the consistent application of the requirements of the relevant Environmental Planning Instruments, and by Council ensuring that any adverse effects on the surrounding area and the environment is minimised. The proposal has been assessed with the relevant environmental planning instruments and Council considers the proposal to be acceptable. The proposal is compliant with the principal development standards and consistent with the relevant planning provisions. Where strict compliance has not been achieved, the proposal is considered to be consistent with objectives and is supported on merit. On this basis, the proposal is not considered to raise any issues that would be contrary to the public interest.

Objects of EP&A Act

Section 1.3 of the EP & A Act contains the following relevant objects:

- To promote the orderly and economic use and development of land.

The proposal achieves the above objective as the proposed signage promotes the economic use and development of land.

CONCLUSION

The application has been assessed under the heads of consideration of Section 4.15 of the Environmental Planning and Assessment Act 1979 and the relevant statutory and policy provisions. The proposal is suitable for the site and is not contrary to the public interest.

Therefore, it is recommended that the application be approved for proposed signage for the following reasons:

- The proposed development is a permissible use and the development is consistent with the zone objectives.
- The development substantially complies with all requirements of state policies and Part 9.1 'Signage' of the Ryde Development Control Plan 2014.

RECOMMENDATION:

That Council as the consent authority grant development consent to Local Development Application LDA No. LDA2023/0096 for installation of installation of 2 x illuminated flush wall business identification sign along east and west elevation on land at 39 Delhi Rd North Ryde subject to the conditions in the attached draft consent.

In signing this report, I declare that I do not have a conflict of interest.



Niroshini Stephen
Senior Town Planner



Sohail Faridy
Senior Coordinator
Development Assessment

This application is determined on 20 June 2023 under the delegated authority of:



Carine Elias
Manager Development Assessment

ATTACHMENT – 1

SCHEDULE 1 – 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?	Yes – the signage is compatible with the existing and desired future character of the area. The signage is associated with existing Boral office. The proposal is consistent with the objectives of the E2 Commercial Centre zone.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes - The proposal is consistent with advertising in the area. The signage is associated with the existing Boral office. Given the size and location of the proposed signs the proposal is considered acceptable
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?	Yes - The proposal does not 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
3 Views and vistas	
Does the proposal obscure or compromise important views?	The proposed signage does not obscure or compromise any views
Does the proposal dominate the skyline and reduce the quality of vistas?	The signage will not dominate the skyline nor does it reduce the quality of the surrounding vista.
Does the proposal respect the viewing rights of other advertisers?	The signage will not compromise the viewing rights of other advertisers.
4 Streetscape, setting or landscape	
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposal is appropriate for the streetscape and commercial setting
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposal will contribute to the visual interest of the streetscape
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal does not contribute to clutter. The signs are spaced across two (2) building elevations.
Does the proposal screen unsightliness?	There is no particular “unsightliness” on the site
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signs will not protrude above the existing building, structures or tree canopies in the area
Does the proposal require ongoing vegetation management?	The location of the proposed signage will not require any ongoing vegetation maintenance

5 Site and building	
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?	The proposed signage is of an appropriate scale and proportion to the site.
Does the proposal respect important features of the site or building, or both?	Yes. The signage does not detract from important features of the site
Does the proposal show innovation and imagination in its relationship to the site or building, or both	The proposal demonstrates an appropriate level of imagination and innovation.
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?	Logos are proposed as part of the signage. The logos identify the business at the premises.
7 Illumination	
Would illumination result in unacceptable glare?	Two (2) signs are proposed to be illuminated. The proposal will not result in unacceptable glare.
Would illumination affect safety for pedestrians vehicles or aircraft?	Illumination would not affect the safety of pedestrians, vehicles and air craft
Would illumination detract from the amenity of any residence or other form of accommodation?	One sign is located opposite residential properties. The sign will be fitted with a timing device to switch off the illumination between 10pm and 5pm.
Can the intensity of illumination be adjusted, if necessary?	Yes - The intensity of illumination can be adjusted
Is the illumination subject to a curfew?	The signs will be illuminated between 5pm and 10pm, 7 days a week.
8 Safety	
Would the proposal reduce the safety for any public road?	The signage will not affect road safety.
Would the proposal reduce the safety for pedestrians or bicyclists?	The signage will not affect pedestrian or cyclist safety.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will not obscure any sightlines from public areas.

ATTACHMENT – 2

Transport Corridor Outdoor Advertising and Signage Guidelines	Proposal	Compliance
Section 3 Advertisement and road safety		
3.1 Road safety objectives		
- Would the proposal reduce the safety for any public road?	The proposal will not reduce the safety for any public road. The signs will be mounted to the existing building and are considered acceptable.	Yes
- Would the proposal reduce the safety for pedestrians or bicyclists?	The proposal will not reduce the safety for any pedestrians or bicyclists. The signs will be mounted to the existing building and are considered acceptable.	Yes
- Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?	The signs will be mounted to the existing building and will not obscure sightlines. The signs are considered acceptable	Yes
3.2 Sign Location Criteria		
<u>3.2.1 Road clearance</u>		
(a) The advertisement must not create a physical obstruction or hazard.	The signs do not create a physical obstruction or hazard as the signs will be mounted to the existing building	Yes
(b) Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with <i>Austroads Guide to Road Design</i> (and RMS supplements) or behind an RMS-approved crash barrier.	N/A – the signs are located within the premises	Yes

<p>(c) Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by <i>Austroads Guide to Road Design</i> (and RMS supplements) with respect to dynamic deflection and working width.</p> <p>(d) All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.</p>	<p>N/A – the signs are located within the premises</p> <p>N/A - The signs will not hang over roads or footpaths. The signs are proposed to be mounted to the existing building.</p>	<p>Yes</p> <p>Yes</p>
<p>3.2.2 <u>Line of sight</u></p>		
<p>(a) An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings</p>	<p>The signage does not obstruct the view of drivers, pedestrians and cyclists due to its location within the property</p>	<p>Yes</p>
<p>(b) An advertisement must not obstruct a pedestrian or cyclist's view of the road</p>	<p>The signage will not obstruct a pedestrians or cyclists view of the road, due to its location within the property</p>	<p>Yes</p>
<p>(c) The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</p>	<p>The signage reflects the nature and operations of the property. The signage will not give incorrect information on the alignment of the road</p>	<p>Yes</p>

<p>(d) The advertisement should not distract a driver's attention away from the road environment for an extended length of time.</p>	<p>The amount of text and signage will not distract a driver's attention from the road environment for an extended period of time</p>	<p>Yes</p>
<p>3.2.3 <u>Proximity to decision making points and conflict points</u></p>		
<p>(a) The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 	<p>The signs will be mounted to the existing building and are considered acceptable</p>	<p>Yes</p>
<p>(b) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 	<p>The signs will be mounted to the existing building. The signs will not obstruct a driver's view and will not distract a driver at a critical time.</p>	<p>Yes</p>
<p>3.2.4 <u>Sign spacing</u></p>		
<p>(a) Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD</p>	<p>The distance between signs is less than 150metres</p>	

zones will be assessed by RMS as part of their concurrence role.		No
3.3 Sign design and operation criteria		
<u>3.3.1 Advertising signage and traffic control devices</u>		
(a) The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment	Due to the location of the signage within the property it will not distract drivers or obstruct the views of drivers	Yes
(b) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.	The signage does not interfere with the stopping sight distance for the road's design speed or the effectiveness of traffic control devices	Yes

ATTACHMENT – 3

DCP 2014	Proposal	Compliance
Part 9.1 – Signage		
2.1 Signage content		
<ul style="list-style-type: none"> - A sign must be either: <ul style="list-style-type: none"> i) A business identification sign or a building identification sign as defined in RLEP 2014; ii) A directional sign that is a sign which directs persons to development on the land to which it is displayed. 	Two (2) signs are proposed which are business identification signs	Yes
2.2 Language		
<ul style="list-style-type: none"> - All advertising signs are to be displayed in the English language but may include a translation into another language using letters or 	Signs will be in English. Condition is recommended	Yes

<p>characters that are no larger than the English language letters or characters.</p> <p>- Any translated message must be accurate and complete.</p>	<p>Translation not required</p>	<p>Yes</p>
2.3 Number of Signs		
<p>- Visual clutter through the proliferation of signage and advertising structures are not permitted.</p>	<p>The proposed signs are spaced over two building elevations and do not result in clutter</p>	<p>Yes</p>
2.4 Design, Safety and Maintenance		
<p>- All signs must be sympathetic to, and compatible with the architectural style and finishes of the building to which they are attached.</p>	<p>Proposal is compatible with the architectural style and finishes of the building it is attached to</p>	<p>Yes</p>
<p>- Signs are to be unobtrusive in design, colour, height and scale</p>	<p>Signs are not obtrusive in design, colour, height and scale.</p>	<p>Yes</p>
<p>- Signs must be attractive and professionally written as well as being simple, clear and efficient.</p>	<p>Signage will be attractive, simple, clear and efficient</p>	<p>Yes</p>
<p>- Signs should be located at a height which avoids impact from footpath maintenance vehicles and discourages vandalism.</p>	<p>Signage will be mounted to the existing building and does not interfere with footpath maintenance vehicles and does not encourage vandalism</p>	<p>Yes</p>
<p>- Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to other relevant authorities.</p>	<p>It is not considered necessary to refer the proposal to the RMS</p>	<p>Yes</p>
<p>- Signs that are prone to deterioration in appearance and condition, and may order removal of objectionable or unsightly advertisements.</p>	<p>The proposed signs will not be prone to deterioration in appearance and condition</p>	<p>Yes</p>
2.5 Illuminated Signs		

- The lighting intensity and hours of illumination must not unreasonably impact on any residential properties adjoining the sign or that is within its locality.	One sign orientates towards a residential flat building. The signage will be illuminated between 5pm and 10pm and will not detract from the amenity of any residence/ commercial premises	Yes
- The lighting intensity of a sign must be capable of modification or control after installation.	The lighting intensity can be modified after installation	Yes
- Illuminated signs must minimise the spill effects or escape of light beyond the subject sign and must not compromise safety for pedestrians, vehicles or aircraft.	The scale of the signs is considered minimal. The signage does not raise safety concerns relating to excessive light spill. The sign will not compromise the safety for pedestrians, vehicles and air craft	Yes
- Illumination of a sign (with the exception of floodlit signs) must not be external to the sign i.e. surrounding a sign. Illumination must be part of the advertisement.	The sign will be internally illuminated	Yes
- Electric wiring to illuminated signs is to be concealed.	All wiring and cabling will be concealed	Yes
- Depending on its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between 11 pm and 6 am, or as is considered reasonable in the circumstances.	The signage will be illuminated between 5pm and 10pm and will not detract from the amenity of any residence/ commercial premises	Yes
2.6 New Buildings and Multi-Tenant Buildings		
a. Applicants designing new buildings or alterations and refurbishing of existing buildings are strongly encouraged to take into account signage. Signage is to be considered as an integral part of the overall building.	N/A - a new building is not proposed or alterations to the existing building	Yes

<p><u>Flush wall sign</u></p> <p>A sign attached or painted on the wall of a building and projecting horizontally no more than 300 mm from the wall.</p> <p>a. Only one sign per building elevation.</p> <p>b. Where it is illuminated shall not be less than 2.6 metres above the ground.</p> <p>c. shall not exceed a maximum area of five (5) square metres.</p> <p>d. shall not extend laterally beyond the wall of the building to which it is attached.</p> <p>e. shall not project above the top of the wall to which it is attached.</p> <p>f. shall not be located on a building wall if there is an existing building or business identification sign.</p> <p>g. shall not extend over a window or other opening or architectural feature.</p> <p>h. shall not project horizontally more than 300 mm from the wall.</p> <p>i. consideration must be given to design and aesthetics, so as to harmonise with the nature of the streetscape and townscape.</p> <p>j. flush wall sign advertising on end walls adjoining residential properties are prohibited. However, Council may permit advertising on end walls adjoining a public place.</p>	<p>One sign is located per building elevation</p> <p>The signs are greater than 2.6 metres above the ground</p> <p>10.38m²</p> <p>The sign does not extend laterally</p> <p>The sign does not project above the top of the wall to which it is attached</p> <p>There are no existing signs on the walls where the signs are proposed</p> <p>The sign does extend over a window or other opening or architectural feature</p> <p>The sign only projects 150mm</p> <p>The signs are spaced across two (2) building elevations and do not contribute to clutter. The design of the sign is compatible with existing signage in the streetscape</p> <p>One sign presents to 9-11 Delhi Road which contains a residential flat building. Given the separation distance and limitation of illumination timing the proposal is acceptable on merit.</p>	<p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Yes</p> <p>No</p>
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