

Table 1 – Code Reponses – Advertising Devices Code

Performance Outcomes	Acceptable Outcomes	Response
<p>PO1</p> <p>An advertising device is designed and located:</p> <p>a. to be compatible and visually integrate with the built form and streetscape;</p> <p>b. to be safe for pedestrians, cyclists and vehicular traffic;</p> <p>c. to not cause a distraction to road users or light nuisance to residents.</p>	<p>AO1.1</p> <p>An advertising device is designed and located to comply with Table 9.4.1.3.2 – Standards for signs.</p>	<p>AO1.1 Complies—</p> <p>The proposed advertising device complies with the standards of a Free standing sign outlines in Table 9.4.1.3.2.</p>
	<p>AO1.2</p> <p>An off-premises sign complies with Table 9.4.1.3.3 – Maximum face area of off-premises advertising devices in all zones or precincts.</p>	<p>PO1 Complies—</p> <p>The proposed signage will contain a maximum face area of 10.71m² in lieu of the 0m² prescribed for the Rural Residential Zone. Therefore, an assessment against PO1 is required.</p> <p>The proposed advertising device is compatible with the surrounding built form and streetscape, despite exceeding the numerical standard for signage within the Rural Residential Zone. The signage will be positioned along the frontage of the site and designed as a standard billboard structure that is proportionate in scale and visually contained within the existing rural roadside environment. The sign will be supported by appropriate landscaping to soften its appearance and ensure it integrates with the surrounding rural residential character.</p> <p>The signage has been designed to ensure it does not adversely impact pedestrian, cyclist or vehicular safety. It will be located wholly within the subject site and positioned to maintain clear sightlines along the road corridor. The sign does not incorporate moving elements, flashing lights or digital displays, ensuring it does not interfere with road visibility or traffic operations.</p>

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		<p>Furthermore, the advertising device will not create distraction to road users or light nuisance to nearby residents. The signage will be static in nature and will not incorporate illumination or other visual effects that could draw undue attention or cause glare. As such, the proposal maintains a safe and appropriate visual presence within the road environment.</p> <p>On this basis, the proposed signage is considered to comply with the intent of POI.</p>
	<p>AO1.3 (Not Applicable)</p> <p>An on-premises freestanding sign complies with Table 9.4.1.3.4 – Maximum face area for an on-premises freestanding sign.</p>	<p>Not Applicable.</p> <p>The sign is not an on-premises sign.</p>
	<p>AO1.4</p> <p>An advertising device:</p> <ol style="list-style-type: none"> a) is not animated and does not rotate or flash; b) that is illuminated or contains an electronic display: <ol style="list-style-type: none"> i. does not contain scrolling, moving images or moving text; ii. does not obscure traffic signals, directional, regulatory or advisory road signage; iii. is not located to create an obstruction to a road user's clear line of vision to other road users; iv. is not located within 50 metres of: <ul style="list-style-type: none"> • a school zone; • an intersection; • an unsignalised pedestrian crossing; • a roundabout; v. displays a message for a minimum display dwell time of 30 seconds; vi. ensures message changes are instantaneous (within 0.5 seconds); 	<p>AO1.4 Complies—</p> <p>The proposed sign is static, non-illuminated and does not contain an electronic display, and its location does not create an obstruction to lines of sight to road users.</p>

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	vii. has luminous levels consistent with Table 9.4.1.3.5 – Luminance levels.	
<p>PO2</p> <p>An advertising device does not create visual clutter.</p>	<p>AO2.1</p> <p>An advertising device is designed and located to comply with Table 9.4.1.3.2 – Standards for signs.</p>	<p>AO2.1 Complies—</p> <p>The proposed advertising device complies with the standards of a Free standing sign outlines in Table 9.4.1.3.2.</p>
	<p>AO2.2 (Not Applicable)</p> <p>No more than two free standing advertising devices are erected per 100 metre road frontage of a premises:</p> <ul style="list-style-type: none"> a) where in: <ul style="list-style-type: none"> i. the Centre zone, other than in the Neighbourhood centre precinct; ii. the Low impact industry zone; iii. the Medium impact industry zone; iv. the Mixed use zone; v. the Specialised centre zone; b) with a separation distance of at least 60 metres from another freestanding sign on the same road frontage, or 200 metres if either sign has an electronic component. 	<p>Not Applicable</p> <p>Only 1 freestanding sign is proposed at the site and no sign is located within 60m of the proposed (and previously approved) location.</p>
	<p>AO2.3</p> <p>An off-premises sign is not located within 500 metres of another existing or approved off-premises sign, with a maximum of three off-premises signs in the same direction of travel in any five kilometres in:</p> <ul style="list-style-type: none"> a) the Community facilities zone; b) the Emerging community zone; c) the Environmental management and conservation zone; d) the Recreation and open space zone; e) land in a residential zone category; f) the Rural zone; g) the Rural residential zone. 	<p>AO2.3 Complies—</p> <p>The proposed sign is not located within 500m of another existing or approved off-premises sign.</p>

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	<p>AO2.4 An advertising device does not include bunting.</p>	<p>AO2.4 Complies— The proposal does not include bunting.</p>
<p>PO3 The view of a building entrance or an existing advertising device from a road is not obscured by a new off-premises sign.</p>	<p>AO3 No acceptable outcome provided.</p>	<p>PO3 Complies— The sign location does not obscure the view of a building entrance or existing advertising device. Further to this, the proposed signage is offset from the boundary and will not create any traffic concerns on Pennine Drive.</p>