

## STATEMENT OF ENVIRONMENTAL EFFECTS

Assessment against the requirements of the State Environmental Planning Policy (Industry and Employment) 2021 –  
Chapter 3: Advertising and Signage

ASSESSMENT CRITERIA	YES	NO	COMMENTS
<b>Chapter 3: Advertising and signage</b>			
<b>Part 3.1: Preliminary</b>			
<b>3.1: Aims and Objectives</b>			
<p>(a) to ensure that signage (including advertising)—</p> <ul style="list-style-type: none"> <li>(i) is compatible with the desired amenity and visual character of an area, and</li> <li>(ii) provides effective communication in suitable locations, and</li> <li>(iii) is of high quality design and finish, and</li> </ul> <p>(b) to regulate signage (but not content) under Part 4 of the Act, and</p> <p>(c) to provide time-limited consents for the display of certain advertisements, and</p> <p>(d) to regulate the display of advertisements in transport corridors, and</p> <p>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</p>	Yes		<p>This proposal for an electronic LED sign in the grounds of Seaforth Anglican Church meets all these aims and objectives.</p> <p>The proposal is consistent in design with existing and likely future signage in the neighbourhood.</p> <p>The sign will implement a clean, contemporary design aesthetic. By informing church-goers and the community of services and events happening at the church, the proposal will contribute positively to the visual interest of the streetscape.</p> <p>The sign will comprise a high resolution, premium grade LED sign in an aluminium cabinet plus the church name and crest. It will be supported by 2 high quality aluminium poles.</p>
<b>3.2: Definitions</b>			
<p>Signage means all signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage and includes—</p> <p>(a) building identification signs, and</p> <p>(b) business identification signs, and</p>	Yes		<p>This will be a building identification sign.</p>

ASSESSMENT CRITERIA	YES	NO	COMMENTS
(c) advertisements to which Part 3.3 applies.			
<b>3.4: Signage to which this Chapter applies</b>			
<p>(1) This Chapter applies to all signage that:</p> <p>(a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and</p> <p>(b) is visible from any public place or public reserve,</p>	Yes		The LED sign will be located within the grounds of Seaforth Anglican Church but will be visible from outside the grounds.
<b>Part 3.2: Signage generally</b>			
<b>3.6: Granting of consent to signage</b>			
<p>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</p> <p>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p> <p>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</p>	Yes		This signage will be consistent with the objectives set out in 3.1(1)a and with the criteria specified in Schedule 5 below.
<b>Part 3.3: Advertisements</b>			
<b>3.7: Advertisements to which this Part applies</b>			
<p>1) This Part applies to all signage to which this Chapter applies, other than the following:</p> <p>(a) business identification signs,</p> <p>(b) building identification signs,</p> <p>(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</p> <p>(d) signage on vehicles.</p>		No	This proposal is for a building identification sign so this Part is not applicable.

ASSESSMENT CRITERIA	YES	NO	COMMENTS
<b>Part 3.4: Miscellaneous</b>			
<b>3.28: Advertising design analysis</b>			
<p>(1) A council, in preparing an advertising design analysis for an area or locality for the purposes of section 3.13, 3.17 or 3.19, is to include an analysis of the following:</p> <p>(a) the existing character of the area or locality, including built forms and landscapes,</p> <p>(b) the key positive features of the existing character of the area or locality,</p> <p>(c) the desired future character of the area or locality,</p> <p>(d) the role of outdoor advertising.</p>	Yes		<p>The proposal is consistent in design with existing and likely future signage in the neighbourhood.</p> <p>The sign will implement a clean, contemporary design aesthetic. By informing church-goers and the community of services and events happening at the church, the proposal will contribute positively to the visual interest of the streetscape.</p>
<b>Schedule 5</b>			
<b>1: Character of the area</b>			
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 proposal is consistent in design with existing and likely future signage in the neighbourhood in which it is located.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes		The proposal is consistent in design and content with existing signage of the neighbourhood.
<b>2: Special areas</b>			
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, waterway, rural landscapes or residential areas?		No	<p>The proposal does not detract from the amenity or visual quality of any such areas.</p> <p>The sign's appearance complements the surrounding area.</p>
<b>3: Views and vistas</b>			
Does the proposal obscure or compromise important views?		No	The placement of the structure is such that it will not compromise important views or vistas.
Does the proposal dominate the skyline and reduce the quality of the vistas?		No	The sign will not dominate the skyline.

ASSESSMENT CRITERIA	YES	NO	COMMENTS
Does the proposal respect the viewing rights of other advertisers?	Yes		The proposed sign will not adversely visually obstruct other advertising structures.  The existing static sign nearby will be removed and recycled.
<b>4: Streetscape, setting or landscape</b>			
Are the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	Yes		The proposed structure will be consistent in form with signage in the neighbourhood. It will be consistent with the streetscape and setting.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	Yes		The sign will implement a clean, contemporary design aesthetic. By informing church-goers and the community of events happening at the church, the proposal will contribute positively to the visual interest of the streetscape.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	Yes		The existing static sign nearby will be removed and recycled.  There will only be the new LED sign in the new location.
Does the proposal screen unsightliness?	Yes		The sign's appearance will complement the surrounding area and fence.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		No	The sign will not protrude above building, structures or tree canopies.
Does the proposal require ongoing vegetation management?		No	It will be a self-supporting 2-pole pylon structure so no ongoing vegetation management will be required.
<b>5: Site and building</b>			
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		The proposal is compatible with the scale, proportion and other characteristics of the site.
Does the proposal respect important features of site or building, or both?	Yes		The proposal respects the important features of the site.

ASSESSMENT CRITERIA	YES	NO	COMMENTS
Does the proposal show innovation and imagination with relation to the site or building or both?	Yes		The sign will implement a clean, contemporary design aesthetic.  Electronic messages and images create a modern impression within the neighbourhood.
<b>6: Associated devices and logos with advertisements and advertising structures</b>			
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	The sign will comprise an LED board component plus the church name and crest. It will be supported by 2 aluminium poles.  There will be no additional lighting.
<b>7: Illumination</b>			
Would illumination result in unacceptable glare?		No	Illumination will be restricted to levels acceptable in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines and will not result in unacceptable glare.  The LED components of the sign are designed for no glare or reflection on the sign or surrounding surfaces.
Would illumination affect safety for pedestrians, vehicles or aircraft?		No	Illumination will be restricted to levels acceptable in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines so will not affect safety for pedestrians, vehicles or aircraft.  The maximum luminance from the sign will be controlled to avoid glare in drivers' eyes as per the Transport Corridor Outdoor Advertising and Signage Guidelines on recommended illumination sign intensity.  Messages displayed will be changed from time to time, as required, to inform the community about church services, holidays and events etc. so there will be no distraction from rapidly changing messages.
Would illumination detract from the amenity of any residence or other form of accommodation?		No	Illumination will not detract from residential amenity and the sign will only be intended to operate during daylight hours, 7 days a week, in

ASSESSMENT CRITERIA	YES	NO	COMMENTS
			<p>accordance with DA consent conditions.</p> <p>The sign has no external lighting.</p> <p>The LEDs on the display board have onboard dimming and are pre-set to switch on/off as per DA conditions.</p>
Can the intensity of the illumination be adjusted, if necessary?	Yes		<p>The illumination can be reduced if required.</p> <p>The intensity of the light will be controlled by inbuilt dimmers to reduce light in darker conditions.</p> <p>The maximum luminance from the sign will be controlled to avoid glare in drivers' eyes as per the Transport Corridor Outdoor Advertising and Signage Guidelines Nov 2017-Section 3.3.3, Table 5 on recommended illumination sign intensity.</p>
Is the illumination subject to curfew?	Yes		<p>The sign will be programmed to switch on in the morning and switch off at night in accordance with DA consent conditions.</p> <p>The timing of the illuminated display will be controlled by the church's computer connected to the cloud via 4G.</p>
<b>8: Safety</b>			
Would the proposal reduce the safety for any public road?		No	<p>The electronic sign offers low illumination and static messages, changed from time to time, so will not reduce the safety for any public road.</p> <p>It will not contain or imply motion such as vertical or horizontal scrolling, fade, dissolve or animation within the message itself.</p> <p>It does not have any movement of any part of the structure or surrounds.</p> <p>It will not have flashing or rapidly changing messages as prohibited under the RTA Policy PNO28.</p> <p>The maximum luminance from the sign will be controlled to avoid glare in drivers' eyes as per the Transport</p>

ASSESSMENT CRITERIA	YES	NO	COMMENTS
			<p>Corridor Outdoor Advertising and Signage Guidelines Nov 2017-Section 3.3.3, Table 5 on recommended illumination sign intensity.</p> <p>Consideration will be given to avoid the use of illuminated red, green and amber colours to avoid the likelihood of motorist misinterpretation.</p>
Would the proposal reduce the safety for pedestrians or bicyclists?		No	The electronic sign offers low illumination and static messages, changed from time to time, so will not reduce the safety for pedestrians or bicyclists.
Would the proposal reduce the safety for pedestrians, particularly children, obscuring sightlines from public areas?		No	Given the location of the sign well above ground level and its scale, it will not obstruct sightliness so as to affect safety.

## ASSESSMENT AGAINST THE REQUIREMENTS OF THE MANLY LOCAL ENVIRONMENTAL PLAN 2013 (MLEP 2013)

ASSESSMENT CRITERIA/OBJECTIVES	COMMENTS
<b>PART 1: PRELIMINARY</b>	
<b>1.2: Aims of this Plan</b>	
<p>The particular aims of this Plan are as follows:</p> <p>a) to protect and promote the use and development of land for arts and cultural activity, including music and other performance arts, in relation to all land in Manly:</p> <p>(i) to promote a high standard of urban design that responds to the existing or desired future character of areas, and</p> <p>(ii) to foster economic, environmental and social welfare so that Manly continues to develop as an accessible, sustainable, prosperous, and safe place to live, work or visit, and</p> <p>(iii) to ensure full and efficient use of existing social and physical infrastructure and the future provision of services and facilities to meet any increase in demand, and</p> <p>(iv) to ensure all development appropriately responds to environmental constraints and does not adversely affect the character, amenity or heritage of Manly or its existing permanent residential population,</p>	<p>This DA is for the installation of an electronic LED sign at Seaforth Anglican Church.</p> <p>The proposed development is classified as Signage (b) Building Identification Sign.</p> <p>The sign will implement a clean, contemporary design aesthetic. By informing church-goers and the community of events happening at the church, the proposal will contribute positively to the visual interest of the streetscape.</p>
<b>PART 2: PERMITTED OR PROHIBITED DEVELOPMENT</b>	
<b>2.3: Zoning Objectives and Land Use Table</b>	
<p>(1) The Land Use Table at the end of this Part specifies for each zone:</p> <p>(a) the objectives for development, and</p> <p>(b) development that may be carried out without development consent, and</p> <p>(c) development that may be carried out only with development consent, and</p> <p>(d) development that is prohibited.</p>	<p>This proposal is for a development that may be carried out only with development consent.</p> <p>The zoning for this property is SP2 – Infrastructure.</p>



ASSESSMENT CRITERIA/OBJECTIVES	COMMENTS
<b>PART 3: EXEMPT AND COMPLYING DEVELOPMENT</b>	
Not applicable	
<b>PART 4: PRINCIPAL DEVELOPMENT STANDARDS</b>	
<b>4.3: Height of Building (Height of Sign)</b>	
<p>(a) to provide for building heights and roof forms that are consistent with the topographic landscape, prevailing building height and desired future streetscape character in the locality,</p> <p>(b) to control the bulk and scale of buildings,</p> <p>(c) to minimise disruption to the following—</p> <ul style="list-style-type: none"> <li>(i) views to nearby residential development from public spaces (including the harbour and foreshores),</li> <li>(ii) views from nearby residential development to public spaces (including the harbour and foreshores),</li> <li>(iii) views between public spaces (including the harbour and foreshores),</li> </ul> <p>(d) to provide solar access to public and private open spaces and maintain adequate sunlight access to private open spaces and to habitable rooms of adjacent dwellings,</p> <p>(e) to ensure the height and bulk of any proposed building or structure in a recreation or environmental protection zone has regard to existing vegetation and topography and any other aspect that might conflict with bushland and surrounding land uses.</p>	<p>The sign will be minimal in size compared to the size of the land.</p> <p>The sign will be consistent in design with existing and likely future signage in the educational precinct in which it is located.</p> <p>The sign will have no adverse impact.</p> <p>The proposed structure will be consistent in form with signage in the neighbourhood. It will be consistent with the streetscape and setting.</p> <p>The proposal does not detract from the amenity or visual quality of any such areas.</p>
<p>(2) The height of a building on any land is not to exceed the maximum height shown for the land on the Height of Buildings Map.</p>	<p>The sign will be 4671 mm high so will not exceed the maximum height.</p>
<b>PART 5: MISCELLANEOUS PROVISIONS</b>	
Not applicable	
<b>PART 6: ADDITIONAL LOCAL PROVISIONS</b>	
Not applicable	

## ASSESSMENT AGAINST THE REQUIREMENTS OF THE MANLY DEVELOPMENT CONTROL PLAN 2013 (MDCP 2013)

ASSESSMENT CRITERIA	COMMENTS
<b>PART 1: INTRODUCTION</b>	
<b>1.7: Aims and Objectives of the Plan</b>	
<p>a) Ensure that development contributes to the quality of the natural and built environments.</p> <p>b) Encourage development that contributes to the quality of our streetscapes and townscape.</p> <p>c) Ensure that development is economically, socially and environmentally sustainable and to require the principles of ecologically sustainable development to be taken into consideration when determining DAs.</p> <p>d) Ensure future development has consideration for the needs of all members of the community.</p> <p>e) Ensure development positively responds to the qualities of the site and its context.</p> <p>f) Ensure development positively responds to the heritage and character of the surrounding area.</p>	<p>The proposal is consistent with all of these aims.</p> <p>The LED sign will inform church-goers and the local community of services, events etc. happening at Seaforth Anglican Church, thereby relating to the use of the building and providing visual interest.</p> <p>The colours of the sign will be sympathetic to the existing character of the area and will be in line with the branding of the Church.</p> <p>The sign will be minimal in comparison to the Lot size and will be wholly contained within the Church grounds.</p>
<b>PART 2: Not available/Deleted from DCP</b>	
<b>PART 3: INTRODUCTION</b>	
<b>3.1: Streetscapes and Townscapes</b>	
<p>Streetscape</p> <p>Objective 1): To minimise any negative visual impact of walls, fences and carparking on the street frontage.</p> <p>Objective 2): To ensure development generally viewed from the street complements the identified streetscape.</p> <p>Objective 3): To encourage soft landscape alternatives when front fences and walls may not be appropriate.</p>	<p>No negative impact.</p> <p>The proposal will contribute positively by providing effective communication to the neighbourhood and streetscape.</p>
Townscape	Given the position of the sign within the church grounds it will not have any impact on parking or public transport.

ASSESSMENT CRITERIA	COMMENTS
<p>Objective 4): To ensure that all parking provision is designed and sited to respond to and respect the prevailing townscape.</p> <p>Objective 5): To assist in maintaining the character of the locality.</p> <p>Objective 6): To recognise the importance of pedestrian movements and townscape design in the strengthening and promotion of retail centres.</p> <p>Objective 7): To minimise negative visual impact, in particular at the arterial road entry points into the Council area and the former Manly Council area, so as to promote townscape qualities.</p>	<p>The sign will not be a hazard or distraction to pedestrians or motorists and will meet all the requirements to this end.</p>
<b>3.4: Amenity (Views, Overshadowing, Overlooking /Privacy, Noise)</b>	
<p>Objective 1): To protect the amenity of existing and future residents and minimise the impact of new development, including alterations and additions, on privacy, views, solar access and general amenity of adjoining and nearby properties including noise and vibration impacts.</p>	<p>The placement of the sign is such that it does not adversely impact on nearby properties.</p> <p>There will be no noise emitted from the sign.</p> <p>The sign will be minimal in size compared to the size of the Lot and its location will be such that it will not compromise visibility, landscaping or parking.</p> <p>The LED sign will be illuminated from within. This illumination will be restricted to levels acceptable in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines and will not result in unacceptable glare.</p>
<b>3.10: Safety and Security</b>	
<p>Objective 1): To ensure all development are safe and secure for all residents, occupants and visitors of various ages and abilities.</p> <p>Objective 2): To ensure that the design process for all development integrate principles of 'Safety in Design' to eliminate or minimise risk to safety and security.</p> <p>Objective 3): To contribute to the safety and security of the public domain.</p>	<p>No safety concerns.</p> <p>The LED board will provide information to the church and community in a safe and effective manner.</p> <p>The sign will be constructed of high-quality aluminium, with a high resolution, premium quality LED board component and will be installed onsite by qualified personnel.</p> <p>The sign will be maintained by Electronic Signs Pty Ltd for the warranty period agreed.</p>

ASSESSMENT CRITERIA	COMMENTS
PART 4: DEVELOPMENT CONTROLS AND DEVELOPMENT TYPES	
4.4.3: Signage	
<p>Objective 1) : To ensure that advertising does not detract from the scenic beauty and amenity of the Municipality; harmonises with its surroundings and the buildings to which they are attached.</p> <p>Objective 2): To minimise the visual impact by encouraging fewer more effective signs that may otherwise degrade the existing and likely future quality of residential environments or result in excessive, unnecessary signage, visual clutter and confusion caused by a proliferation of signs in local and neighbourhood centres.</p> <p>Objective 3): To permit building and business identification signs which communicate the facilities (including tourist facilities), amenities, goods and services in local and neighbourhood centres which do not interfere with the streetscape or amenity of residents.</p> <p>Objective 4): Signs should enhance the distinctive urban character and scenic amenity of the Municipality and contribute to the atmosphere of the streets in local and neighbourhood centres and should be designed in sympathy with both the building to which it is attached and any adjoining buildings, taking into account the architectural styles and finishes of buildings in local and neighbourhood centres.</p> <p>Objective 5): To prevent signage from impacting on the presentation of the heritage item or area to the general public on heritage items and conservation areas.</p> <p>Objective 6): To ensure all signage is of high standards of graphic and textural content.</p> <p>Objective 7): To encourage co-ordinated advertising in the Industrial Zone by the use of appropriately sized street numbers and complex names, and the use of directory boards to identify multiple unit complexes, so as to reduce adverse impact on the streetscape and confusion to traffic.</p>	<p>There will be only one electronic LED sign in the proposed location so no clutter or proliferation of signs.</p> <p>This is a building identification sign and will not include any advertising.</p> <p>The colours of the sign blend with the natural environment and are in line with the Church branding.</p> <p>This is a building identification sign to promote Seaforth Anglican Church to the community.</p> <p>It will be sympathetic to the design of the Church.</p> <p>The proposed sign does not impact any heritage are or item.</p> <p>Electronic messages and images create a modern impression within the neighbourhood.</p> <p>The sign will be constructed of high-quality aluminium with a high resolution, premium grade LED board.</p> <p>The sign is designed to clearly identify the land use and provide information to church-goers and the local community.</p>

ASSESSMENT CRITERIA	COMMENTS
<b>4.4.3.1: (Signage) – Controls for all Development Types</b>	
<p>a) Maximum number of Signs</p> <p>In relation to shopfronts, a maximum of 2 identification signs will be permitted per frontage (for example 1 fascia and 1 hamper sign), in any 2 of the following preferred locations:</p>	<p>There will be only one sign in the proposed location.</p>
<p>b) Excessive Signage</p> <p>Excessive signage usually has an opposite effect to its original intention. The cluttering causes visual pollution and confusion to the observer. Having fewer, but clearer advertising assists not only the advertiser, but also the appearance of the building and the overall streetscape. Excessive signage tends to have a “domino effect”, by competing with neighbouring premises in order to gain the advantage in exposure.</p>	<p>There will be only one sign in the proposed location.</p> <p>The existing static sign nearby will be removed and recycled.</p>
<p>c): Advertising Content</p> <p>Advertising content must relate to the building or goods sold on the premises to which it is attached. Any third party advertising of goods sold on the premises must not dominate the advertising of the building or premises.</p>	<p>The proposed sign will inform church-goers and the local community of services, events etc. happening at the Church and will not contain any advertising.</p>
<p>d): Design Integration</p> <p>i) The design of signs is to be integral to the architectural style and finishes of the building to which they are attached, rather than a “tack on” appearance. In this regard, above awning signs level of a projecting nature are restricted. See also paragraphs 4.4.3.3.c &amp; d.</p> <p>ii) Applicants designing new buildings or alterations and multi-tenant buildings refurbishment of existing buildings are strongly encouraged to take into account advertising requirements at an early stage, as an integral part of the building. In this regard a Sign Concept Plan is required for the co-ordinated identification and advertising for the development with the DA.</p>	<p>The sign will be constructed of high-quality aluminium with a high resolution, premium grade LED board.</p> <p>The sign is designed to clearly identify the land use and provide information to church-goers and the local community.</p>

ASSESSMENT CRITERIA	COMMENTS
<p>e): Streetscape</p> <p>Signs must not have an adverse impact on the streetscape in terms of unobtrusive design, colour, height, size and scale in proportion to building and other urban elements. Not only should a sign be simple, clear and efficient (with a reasonable degree of visibility), but a well-designed sign inspires and promotes confidence in the business or product advertised without impacting on the streetscape.</p>	<p>The sign is designed to clearly identify the land use and provide information to church-goers and the local community.</p> <p>The sign will contribute positively to the visual interest of the streetscape.</p>
<p>f): Maintenance</p> <p>i) Building facades should not be visually spoiled by electrical conduits to illuminated signs or spot lights, and should therefore be taken directly into the building or otherwise concealed by chasing into external walls.</p> <p>ii) Signs should be located at a height which avoids impact from footpath maintenance vehicles and discourages vandalism.</p>	<p>Cabling to the sign will be concealed.</p> <p>The sign will be 4671mm high so will discourage vandalism and avoid impact from footpath maintenance.</p>
<p>g): Safety</p> <p>i) Council will give due attention to all applications with respect to possible distraction of motorists due to illumination, position, colours, design and proximity to traffic lights. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to other relevant authorities such as the NSW Roads Agency for comment.</p> <p>ii) Signs must be maintained in good and substantial repair and in a clean and tidy condition at all times. Council will not favour signs which are prone to deterioration in appearance and condition, and may order removal of objectionable or unsightly advertisements.</p>	<p>The electronic LED sign will only be illuminated during daylight hours (in accordance with DA consent).</p> <p>The intensity of the light is controlled by inbuilt dimmers to reduce light in darker conditions.</p> <p>The only illumination will be from the LED board which and will be restricted to levels acceptable in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines and will not result in unacceptable glare.</p> <p>It will not contain or imply motion such as vertical or horizontal scrolling, fade, dissolve or animation within the message itself.</p> <p>It does not have any movement of any part of the structure or surrounds.</p> <p>The sign will be constructed of high-quality aluminium, with a high resolution, premium quality LED board component and will be installed onsite by qualified personnel.</p> <p>The sign will be maintained by Electronic Signs Pty Ltd for the warranty period agreed.</p>

ASSESSMENT CRITERIA	COMMENTS
<p>h): Illumination</p> <p>i) In considering the illumination of signage care is be given to avoid nuisance from glare and spillage of light which may impact on both residents, particularly in the Residential LEP Zones (including E3 &amp; E4) as well as to passing traffic. Depending on the location, and its relationship to residential premises, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between 10pm and 6am, or as appropriate in the circumstances.</p> <p>ii) A floodlit sign which projects over a public road must not be illuminated by a lighting medium which is less than 2.6m above the ground. Lighting must not cause distraction or nuisance to neighbouring properties or traffic.</p>	<p>The electronic sign will offer low illumination and static messages, changed from time to time, so will not adversely affect local residents.</p> <p>The timing of the illuminated display will be controlled by the Church computer connected to the cloud via 4G.</p> <p>The electronic LED sign will only be illuminated during daylight hours (in accordance with DA consent).</p> <p>The intensity of the light is controlled by inbuilt dimmers to reduce light in darker conditions.</p> <p>The only illumination will be from the LED board which and will be restricted to levels acceptable in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines and will not result in unacceptable glare.</p>
<b>4.4.3.2: Signage on Heritage listed items and in Conservation Areas</b>	
Not applicable.	
<b>4.4.3.3: Controls for Particular Development Types</b>	
<p>k): Pole or pylon signs</p> <p>i) Must not project more than 1.2m over any road alignment; and</p> <p>ii) If projecting over any road alignment, the sign must be at least 2.6m above the ground where it so projects.</p> <p>iii) In the LEP Zone B6 Enterprise Corridor, buildings setback from the street alignment... (not applicable)</p>	<p>The proposed sign will be wholly contained with the boundaries of the Church and will no project over any road alignment.</p>
<b>PART 5: SPECIAL CHARACTER PRECINCTS , AREAS AND SITES</b>	
Not applicable.	