

Summary of Submissions:

The tables below summarise the comments received during the advertising period of the proposal, together with the City's response to each comment.

Comments Received in Objection:	Officer's Comments:
The sign will have a negative effect on the area and will not be in line with the vibrant progression of the area.	The billboard is designed to be highly visible, with the height at the top of the sign being 17.7 metres from ground level and the sign protruding above the roof top of the existing building. The proposed sign will be the only billboard and third party advertising sign in the locality. The sign is noticeably not in keeping with the area, and the proposed development is considered to be incompatible with the setting and progression of the locality.
The sign will affect the views from the four apartments on the top level of the proposed residential development at No. 123 Claisebrook Road.	The impact on views from a residential development is not a relevant planning consideration. However, if the billboard sign is highly visible from the proposed residential dwelling, it is highly likely that it may become a nuisance due to its illumination and the frequency with which it will change advertisements.

Note: Submissions are considered and assessed by issue rather than by individual submitter.