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C177**DISPLAY HOME POLICY**

This policy applies to the establishment of display homes within the municipality.

Policy Basis

Council acknowledges that display homes are an important feature of newly developing residential areas and provide a service to the community. Given the extent of residential development occurring within the municipality at present and the level of growth predicted, it is important to ensure that display homes do not have a negative impact on residential amenity through inappropriate location, unsympathetic design, and traffic impacts.

This policy aims to provide guidance to applicants in the design and location of display homes within the municipality and assist in the assessment of applications.

Objective

To achieve well designed quality display homes and display home centres that are suitably located and which do not detrimentally impact upon the amenity of the surrounding area.

Policy

It is policy to:

- Encourage display homes to locate in areas experiencing new residential and building activity, and discourage display homes in established residential areas.
- Encourage display homes to locate together in residential estates, forming a display home centre.
- Encourage display homes to locate on main or collector roads, corner locations are preferred.
- Ensure that the establishment of individual display homes does not isolate private residential dwellings.
- Ensure that the site is of sufficient size to provide adequate car parking, pedestrian access, and landscaping.
- Ensure that display homes are adequately landscaped so that they do not detract from the surrounding residential environment and streetscape.
- Ensure that traffic generated by display homes is not detrimental to the existing or proposed road network and traffic movements in the area.
- Encourage a variety in housing type and style, including dual occupancy and multi unit developments in display home centres.
- Encourage display homes that adopt energy efficiency principles.

Policy Reference

Display Home Guidelines