

15.4 SIGNS THROUGHOUT THE DISTRICT

Introduction:

The purpose of outdoor signs is to provide people with information about places, events, products and services within the Franklin District. Information on signs is predominantly aimed at road users, but is also for pedestrians in urban settings.

Types of signs include those giving direction to places, advertising a product or service, advertising an up-coming event, warning about a hazard, and promoting a person or party at electioneering time.

Signs can contribute to the character of an area by providing a colourful and informative display as a means for communication. For many businesses in the District signs provide an important medium for attracting business, enabling them to remain viable. Signs may also be used to establish and promote community-recognised values by way of a District identity, and may be used for the purpose of advertising tourist attractions helping to bring visitors to the District.

However, too many signs, or signs that are not appropriate for the location in which they are erected, may have adverse effects on visual amenity values. A sign or signs may have an adverse visual effect on amenity values, or create a distraction/obstruction to road-users and/or pedestrian traffic.

This section of the District Plan seeks to ensure that opportunities for signs are maintained, whilst the adverse safety and visual amenity effects of signs are avoided, remedied or mitigated.

15.4.1 ISSUES, OBJECTIVES, POLICIES AND METHODS

15.4.1.1 Issues

Significant issues relating to signs must be addressed in the Plan Objectives and Policies.

Issue 1:

Signs are a necessary physical resource used to communicate information, and therefore appropriate provision must be made to enable their erection, maintenance and removal without undue constraint.

Explanation

There is a need for signs because they are important tools for communicating information in the District. Lack of provision of directional signs may reduce the ability of road-users and pedestrians to find places. Inadequate provision of advertisement signs may reduce the ability of groups, organisations and businesses to promote events and advertise their products and services.

Therefore, signs can provide useful and/or important information about places, events, products, and services to road-users and pedestrian traffic. They may also be used to provide opportunities for promoting a Franklin District identity, and/or encourage visitors to the District through good directional and visitor information signs.

Some signs are required for communicating information for a short period of time only. Examples of common temporary signs include real-estate advertisement signs, signs for promoting people or parties at election time, and signs for promoting one off events or shows.

Issue 2:

Signs may have adverse visual effects on amenity values.

Explanation

A significant issue relating to signs is the potential for signs to have adverse visual effects on aesthetic and amenity values of a place. The presence of a sign or signs has the potential to reduce people's appreciation of an area. Amenity and aesthetic values may be adversely affected by a number of features of a sign, including the size and height of a sign, illumination of it and its location.

The number and positioning of more than one sign also has the potential to have adverse visual effects. Too many signs may result in visual 'clutter' and have a cumulative effect on visual amenity values of the surrounding environment. The effectiveness of a sign to communicate a message will also be reduced when too many signs are located close together.

The degree of adverse visual effect of a sign will also depend on the amenity values of the surrounding environment. For example, a sign in a business area has less potential for adverse visual effect than the same sign in a rural area. The different Business, Rural, Residential and Rural-Residential Zones of the Franklin District have different amenity values and signs must be in keeping with the character and amenity values of each of these zones.

The perceived adverse visual effect of a sign is also affected by the duration that the sign is erected. Temporary signs are generally tolerated, provided that they are erected for a limited period and taken down as soon as their purpose has been served. Election signs and real-estate signs are examples of temporary signs that might not be tolerated if they were allowed to be permanent features of the visual landscape.

Permanent signs may have adverse effects on visual amenity values after a period of time, if they are not designed, constructed and maintained to a high standard.

Issue 3:

Signs may have adverse effects on road-user and pedestrian safety.

Explanation

Too many signs or signs that are located in inappropriate positions may be distracting or confusing to road-users, creating a hazard. Signs positioned too close to roads, intersections, tight curves and corners, or in inappropriate positions, have the potential to obscure sight lines, road markings, traffic signals, and road-users.

The impact of a sign next to a road will differ according to the type of road. State-highways and busy arterial routes will have greater volumes of traffic moving at greater speeds. Because of this, the visual distraction of a sign alongside these roads has a greater potential for creating a safety hazard than the same sign along a minor road, where traffic volumes and speeds are not as great.

The location of a sign/s may also have adverse safety effects if it causes a physical obstruction to pedestrian or road user traffic. Safety is also an issue with regards to the construction of a sign. A sign may have an adverse effect on road-user or pedestrian safety if it is not constructed and maintained adequately (e.g. so that a sign does not blow away or over).

15.4.1.2 Objectives

1. To enable permanent and temporary signs to be erected, maintained and removed within the Franklin District in a manner that avoids, remedies or mitigates adverse environmental effects (Issue 1).
2. To avoid, remedy or mitigate the adverse visual effects of a sign or signs on amenity values of the surrounding environment (Issue 2).
3. To ensure that signs do not pose a threat to Community health and safety, and the safe and effective functioning of the road network (Issue 3).

Principal Reasons for Adopting Objectives

Signs are an important tool for communicating information in the Franklin District. Provision is made for the erection, maintenance and removal of both temporary and permanent signs so that information can be communicated about places, products and services, people and events.

The Council also has the responsibility to ensure that any adverse effect of a sign/s is avoided, remedied or mitigated. A sign/s may have an adverse visual effect on the amenity values of the environment within which it is erected. A sign/s also has the potential to affect the health and safety of the community by creating a visual distraction to road users, creating a traffic hazard or physically obstructing pedestrian or road-user traffic.

The objectives identified seek to provide opportunities for the use of signs for communicating information whilst avoiding, remedying or mitigating the effects that a sign/s may have on visual amenity values and/or community health and safety.

15.4.1.3 Policies

1. Provide opportunities for permanent signs in all areas of the Franklin District (Issue 1; Objective 1).
2. Provide opportunities for erecting temporary signs in all areas, provided that they are taken down once their purpose has been served (Issue 1; Objective 1).
3. Require that the visual and physical attributes of a sign, such as its size, height, colour and illumination, be in keeping with the character and amenity values of the surrounding environment (Issue 2; Objective 2).
4. Avoid the potential for visual clutter of signs in the Rural, Rural-residential and Residential Zones, by limiting in any one location the occurrence of multiple signs in close proximity to one another (Issue 2 and 3; Objective 2 and 3).
5. Require that all signs are constructed and maintained to a high standard of structural quality and can be clearly read (Issue 2 and 3; Objective 2 and 3).
6. Ensure that signs do not create an obstruction to road-users or pedestrian traffic (Issue 3; Objective 3).
7. Avoid the potential for visual distraction of a sign or signs adjacent to any road (Issue 3; Objective 3).

8. Ensure that the location of a sign does not obscure a road-user's visibility of any road sign, intersection, private entrance, road marking, traffic signal, pedestrian crossing or other road-user (Issue 3; Objective 3).
9. Encourage sign design and construction that is simple, legible and communicates clear information (Issue 1, 2 and 3; Objective 1, 2 and 3).

Principal Reasons for Adopting Policies

Providing opportunities for permanent signs, and temporary signs with appropriate constraints on duration of erection, is driven by the recognition of the need for signs to communicate information in the Franklin District.

The physical attributes of a sign/s must also be in keeping with the surrounding environment so that any adverse visual effects of it on amenity values are avoided, remedied or mitigated. Controls on features such as size, height, colour and illumination, which are appropriate to the character of the area in which the sign is located, are the most effective way of ensuring that this is achieved.

There may also be a cumulative adverse visual effect if more than one sign is erected in one location, and 'visual clutter' occurs. The degree of adverse cumulative effect of signs is again dependent on the character of the surrounding environment. It is accepted that the amenity values associated with the Business Zone are such that the cumulative visual effect of signs is less significant. Controls on the location of multiple signs in close proximity to one another in all other zones will help to avoid the potential for adverse cumulative effects on visual amenity values.

Community health and safety may be adversely affected by a sign/s. Appropriate policy direction must be given to address the potential for a sign to be distracting to road users and to obscure sight-lines to official Road Signs, traffic signals, road markings and other road users. The health and safety of both road user and pedestrian traffic may also be adversely affected by signs in terms of the potential of a sign to physically obstruct movement and/or cause injury or damage if not constructed and maintained adequately. Controls on the visual attributes of a sign, its location, and its construction, will ensure that these potential adverse effects on community health and safety are avoided, remedied and mitigated.

The requirement to maintain or remove a sign that has been compromised over time in terms of its visual and/or structural quality will ensure that the potential for adverse visual and safety effects are avoided, remedied or mitigated.

Council also recognises the importance of achieving a high standard of visual quality of a sign to avoiding, remedying or mitigating the effect of a sign on amenity values. Visual quality is influenced by a number of design features that may be difficult to detail in regulation without restricting the potential for innovative sign design. Examples of design features include the use of colour, letter size and font and the use of figures or symbols.

Therefore it is appropriate to provide additional guidance on such design matters which will encourage simplicity, legibility, relevance, and consistency of signs in the District.

It is acknowledged that because of their temporary status, the effects of temporary signs are tolerated to a greater degree than are the effects for permanent signs. Examples of common temporary signs include signs for real-estate advertisement and election signs. Appropriate standards for the management of temporary signs is necessary to mitigate any adverse effects that they may have.

15.4.1.4 Methods

The methods to be used to achieve the objectives and policies identified in this section include the following:

1. Providing Guidelines

The Council will provide and make available Signs Guidelines.

- The guidelines will provide information about District Plan provisions and relevant Bylaws that manage signs;
- The guidelines will also provide information about 'good' design and construction. The design guidelines will encourage effective communication, visual quality and minimise the potential for adverse safety effects;
- The guidelines will refer the public to Transit New Zealand in relation to standards for signs along State Highways that are not placed on private property.

2. Consultation and Liaison.

The Council will undertake ongoing consultation and liaison with anyone who has an interest in the use of signs.

- This will assist in disseminating information about the District Plan provisions Bylaws, and Signs Guidelines;
- It will also assist in the communication of monitoring and enforcement issues and facilitate feedback about the effectiveness of both regulatory and non-regulatory methods for achieving sign objectives and policies;
- There will be on-going liaison with interested community groups and/or individuals in order to develop and promote a District identity through the use of District promotion, tourist information, and directional signs.

3. Rules

The Council will adopt, implement and enforce rules to manage the effects of signs on *Private Property*, by way of performance standards for Permitted Signs (Rule 15.4.2.), and Assessment Matters for Resource Consents (Rule 15.2.3).

4. Bylaws and Council Policies

The Council will adopt, implement and enforce Bylaws and Policies to manage the effects of signs erected in *Public Places* (this includes the Road Reserve), under the Local Government Act, 1974. Any sign that is placed on or over a Public Place will be subject to Council's Bylaws and Policies. Signs attached to building verandahs, which hang over a Public Place, are covered by the Bylaws.

5. New Zealand Building Code

The Council will implement the standards outlined in the New Zealand Building Code, under the under the Building Act 1991, with regards to the construction of a sign. Large signs (e.g. signs higher than 2m) will require a Building Consent to ensure that they are structurally safe.

6. The Roothing Network

The Council has a responsibility to ensure the safe and effective functioning of its roading network. Activities occurring in the Road Reserve, including signs, are controlled to ensure that this responsibility can be met. Therefore, in addition to Bylaws and Council policies

controlling signs in Public Places, further restriction over signs in the Road Reserve may be required by the District's Roading Engineer.

Principal Reasons for Adopting Methods

A combination of regulatory and non-regulatory methods recognises the value of both encouragement through raised awareness, and control by appropriate performance standards, to achieving objectives and giving effect to policies.

Regulatory methods, such as Plan rules and Bylaws, enable a balanced approach to management of signs that provides for sign erection whilst regulating to avoid, remedy or mitigate the potential adverse effects on visual amenity values and community health and safety.

The controls, expressed as rules in terms of standards for permitted signs in the District Plan, establish a baseline for the erection of signs, providing opportunities for users wishing to erect a sign whilst avoiding the potential for adverse visual effects. Different standards will apply to different zones in the District. The standards for each zone take into account the amenity and character values of that zone. There are a number of 'minor' zones in the Franklin District (e.g. Wetland Conservation Zone, Timber Processing Zone). The controls placed on signs in these zones are based on the type of activity occurring within the minor zone and the character values and zone rules that apply to the surrounding environment.

Signs that do not meet one or more of these standards will require consent from Council. Consent will be granted if it can be shown that the adverse effects of the proposed sign can be avoided, remedied or mitigated in accordance with the assessment matters set out.

The Bylaws and Policies governing signs in Public Places (e.g. Road Reserve) ensure that no sign will inhibit the Council in carrying out its functions under the Local Government Act, 1974. The Bylaw and Policies are in keeping with the District Plan provisions that apply to signs on private property. The Building Code requirements (Building Act, 1991) ensure that people and property are protected by the safe construction of a sign.

Non-regulatory methods, such as the provision of Signs Guidelines, will promote signs controls whilst encouraging visual and structural quality. The benefit of non-regulatory guidance is that it can achieve a higher standard of structural and visual quality of signs without restricting innovation by undue control over design matters, such as construction materials, colour and lettering, in regulation.

Consultation and liaison with any person or group who have an interest in signs will raise awareness about signs issues and assist in communication about the enforcement of regulatory methods. On-going communication will also help Officers monitor the effectiveness of both regulatory and non-regulatory methods to achieving stated objectives and policies.

15.4.2 RULES

15.4.2.1 Permitted Activities

Any SIGN that is listed below is *Permitted*, and does not require a resource consent.

(NOTE: Within the following list, the words in CAPITALS are defined in Rule 50)

- Any permanent SIGN that meets the standards set out in Rule 15.4.3.1 and Rule 15.4.3.2, and is located on private property in the following zones:
 - Rural Zone;
 - Wetland Conservation Zone;
 - Forest Conservation Zone;

- Maioro Mining Zone;
 - Timber Processing Zone;
 - Iron and Steel Production Zone;
 - Aggregate Extraction and Processing Zone.
- Any permanent SIGN that meets the standards set out in Rule 15.4.3.1 and Rule 15.4.3.3, and is located on private property in the following zones:
 - Residential Zone;
 - Rural-residential Zone;
 - Recreation Zone;
 - Kingseat Special Zone.
 - Any permanent SIGN located on private property in the Business Zone that meets the standards set out in Rule 15.4.3.4;
 - Any permanent SIGN located on private property in the Motorway Service Zone that meets the standards set out in Rule 15.4.3.5;
 - Any temporary SIGN located on private property that meets the standards set out in Rule 15.4.3.6.

15.4.2.2 Discretionary Activities

- i. SIGNS that are a *Discretionary* activity require a resource consent, and the consent may be granted (conditionally or unconditionally) or refused. An application must be submitted in the prescribed format (available from the Council).
- ii Applications will be assessed in terms of the matters set out in Rule 15.4.4 and Rule 53, and conditions of consent may be imposed.
- iii The information submitted with the application must be in terms of Rule 52.
- iv An application for a *Discretionary* activity may be considered without public notification where Council so determines in terms of Section 94 of the Act. (This is a *non-notified* application in terms of the Act).
- v The SIGNS listed below are *Discretionary* activities.

(NOTE: Within the list, the words in CAPITALS are defined in Rule 50)

- Any permanent SIGN that meets the standards set out in Rule 15.4.3.1, but does not meet one or more of the standards set out in Rule 15.4.3.2 and is located on private property in the following zones:
 - Rural Zone;
 - Wetland Conservation Zone;
 - Forest Conservation Zone;
 - Maioro Mining Zone;
 - Timber Processing Zone;
 - Iron and Steel Production Zone;
 - Aggregate Extraction and Processing Zone.
- Any permanent SIGN that meets the standards set out in Rule 15.4.3.1, but does not meet one or more of the standards set out in Rule 15.4.3.3, and is located on private property in the following zones:
 - Residential Zone;
 - Rural-residential Zone;

- Recreation Zone;
 - Kingseat Special Zone.
- Any permanent SIGN located on private property in the Business Zone that meets the standards set out in Rule 15.4.3.4 a) – c), but does not meet the standard set out in Rule 15.4.3.4 d).
 - Any permanent SIGN located on private property in the Motorway Service Zone that meets the standards set out in Rule 15.4.3.5 a) – c), but does not meet one or more of the standards set out in Rule 15.4.3.5 d) – f).
 - Any temporary SIGN located on private property that does not meet one or more of the standards set out in 15.4.3.6.

15.4.2.3 Non-Complying Activities

- i. *Non-complying* SIGNS require a resource consent, and the consent may be granted or refused. An application must be submitted in the prescribed format (available from the Council).
- ii. Applications will be assessed in terms of the matters set out in Rule 15.4.4 and Rule 53, and where consent is granted, conditions of consent may be imposed.
- iii. The information submitted with the application must be in terms of Rule 52.
- iv. The SIGNS listed below are *Non-complying* activities in the *Rural* Zone.

(NOTE: Within the list, the words in CAPITALS are defined in Rule 50)

- Any permanent SIGN that does not meet one or more of the standards set out in 15.4.3.1, and is located on private property in the following zones:
 - Rural Zone;
 - Wetland Conservation Zone;
 - Forest Conservation Zone;
 - Maioro Mining Zone;
 - Timber Processing Zone;
 - Iron and Steel Production Zone;
 - Aggregate Extraction and Processing Zone;
 - Residential Zone;
 - Rural-residential Zone;
 - Recreation Zone;
 - Kingseat Special Zone;
- Any permanent SIGN located on private property in the Business Zone that does not meet one or more of the standards set out in Rule 15.4.3.4 a) – c);
- Any permanent SIGN located on private property in the Motorway Service Zone that does not meet one or more of the standards set out in Rule 15.4.3.5 a) – c).

15.4.3 PERFORMANCE STANDARDS

Please note that sign construction and maintenance must be consistent with the Building Act (1991).

15.4.3.1 General Requirement

Any SIGN that is required to meet this rule shall meet the following standards:

- a. The sign is located wholly on private property.
- b. The sign/s is constructed and maintained so that it does not present any danger to people or property (e.g. so that it does not collapse or blow over).
- c. The sign/s is removed when the purpose of it has been served.
- d. The sign/s is located so that it does not obscure a road-user's view of any road sign, intersection, private entrance, road marking, traffic signal, or pedestrian crossing.
- e. The sign/s is not located adjacent to a bend in the road that is posted with an advisory speed road sign.
- f. The sign/s is located at least 15 metres from any road sign.
- g. The sign is located on the site where the lawfully established activity is occurring, if adjacent to a State Highway.
- h. There shall be no more than one free-standing sign on the frontage of a site located adjacent to a State Highway.
- i. If located on land adjoining a State Highway or main arterial route, the sign shall be consistent with the following standards:
 - i. The sign has a minimum lettering height of 120mm where the posted speed is less than 70 km/h and 160mm where the posted speed is 70 km/hr or greater.
 - ii. If it is a free-standing sign it must not have more than six words and/or symbols nor more than 40 characters
 - iii. The sign is positioned so that it is faced at right angles to the road
 - iv. The sign is located so as to provide an unrestricted view of the road to the road-user for a minimum distance of 180 metres where the posted speed limit is 70 km/h or greater.

15.4.3.2 Permanent Signs

Any SIGN that is required to meet this rule shall be consistent with the following standards:

- a. The total area (excluding any supporting structure) of the sign or signs on the site is no greater than 3m².
- b. The height (including any supporting structure) of the sign/s is no greater than 2m or if attached to a building no higher than the highest point of the building.
- c. The sign is illuminated only during the hours of operation of the lawfully established activity, and does not contain any reflectorised, flashing, intermittent or animated features.
- d. Where there are two or more signs located on the site where the lawfully established activity is occurring, the following standards shall be met:
 - i. All signs shall be located more than 200m from any other lawfully erected sign on any one frontage, and

- ii. No additional sign shall be located within 250m of any intersection with the State Highway.
- e. The sign/s located on private property off the site from where the lawfully established activity is occurring (off-site sign) shall meet the following standards:
 - i. The sign is not located on a site adjacent to the State Highway.
 - ii. The information that is displayed on the sign shall relate only to a lawfully established activity that is occurring in the following zones of the District:
 - Rural Zone;
 - Wetland Conservation Zone;
 - Forest Conservation Zone;
 - Maioro Mining Zone;
 - Timber Processing Zone;
 - Iron and Steel Zone;
 - Aggregate Zone and Processing Zone.
 - iii. No more than 2 off-site signs for the lawfully established activity are erected in the District.
 - iv. The off-site sign displays directional information only. Directional information is limited to: the name of the business or site of activity; the product or service provided; and/or communication of the location of the site of business or activity (e.g. '54 Greenacres Road', or '100m on the left')
 - v. The off-site sign must be able to be read from a distance of 200m in a 70km/h speed zone, or 100m in a speed zone less than 70km/h.

15.4.3.3 Permanent Signs

Any SIGN that is required to meet this rule shall be consistent with the following standards:

- a. The sign is located on the site where the lawfully established activity is occurring
- b. The total area of the sign is no greater than 1m², or if it is providing construction or subdivision site details the total area the sign is no greater than 3m².
- c. The height (including any supporting structure) is no greater than 2m or if attached to a building no higher than the highest point of the building.
- d. The sign is illuminated only during the hours of operation of the lawfully established activity and does not contain any moving parts.

15.4.3.4 Permanent Signs

Any SIGN that is required to meet this rule shall be consistent with the following standards:

- a. The sign/s is located so that it does not obscure a road user's view of any road sign, intersection, private entrance, road marking, traffic signal, or pedestrian crossing.
- b. The sign/s is constructed and maintained so that it does not present any danger to people or property (e.g. so that it does not collapse or blow over).
- c. The sign is removed when the purpose of it has been served.
- d. The sign/s, if located on property adjacent to a zone which is subject to Rule 15.4.3.3, meets the following standards:

- i. The sign is illuminated only during the hours of operation and does not contain any flashing, intermittent or animated features.
- ii. The height of the sign is no greater than 2m, or if attached to a building is no higher than the highest point of that building.

15.4.3.5 Permanent Signs

Any SIGN that is required to meet this rule shall be consistent with the following standards:

- a. The sign/s is located so that it does not obscure a road user's view of any road sign, intersection, motorway access, or road marking.
- b. The sign/s is constructed and maintained so that it does not present any danger to people or property (e.g. so that it does not collapse or blow over).
- c. The sign is removed when the purpose of it has been served.
- d. The sign, if attached or immediately adjacent to buildings, identifies the name of the premises and products or services offered, and may be illuminated provided that it is not flashing or intermittent.
- e. The sign, provided for in 'd)' above may be visible from the State Highway only if it indicates principal services.
- f. One composite sign is permitted, relating to premises on the site, for each common boundary with a road or motorway off-ramp.

15.4.3.6 Temporary Signs

Any SIGN that is required to meet this rule shall be consistent with the following standards:

- a. The sign is located wholly on private property.
- b. The sign/s is located at least 15 metres from any road sign.
- c. The sign does not contain any reflectorised, illuminated, flashing, intermittent or animated features.
- d. The sign/s is located so that it does not obscure a road user's view of any road sign, intersection, private entrance, road marking, pedestrian crossing or traffic signal.
- e. The sign/s is not located adjacent to a bend in the road that is posted with an advisory speed sign.
- f. The number of signs is restricted for real-estate advertisement purposes, to 1 sign per agency, which must be located on the subject property.
- g. The height of the sign/s is no greater than 2m, or if attached to a building is no higher than the highest point of that building.
- h. The sign/s is erected for a duration of:
 - i. the period of the listing of the property if the sign is erected for the purpose of real-estate advertisement; *or*

- ii. the 6 week period prior to election day if the sign is erected for the purpose of electioneering; *or*
 - iii. up to a total 3 months within any 12 month period.
- i. The size of the sign is no greater than:
 - i. 1m² for the purpose of real-estate advertisement, unless there is a sole agency and the sign is less than 2m²; *or*
 - ii. 3m² for signs that are for electioneering purposes; *or*
 - iii. 1m² for for temporary signs that are not for real-estate advertising or electioneering purposes.
 - j. If adjacent to a State Highway, the sign is located on the site where the lawfully established activity or temporary activity is occurring.
 - k. The sign/s is located on the property where the lawfully established activity or temporary activity is occurring, OR the sign/s is located on private property other than the site where that activity or temporary activity is occurring ('off-site' sign) meets the following standards:
 - i. The off-site sign is located at least 250m from any intersection with a State Highway or main arterial route.
 - ii. The off-site sign is erected at least 200m from any other lawfully erected off-site sign on any one frontage.
 - iii. The off-site must be able to be read from a distance of 200m in a 70km/h speed zone, or 100m in a speed zone less than 70km/h.

15.4.4 ASSESSMENT MATTERS FOR RESOURCE CONSENT APPLICATIONS

When assessing an application for any sign that requires a Resource Consent under Rule 15.4.2, and considering the imposition of appropriate conditions of that consent, the Council will have regard to but not be restricted by the matters set out below:

- a. The extent to which the relevant standards set out in Rule 15.4.3 have been met.
- b. The extent of adverse effect that any degree of divergence from the standards for Permitted Activities may have on the surrounding environment.
- c. The extent to which the physical attributes of the sign, such as its size, height, colour and illumination are in keeping with the surrounding environment.
- d. Whether there is, or there is a potential for, adverse cumulative effect, and/or visual clutter, of a sign or signs on the surrounding environment.
- e. Whether there is, or there is the potential for a sign to create a physical obstruction to any road user or pedestrian traffic.
- f. The extent to which the location and position of the sign/s may obscure a road user's visibility of any road-marking, traffic signal, or other road user.
- g. The potential for a sign to create a safety hazard due to its construction.
- h. The potential of the sign to create a visual distraction to road users.

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