

SECTION 12 - SIGNS AND AERIAL DISTRACTIONS

Introduction

Signs

The purpose of signs and other forms of outdoor advertising is to provide information to the general public and to attract trade and business. The nature of information which is conveyed includes: availability of goods and services, notice of forthcoming events, directions to traffic and pedestrians, and identification of particular sites or premises. Signs are important within the district for the information they provide. However, there is the possibility that signs and other forms of outdoor advertising may have adverse environmental effects, particularly on visual amenities, and may conflict with traffic and pedestrian safety in the District.

The standards of visual amenity vary between different parts of the District, and are generally defined by the range and nature of land uses in an area. Those areas which are perceived as having a consistent and uncluttered visual amenity, such as the residential or rural areas, are more susceptible to the potential adverse effects of signage. In contrast in areas where the visual amenity is more diverse, such as commercial or industrial areas, the potential adverse effects of signs are limited by the existing mix of visual elements. In addition, different areas of the District have variable needs for signs. In commercial and industrial areas signs are necessary and accepted features, as they attract customers to the business, and allow the easy identification of a site. Because of the range in needs and the visual sensitivity of different parts of the District, consideration needs to be given to different standards for signage in different areas.

Aerial Distractions

Aerial Distractions are those activities which are visible from the highway visual protection corridor and include such activities as laser light displays, searchlights, helipads, and associated aircraft movements, advertising blimps, bungee jumping and hang-gliding and similar types of leisure activities. These activities can adversely affect motorist's attention if not appropriately controlled.

Issues

The following are the resource management issues relevant to signs, advertising, and aerial distractions in Mackenzie District. The objectives and policies which address these issues are then referred to. Finally when the Council intends to implement the objectives and policies associated with the issue by means other than District Plan Rules, these means are listed.

Issue 1 - Signs, Aerial Distractions and Traffic Safety

Description

The potential adverse effects of signs, aerial distractions or outdoor advertising on traffic safety include:

- distraction of drivers' attention due to inappropriateness of the location, design, size, or type of sign or aerial distraction.
- poor location or design of sign or aerial distractions causing impulsive driver action, such as stopping or sudden turning movements without giving adequate warning signals.
- confusion caused by accumulation of too many signs in one area.

These effects have their greatest impact on roads such as arterial routes and State Highways where the potential for traffic accidents is greater because of the larger volumes of traffic regularly using these roads. All signage situated within a State Highway is subject to bylaw controls of Transit New Zealand. In addition as State Highways and roads are designated for their transportation purpose, signs and other activities which have purposes related to the road are permitted as of right as an integral part of the road.

Because of the concerns of the roading authorities to maintain a high level of traffic safety and efficiency, roading signs are generally well designed and cause little or no problems in terms of driver distraction. However other signs on or near roads do have the potential to endanger road users as mentioned above. In addition poorly constructed signs could endanger public safety.

Relevant Objectives and Policies

- Objective 1, Policy 1A and Policy 1C

Issue 2 - Maintaining the Amenity of Areas Within the District

Description

The need for controls on signs in the District is important to ensure that the potential visual effects of these do not adversely affect the amenity of the District. Because of their different characteristics, residential and rural areas are more susceptible than commercial and industrial areas to the potential impacts of signs. Therefore different forms of control are required to maintain and enhance the visual amenity of different areas.

Relevant Objectives and Policies

- Objective 1, Policy 1B and Policy 1D

Signs and Aerial Distractions - Objectives And Policies

Objective 1 - Aerial Distractions And Signs

Signs and Aerial Distractions which avoid or mitigate adverse effects on public safety, convenience, and the visual amenity of the District.

Reasons

- Because signs provide information and can add colour and vibrancy to places it is desirable to limit signs only to the extent that is compatible with public safety, convenience, access and the maintenance of amenity in certain areas.
- Because some activities create an aerial distraction it is desirable to limit these activities so that they minimise distraction to drivers.

Policy 1A - Traffic Safety

To prevent the display of signs or aerial distractions which may adversely affect traffic safety by causing confusion or distraction to, or obstructing the views, of motorists or pedestrians.

Explanation and Reasons

- As for Objective 1
- It is appropriate that the location, size and design of signs, and the control of aerial distractions be controlled to minimise the potential for driver distraction and dangerous driving.
- Signs with minimum wording ensure the effectiveness of signs.

Implementation Methods

- Signs on or over roads
- Signs obstructing views, resembling signals, confusing materials
- Verandah signs
- Minimum distance between signs
- Minimum visibility
- Minimum letter size
- Minimum distance from pedestrian crossing or intersection
- Minimum distance from curve
- Signs on parked vehicles
- Discretionary activity signs
- Discretionary Activity - Aerial Distractions
- Exercising control over signs and advertising within the road reserve as the road controlling authority.

Policy 1B - Amenity Controls

To prescribe standards controlling the number, size, location and nature of signs in different areas of the District, in accordance with the character and amenity of the areas and the community's desire to maintain and/or enhance that character or amenity.

Explanation and Reasons

- As for Objective 1
- It is desirable that the character and amenity of rural and residential areas in particular be maintained and remain essentially non-commercial. As signs are indicative of commercial activity it is therefore appropriate to limit the number, type and location of signs in residential and rural areas, and to limit some signs in business areas which are not characteristic of these areas eg, sky signs.
- Lake Tekapo is unique in that few towns have such a beautiful natural setting. Signage has a large role to play in ensuring the appearance of the town does not detract from the surroundings.

Implementation Methods

- Compliance of signs with height and setback controls
- Limit on roofs and above veranda signs
- Sandwich boards
- Limits on sign size, number and height
- District Council Bylaws on signs.

Policy 1C - Sign Construction

To ensure all signs are constructed and placed in a manner which does not pose danger to property or people.

Explanation and Reasons

- As for Objective 1
- Any danger to people or property posed by signs should be avoided.

Implementation Methods

- Requirements on construction, fixing, placing and maintenance of signs - 1d & 4e
- District Council Bylaws on signs.

Policy 1D - Public Places Etc

To limit commercial advertising in or over public places or attached to utilities, community facilities or public reserves, unless they are signs necessary for direction, public information or public safety, or are within Business Zones.

Explanation and Reasons

- As for Objective 1
- Controls on the number and size of signs on public facilities and land is necessary to maintain the non-commercial character of these amenities.

Implementation Methods

- Limits on number, size and type of signs on public and commercial facilities

Environmental Results Anticipated

The following are the anticipated environmental results of the District Plan policies and rules on signs and outdoor lighting:

- Adequate signage to convey the information necessary for the social, economic and cultural welfare of the community.
- Minimal adverse effects of outdoor advertising and lighting on traffic and pedestrian safety including the avoidance of the potential for drivers to be distracted.
- Maintenance and enhancement of the visual amenity of the residential, rural and business areas of the District.
- Signage which effectively conveys its message to the public.
- Avoidance of nuisance light spillage onto neighbouring properties.

SIGNS AND AERIAL DISTRACTIONS RULES

1 General Requirements For All Signs And Aerial Distractions

- 1.a All signs shall comply with the height and setback requirements for the zone in which they are located.
- 1.b No sign shall be attached to a tree.
- 1.c No sign shall be erected or allowed to remain on or near a road which will:
 - i obstruct the line of sight of any corner, bend, intersection or vehicle crossing.
 - ii obstruct, obscure or impair the view of any traffic sign or signal.
 - iii resemble or be likely to be confused with any traffic sign or signal.
 - iv use reflective materials.
 - v revolve or otherwise move so as to cause a danger to pedestrians.
 - vi give rise to excessive levels of glare to a hazardous degree.
 - vii obstruct the flow of traffic on footpaths or roadways.

- 1.d All signs shall be constructed, fixed and placed in a manner so they do not pose a danger to property or people. This shall be the responsibility of the sign owner and the owner of the building or land on which the sign is placed.
- 1.e Advertising blimps or captive balloons shall not be flown.
- 1.f All signs shall be maintained in good order and shall not become unsightly or dangerous.
- 1.g Any sign and/or support structures which has become redundant shall be removed.

2 Signs Permitted In All Zones

The following signs shall be **Permitted Activities** in all zones subject to compliance with the **General Requirements for All Signs** in Rule 1.

- 2.a Traffic signs, including tourist and motorist service signs and all other signs erected on State Highways by Transit New Zealand, or signs denoting the street name or the street number of premises or the location of a timetable or other details of a public utility or facility.
- 2.b Composite destination signs erected at town entrances located within 2 kilometres of the Residential Zone on land other than the road reserve.
- 2.c Signs indicating the name of the District at the entrances to the District and being constructed with natural, local materials.
- 2.d A sign not exceeding one square metre for any public purpose or in connection with and on the same site as any utility, community facility or public reserve.
- 2.e Off site signs erected at a turn-off from a road, other than a state highway, where
 - i The signs relate to sites which do not adjoin that road.
 - ii The sign contains no more than 5 fingerboard signs grouped on a single upright post of the dimensions set out in Appendix F.
- 2.f Any sign forming part of an Information Kiosk.

3 Temporary Signs

Temporary signs for the activities specified below are permitted in all zones, provided:

- they are not listed in Rule 15 (Discretionary Activities) below, and

- they comply with the following standards:
- 3.a All signs must be removed within 7 days following the completion of the activity advertised and may not be established for a period longer than:
- Temporary signs advertising elections – 2 months
 - Temporary signs advertising school, sporting club or church centennials or jubilees – 365 days
 - Temporary signs advertising cultural, religious, educational, community or sporting events – 90 days
 - Temporary signs advertising the sale or auction of real estate or during construction of a building located on the site of the activity – duration of the sale or construction period
 - Temporary signs advising of stock movement – duration of the activity
- 3.b All signs shall have a maximum area of 5.8m².
- 3.c All signs shall comply with the standards for permitted signs within the zone they are located other than maximum area and the number of words or characters.
- 3.d All signs shall comply with Rule 1 General Requirements for all Signs.

4 Signs Over Roads

Signs on, under or attached to verandas and/or signs attached to buildings which extend over roads shall comply with the requirements of the District Plan for signs in the zone in which the associated building is located.

5 Signs In the Commercial and Mixed Use Zones and General Industrial Zone (Town Centre, Mixed Use, Industrial, Tourist G and Travellers Accommodation Zone)

Signs are permitted in Commercial and Mixed Use Zones and General Industrial Zones, provided

- they are not listed in Rule 15 (Discretionary Activities) below, and - they comply with the following standards:

- 5.a signs on buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.
- 5.b signs attached to but under street verandas shall be:
- i no closer than 2.5 metres to the footpath below.
 - ii be at least 1.5m away from any other under verandah sign.
- 5.c street verandas fascia signs shall:
- i be no closer than 2.5 metres to the footpath below.
 - ii be positioned such that they do not obstruct parked vehicles.

- 5.d signs above verandas but attached to the verandah shall not be more than 1.2m above the top of the verandah and shall be setback at least 500mm from the fascia line.
- 5.e Signs attached to a structure or the face of a building shall not project more than:
- i 50mm onto or over the public place if the sign is less than 2.5m above the public place.
 - ii 150mm onto or over the public place if the sign is 2.5m or more above the public place.
- 5.f "A" frame, sandwich board, or other forms of moveable footpath or roadside signage shall:
- i have a maximum visible sign area of 0.6m².
 - ii be located where the sign causes no danger or inconvenience to pedestrians, particularly those who are visually impaired.
 - iii be limited to two signs per business premises in all business zones.
 - iv be no higher than 1m.
 - v be located outside the premises they refer to.
- 5.g Lake Tekapo Village Centre

Notwithstanding the above, signs in the Lake Tekapo Village Centre Zone shall also comply with the following standards:

- i There shall be no freestanding signs, other than those permitted on 5f above (refer Rule 15 Discretionary Activities)
- ii Signs shall comply with the following area limits:

| Frontage of Premises | Maximum Total Area of Signs |
|----------------------|-----------------------------|
| Less than 7.5m | 2.5m ² |
| 7.5m to 15m | 4.0m ² |
| 15m or greater | 8.0m ² |

- 5.h Single or double sided community information signboards advertising local facilities and attractions and community events and information, which comply with the following standards:
- i. Maximum sign area on each side – 3m²
 - ii. Maximum height – 3 metres
 - iii. Setback from roads – 10 metres

5.i All signs shall be located as close as practicable to the entrance of the premises to which they relate.

5.j All signs shall comply with Rule 1 **General Requirements for all Signs**.

6 Signs In Residential Zones

In addition to the signs permitted in Rule 2, signs in Residential Zones, other than those listed in Rule 15 below, shall be **Permitted Activities** provided they comply with all of the following standards:

6.a With the exception of retail premises signs:

- i shall be limited to a single externally facing sign for each road frontage, advertising a lawful use of the site, located on the site on which it occurs and advertising only services, products or events available or occurring on the site.
- ii shall not be placed more than 3 metres above ground level or be higher than the eaves of a building to which they relate, whichever is the lesser.
- iii shall not exceed 1.0 square metre in area for each site.
- iv shall have the following minimum lettering heights:
 - 150mm for the main message
 - 100mm for the property name
 - 75mm for the secondary message

6.b All signs shall comply with Rule 1 **General Requirements for all Signs**.

6.c Signs for retail premises shall be a **Controlled Activity** in relation to their number, size, location and design.

6.d Signs for visitors accommodation in the Residential 2 zone:

- i Shall not exceed 2.0 square metres in area
- ii Shall not exceed 2 metres in height
- iii Shall not be artificially illuminated.

7 Signs In Rural Zones, Rural-Residential Zones and Opuha Dam Zone

In addition to signs permitted in Rule 2, signs in Rural zones, Rural-Residential zones and the Opuha Dam Zone, other than those listed in Rule 15 below shall be **Permitted Activities**, provided they comply with all of the following standards:

7.a Signs advertising the residential, home occupation, or farming use of a site which do not exceed 1.0 square metre.

7.b Signs, relating to commercial, community, recreational, industrial, service, or visitor accommodation activity which is permitted by the Plan or by resource consent, subject to compliance with the following standards:

- i Minimum distance between signs - 80m
 - ii Minimum visibility of sign - 250m
 - iii Minimum lettering height shall be:
 - 300mm for the main message
 - 200mm for the property name
 - 150mm for the secondary message
 - iv Minimum distance from intersection or pedestrian crossing - 200m
 - v Minimum distance from curve with advisory speed and/or chevron signing - 200m
 - vi Maximum total area of signs - 3 square metres per site
 - vii No signs shall be permitted in the Lakeside Protection Areas identified on the Planning Maps.
 - viii All commercial signs (other than signs of the Department of Conservation) adjoining State Highways shall be made up of colours consistent with the Mackenzie District Council Colour Palette for the appropriate locality.
 - ix Department of Conservation signs must comply with the National sign system of the Department of Conservation.
- 7.c There shall be no off-site signs other than those provided for in Rule 3 (temporary signs) and Rule 2e (Off-site Signs).
- 7.d All signs shall comply with Rule 1 General Requirements for all Signs.
- 7.e Additional rules for signs visible from State Highways:
- i Signs shall have clear, concise messages that are easily read and assist drivers to locate accesses and activities on land adjacent to state highways;
 - ii Free-standing signs shall have a maximum of six words and/or symbols with a maximum of 40 characters;
 - iii Free-standing signs shall be located as close a practicable to the entrance to the land to which the sign relates;
 - iv Signs shall be no less than 15 metres from an official traffic sign or traffic signal.

8 Signs in Recreation and Open Space Zones

(Recreation A, Recreation P, Open Space Heritage and Open Space Glentanner Zones)

In addition to the signs permitted in Rule 2, the following signs in Recreation and Open Space Zones, other than those listed in Rule 15 below, shall be Permitted Activities:

- 8.a A single sign at each entrance denoting the name of a reserve or recreation area, with an area not exceeding 1.0m².
- 8.b Signage identifying community amenity or recreational facilities, other recreational facilities, community services, heritage features, any other publicly accessible natural

or physical resources or any other activity permitted by the rules in this Plan, provided the following standards are met:

- i A maximum sign area not exceeding 3m²
 - ii Free standing signs shall have a maximum height above ground level of 3 metres
 - iii Signs attached to buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.
 - iv All signs shall be located as close as practicable to the entrance to the premises to which they relate.
 - v All signs shall have the following minimum lettering heights:
 - 150 mm for the main message
 - 100mm for the property name
 - 75mm for the secondary message
- 8.c All signs shall comply with Rule 1 General Requirements for all Signs.
- 8.d There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs).

9 Signs in Airport Zones

In addition to the signs permitted in Rule 2, signs in Airport Zones, other than those listed in Rule 15 below, shall be Permitted Activities provided they comply with all of the following standards:

- 9.a One single or double sided sign with a maximum area of 5.8m² indicating the name of the airport, erected as close as practicable to the main entranceway to the airport.
- 9.b Any sign advertising a lawful use of a site, which complies with the following standards:
- i Signs on buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.
 - ii Free standing signs shall not exceed a height of 3.5 metres above natural ground level and each individual free standing sign shall have a maximum area of 3m².
 - iii All signs shall be located as close as practicable to the entrance of the premises to which they relate.
 - iv "A" frame, sandwich board or other forms of moveable signage shall:
 - Have a maximum visible sign area of 0.6m²
 - Be limited to 2 signs per business premises
 - Be no higher than 1 metre
 - Be located within the site boundaries of the premises they refer to
 - Not be located where they cause a danger or inconvenience to pedestrians
 - Not be located within 3m of an internal road intersection
 - Not be located within 20 metres of the legal boundary of a State Highway
- 9.c Signs within the Pukaki Airport Zone shall have the following maximum areas:

| Frontage of Premises | Maximum Total Area of Signs |
|----------------------|-----------------------------|
| Less than 7.5m | 3m ² |
| 7.5m to 15m | 6m ² |
| Greater than 15m | 9m ² |

9.d Directional signs may be erected by the airport controlling body within the airport boundaries denoting the location of activities and operators within the airport, subject to the following standards:

- Free standing signs shall comply with all area, height and location standards specified in 9.b above.
- Fingerboard signs may be erected at internal road intersections other than the State Highway denoting activities and/or operators where the signs direct visitors to activities that do not adjoin that road.

9.e Notwithstanding 9.b above, any sign which is directed at traffic on the State Highway shall also comply with the following standards:

i The minimum height above natural ground level shall be 1.5 metres
 ii Minimum visibility of sign shall be 250 metres
 iii Minimum lettering height shall be:

- 300mm for the main message
 - 200mm for the property name
 - 150mm for the secondary message
- iv Minimum distance from intersection of a State Highway with other public road or pedestrian crossing - 200m

v Minimum distance from curve with advisory speed and/or chevron signing - 200m
 vi All commercial signs shall be made up of colours consistent with the Mackenzie District Council Colour Palette for the appropriate locality.

vii Signs shall have clear, concise messages that are easily read and assist drivers to locate accesses and activities on land adjacent to State Highways.

viii Free-standing signs shall have a maximum of six words and/or symbols with a maximum of 40 characters.
 ix Free-standing signs shall be located as close as practicable to the entrance to the land to which the sign relates.

x Signs shall be no less than 15 metres from an official traffic sign or traffic signal.

9.f All signs shall comply with Rule 1 General Requirements for all Signs.

9.g No signs shall be permitted in the Lakeside Protection Areas identified on the Planning Maps.

9.h There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs) and 9.d (airport directional signs).

10 Signs in the Pukaki Village Zone

In addition to the signs permitted in Rule 2, signs in the Pukaki Village Zone, other than those listed in Rule 15 below, shall be Permitted Activities provided they comply with all of the following standards:

- 10.a One single externally facing sign at each road frontage advertising a lawful use of the site, located on the site on which it occurs and advertising only services, products or events available or occurring on the site, and complying with the following standards:
- i A maximum sign area not exceeding 1m²
 - ii Free standing signs shall have a maximum height above ground level of 3 metres iii Signs attached to buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.
 - iv All signs shall be located as close as practicable to the entrance to the premises to which they relate.
 - v All signs shall have the following minimum lettering heights:
 - 150 mm for the main message
 - 100mm for the property name
 - 75mm for the secondary message
 - vi The colours used on all signs shall be colours consistent with the Mackenzie District Council Colour Palette for the Twizel area.
- 10.b All signs shall comply with Rule 1 General Requirements for all Signs.
- 10.c No signs shall be permitted in the Lakeside Protection Areas identified on the Planning Maps.
- 10.d There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs).

11 Signs in the Special Travellers Accommodation Zone (STAZ) and Ruataniwha Rowing Zone (RRZ)

In addition to the signs permitted in Rule 2, signs in the Special Travellers Accommodation Zone and Ruataniwha Rowing Zone, other than those listed in Rule 15 below, shall be Permitted Activities provided they comply with all of the following standards:

- 11.a One single or double sided sign advertising an activity on a site, which is permitted by the Plan or by resource consent, which complies with the following standards:
- i A maximum sign area not exceeding 2m²
 - ii Free standing signs shall have a maximum height above ground level of 3 metres iii Signs attached to buildings shall not exceed the highest point of the roof or be placed outside the profile of the roof.
 - iv All signs shall be located as close as practicable to the entrance to the premises to which they relate.
 - v All signs shall have the following minimum lettering heights:

- 150 mm for the main message
 - 100mm for the property name
 - 75mm for the secondary message vi All signs shall be located as close as practicable to the entrance to the activity to which they relate.
 - vii All signs shall be constructed from honest materials.
 - viii Signs in Tekapo STAZ shall be in colours consistent with the Lake Tekapo Colour Palette (as indicated in the Lake Tekapo Design Guide in Appendix P)
- 11.b All signs shall comply with Rule 1 General Requirements for all Signs.
- 11.c There shall be no off site signs other than those provided for in Rule 3 (temporary signs) and Rule 2.e (off site signs).

12 Signs in the Pukaki Downs Tourist Zone

12.a Signs in the Pukaki Downs Tourist Zone which comply with the Rule 1 General Requirements for All Signs shall be a Restricted Discretionary Activity with the Council's discretion limited to the following matters:

- i. Number, size and area of signs
- ii. Location, height, setbacks, and positioning of the sign
- iii. Lettering, design and/or illumination of the sign
- iv. Effects (including cumulative effects) of the sign on visual and landscape values and on the State Highway

14 Aerial Distractions

Notwithstanding compliance with other District Plan rules, the following activities shall not be permitted activities where they establish, partly establish or are visible within the highway protection corridor associated with a state highway illustrated in Diagram 1 attached to these rules.

- Laser light displays
- searchlights
- helipads and associated aircraft movements
- advertising blimps
- bungy jumping
- hang gliding and similar types of leisure activities.

15 Discretionary Activities - Signs And Aerial Distractions

15.b In all zones, the following signs are Discretionary Activities for which a resource consent must be obtained from the Council:

- i Any sign listed as Permitted Activity which exceeds any of the stated area, height, lettering, number, locational, timing or illumination standards.
- ii The following signs with the potential to adversely affect traffic safety:
 - a. Signs affixed to vehicles or trailers, and parked in a public place, road, public property or private property so as to be visible from a public place. This does not apply to advertising painted, or attached directly onto vehicles or trailers and incidental to the primary use of that vehicle or trailer unless the advertising gives directions to premises or specifies the cost of goods or services.
 - b. Flashing signs with lights or illumination which flashes, moves, rotates, varies in intensity, colour or size, and all other advertising devices of this nature.
 - c. Moving signs which visibly move, revolve, rotate to, create an optical illusion of movement, or change colour, whether by electrical or other means, and all other advertising devices of this nature.
- iii All signs on footpaths other than those listed as Permitted Activities in Rule 5e and 5f above.
- iv All forms of off-site signage, billboards, and hoardings, except temporary signs provided for in Rule 3 and off-site signs provided for in Rule 2e.
- v Community information signboards in all zones other than Business Zones.

15.c In all zones the following activities which establish, partially establish or are visible within the highway protection corridor of a state highway as illustrated in Diagram 1 attached to these rules shall be a Discretionary Activity:

- laser lights
- searchlights
- helipads and associated air movements
- advertising blimps
- bungy jumping, and
- hand gliding and similar types of leisure activities.

16 Non-complying Activities – Signs

- 16.a Signs in the Pukaki Downs Tourist Zone which do not comply with Rule 12.a.

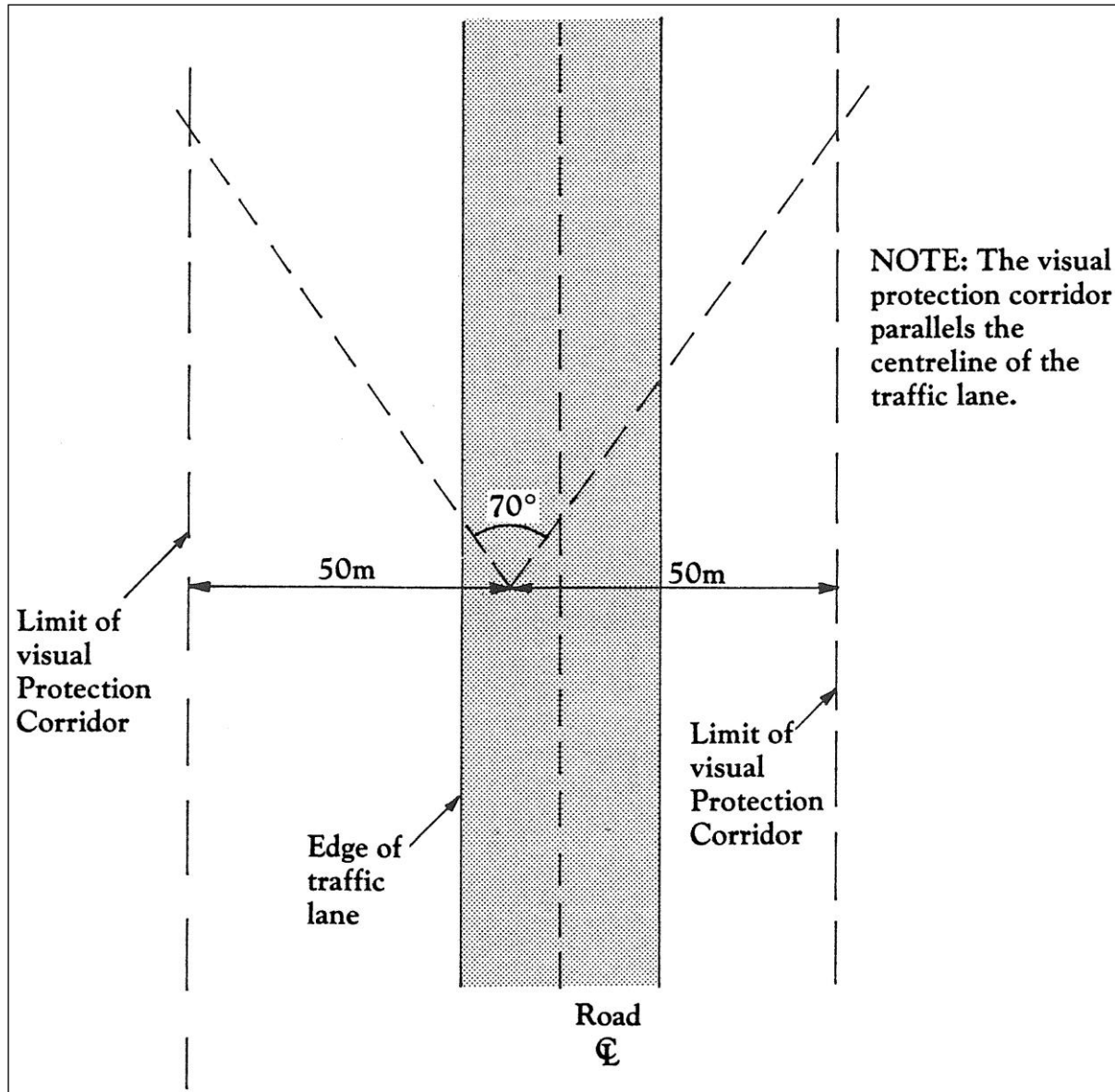


Diagram 1 – Visual Protection Corridor

Diagram not to scale

ASSESSMENT MATTERS - RESOURCE CONSENTS

17 Signs

17.a When considering an application for signs which are a discretionary activity the Council shall give consideration to the potential adverse effects on traffic safety, the visual amenities of the locality, and if applicable the need for such signage in addition to the permitted signage of the zone.

17.b The particular matters to be considered with respect to general traffic safety, are:

- i the extent to which the signs may cause an obstruction to driving sight distances, traffic signs or signals, or unnecessarily intrude into a driver's field of view.
 - ii the potential adverse effects of the proposed sign on driver's concentration under all possible weather conditions.
 - iii the potential adverse impact of the sign on drivers who may have epilepsy or other similar medical conditions.
- iv the extent that any sign resembles a traffic control sign or signal, or may make a traffic control sign or signal difficult to discern, with respect to both colour and shape, when considered from all possible driving angles. This includes signs which:
- resemble in shape and/or coloration an official traffic control sign or signal, and may accordingly confuse motorists when in the vicinity of an intersection or other potential traffic hazard;
 - provide a confusing or dominating background, which could reduce the clarity or effectiveness of a traffic sign or signal;
 - invite drivers to turn, but are sited in such proximity to the vehicle entrance that there is no time to signal, slow down and turn safely;
 - contain reflectors, and therefore have the potential to be confused with traffic control signs or signals at night.

17.c The other general matters which may be considered are:

- v the visual impact of the sign and its potential effects on the amenities of the locality.
- vi the potential of the sign to adversely affect public health and safety, or to reduce public convenience.
- vii the likely cumulative planning effect of allowing the sign to be erected.
- viii the need to impose conditions relating to the location, design and appearance of the sign and the period for which it may be erected, or operated.

19 Aerial Distractions

- 19.a Whether there would be a reduction in road safety standards on the adjacent state highway.
- 19.b Whether the activities would cause surprise to motorists.
- 19.c Whether the activity is typical of activities normally expected to be located within this corridor.