

FI Advertising and Signage

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FI Advertising and Signage

I. Introduction

Advertising and signage can help identify and promote businesses and buildings. Well-designed signs can be visually attractive and contribute to the streetscape character of an area. However, large numbers of inappropriate signs can create visual and physical clutter, degrade the character of streetscapes and reduce the efficiency of other appropriate signage.

This Part applies to all land within the City of Kogarah where advertising is permitted with the consent of Council.

The requirements of this Part intend to protect the significant characteristics of buildings, streetscapes and vistas. They also encourage well-designed and well-positioned signs which contribute to the liveliness of Kogarah and respect the amenity and safety of residents, pedestrians, motorists and other road users.

I.1 Objectives

- (a) To ensure that all advertising achieves a high level of quality in terms of its design and relationship to the architectural detail of buildings and the character of streetscapes.
- (b) To ensure that the location and design of signage does not reduce the safety of any road, pedestrian path or navigable waterway.
- (c) To consider the amenity of residential areas and the visual quality of the public domain in the assessment of signage and advertising structures.
- (d) To encourage well designed and suitably located signs that contribute to the commercial vitality of businesses in the City of Kogarah, thus encouraging active uses at the street level of buildings and sites.
- (e) To ensure that changes to existing signs are consistent with the requirements that apply to new signs.
- (f) To ensure there is a consistent approach to the design and positioning of signage.
- (g) To simplify as far as possible the need to obtain various approvals that may be required by Council.
- (h) To explain Council's requirements and considerations in relation to the various types of advertising available.

This DCP supplements the provisions of State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64). SEPP 64 identifies certain types of advertising that require additional details to be submitted with a development application. In particular, the following types of advertising and signage proposals in Kogarah should be considered under the requirements of SEPP 64:

- Advertisements with a display area greater than 20m² or higher than 8m above the ground;
- Advertisements with a display area greater than 20m² or higher than 8m above the ground, and within 250m of, and visible from, a Classified Road under the Roads Act 1993;
- Advertisements with an advertising display area greater than 45m²;
- Wall advertisements;
- Freestanding advertisements;
- Advertisements on bridges;
- Special promotional advertisements;
- Building wrap advertisements; and
- Advertisements within navigable waters.

Where there is an inconsistency between this DCP and SEPP 64, SEPP 64 will prevail.

1.2 Does your sign require Council approval?

Advertising signs can involve one or more of the following approvals (depending on the type of sign and the location):

- A development application (under the Environmental Planning and Assessment Act 1979).
- Whether development consent is required depends on the provisions of Part 3.1 Exempt and Complying Development of the Kogarah LEP 2012.
- You will need to lodge a development application with Council if your advertising sign does not meet the requirements of 'Exempt Development'.
- A construction certificate if it involves the erection of a structure (under the Environmental Planning and Assessment Act 1979);
- Approval to erect a structure or carry out a work over a public road (under the Roads Act, 1993). Roads approval is necessary for any advertisement which is within public road space.

Part 1.3 of this section details particular requirements and considerations for signs that require Council approval.

1.3 Council requirements when approval is necessary

- (1) A completed development application form.
- (2) Three (3) copies of detailed plans of the proposed advertising sign and/or structure showing:
 - a. Dimensions;
 - b. Number of signs proposed;
 - c. Location of the proposed signage on the building or land;
 - d. Proposed structure type, materials and colours;
 - e. Content of the sign;
 - f. Details of any illumination (if proposed); and
 - g. Relationship to existing signs.
- (3) Plans must be drawn at a scale of 1:100 or 1:200, appropriately dimensioned, showing the proposed location and size of advertising.
- (4) A Statement of Environmental Effects demonstrating that the design of the sign and its location has been carefully considered in relation to the qualities of the building, the environment of the site and its surroundings.
- (5) Further information or particulars that Council may require depending on the type of advertisement proposed (such as photos, sketches, artist impressions etc).
- (6) Any requirements under State Environmental Planning Policy No. 64 (SEPP 64).
- (7) Payment of appropriate fees.

1.4 Advertising signs that are prohibited

- (1) The following types of advertising signs are prohibited in the Kogarah local government area:
 - (i) Advertising signs over 45m²;
 - (ii) Advertising signs within navigable waters (except a sign on a vessel that is ancillary to the dominant purpose of the vessel).
 - (iii) Advertising signs on land zoned Residential (but not including a mixed use zone or similar zone), Open Space or Waterways, or in a heritage area, natural or other conservation area or scenic protection area are prohibited, except for advertising signs identified as 'Exempt Development' by the Kogarah Local Environmental Plan 2012.

- (2) The following forms of advertising are not considered appropriate in Kogarah City:
- (i) Signs with an area greater than 20m² or higher than 8m above the ground, including billboards;
 - (ii) Signs higher than 8m above the ground; or with a display area greater than 20m²; and the advertising sign is within 250m of, and any part of the sign is visible from, a classified road;
 - (iii) Advertising signs that project from a wall or are suspended from an awning at a height lower than 2.6m at any point above a footpath (except in the case of an under awning bracket sign or a drop awning sign);
 - (iv) Advertising signs or structures that do not comply with all the applicable requirements of the BCA and relevant Australian Standards (AS);
 - (v) Advertising which does not relate to the business or to a product that is available from the premises;
 - (vi) Any advertising on the roof of a building or which projects above the wall of the building. Such advertising destroys the appearance and character of a building and the surrounding area.
 - (vii) Advertising should be incorporated into the design of a building;
 - (viii) Advertising which flashes or moves; and
 - (ix) Any advertising that may detract from the effect of traffic lights and other road signals.
- (3) Corporate colours, logos and other graphics are acceptable elements of signs only where they achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape. In many cases, the corporate colours, logo and other graphics will need to be modified to achieve this compatibility.

2. Sign Definitions and Requirements

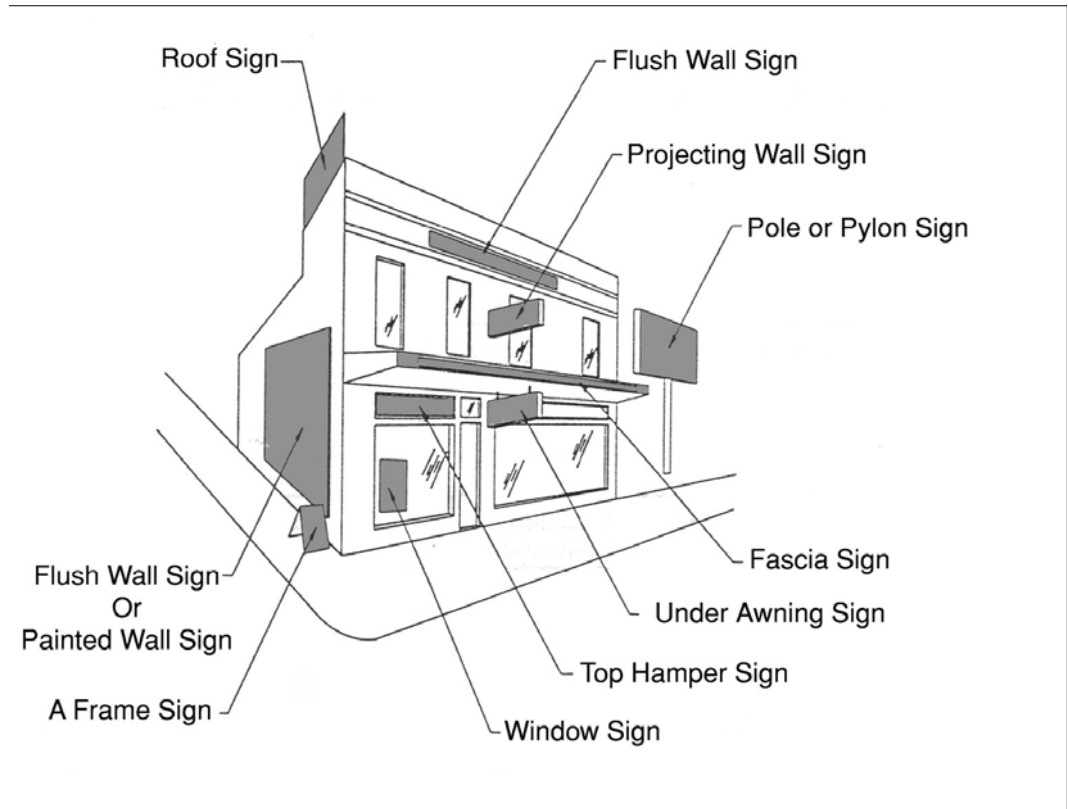


Figure 1 – Sign Types

(This diagram is for the purpose of defining sign types only. Permissibility of the sign types is specified in the provisions of this Part.)

2.1 Sign Definitions

Awning fascia sign A sign attached to the fascia or return of an awning.

Billboard sign A freestanding sign used for the display of general advertising material not necessarily related to the place or premises on which it is located.

Building identification sign A sign that identifies or names a building, and may include the name of a business or building, the street number of a building, the nature of the business and a logo or other symbol that identifies the business, but that does not include general advertising of projects, goods or services.

Building wrap sign An advertisement used in association with the covering or wrapping of a building or land, or a building that is under construction, renovation, restoration or demolition, but does not include a wall sign.

Business identification sign A sign that indicates the name of the person and the business carried out by the person at the premises or place at which

the sign is displayed, and that may include the address of the premises or place and a logo or other symbol that identifies the business.

Business directory board A freestanding advertising structure that is located within the property boundary of a multiple occupancy premises, and which identifies the names and activities of the occupants of the premises.

Community notice sign A notice or display of public information erected by, or on behalf of a public authority, giving information or directions about services or events provided by that authority.

Construction sign During construction, the various firms who are involved in the construction may advertise at the site.

Drop awning sign A sign displayed on a roll down blind, retractable sun/weather protection awning, or the like, that is attached to the under side or outer edge of the awning and is parallel to the kerb.

Flag pole sign A sign in the form of a flag attached to a pole projecting vertically or at an angle from a building or site, but does not include a sign specifically defined elsewhere in this Part.

Flashing sign Illuminated (as to any part of the advertisement area) at frequent intervals by an internal or external (floor light) source of artificial light. Includes a sign where the whole or part of the image appears to move by way of lights.

Freestanding signboard A moveable freestanding sign displayed at ground level, such as an A-frame sign or sandwich board.

Illuminated sign A sign illuminated by an internal or external source of artificial light (whether or not included in any other sign definition).

Inflatable promotional sign Air or gas filled structure used for promotional purposes, including blimps and balloons.

Moving sign / video sign / electronic message board Any sign capable of having any part of its structure or message move or change by any source of power, excluding traffic information signs.

Newsagent placards Temporary signs displaying headlines, publications etc for sale within the premises.

Painted wall sign A sign painted onto the wall of a building

Pole or pylon sign Sign erected on a pole or pylon independent of any building or structure.

Projecting wall sign An advertisement attached to the wall of a building and projecting horizontally from the facade.

Public information sign Sign erected for the specific purpose of: - directing the public to buildings or places of tourist interest or recreational facilities;

- providing public information such as regulatory information, funding notification, and public notices; or
- providing the name and location of streets, parks, car parks, traffic hazards and signals, and the like.

Real estate sign A temporary sign that contains only a notice that the place or premises to which it is fixed is for sale or letting (together with particulars of the sale or letting).

Roof or sky advertisement An advertisement that is displayed on, or erected on or above, the parapet or eaves of a building.

Special promotional advertisement An advertisement for an activity or event of a civic or community nature, but does not include a wall advertisement.

Suspended under awning sign A sign which is attached to and hangs below an awning, and is erected at right angles to the building wall.

Top hamper sign A sign painted on or attached to the transom of a doorway or display window at ground floor level of a building.

Under awning bracket sign A sign suspended from a wall-mounted bracket or pole under awning level.

Wall advertisement An advertisement that is painted on or fixed flat to the wall of a building, but does not include a special promotional advertisement or building wrap advertisement.

Window sign A sign located on, or displayed in the window or glass entry doors of a building.

2.2 General Requirements

The following table outlines the requirements that apply to different types of advertising signs. Many types of advertising signs are defined as 'Exempt Development' within Council's Exempt and Complying Development provisions. Signs that satisfy all the relevant exempt development requirements do not need Council Approval.

Except where a sign type is prohibited, Council approval is required for all the following sign types and a merit-based assessment will be conducted in accordance with the requirements of the table and the controls of Section 3.

SIGN TYPE	GENERAL REQUIREMENTS
Billboard sign	<p>Only permissible in Business and Industrial Zones. <i>Note: SEPP 64 should be consulted for additional requirements for the following types of advertising:</i></p> <ul style="list-style-type: none"> • Sign extends higher than 8m above the ground; • The display area of the sign is greater than 20m²; • The sign is within 250m of, and any part of the sign is visible from, a classified road, and either of the above applies.
Building wrap sign	<p>Must comply with the following requirements of SEPP 64:</p> <ul style="list-style-type: none"> • The display of the advertisement limited to a maximum of 12 months; and • Any product image or corporate branding must not occupy more than 5% of the advertising display area and the general content of the material must accord with Council's Public Art Policy.
Flashing sign	<p>Generally not acceptable on grounds of annoyance to occupants and passers-by (which could be some distance from the sign location).</p>
Illuminated sign	<p>Must include suitable screening to avoid nuisance and light spillage to adjoining properties and potential danger to drivers or pedestrians.</p>
Moving sign / video sign / electronic message board	<p>Well-designed "moving image" signs may be acceptable in special circumstances where there is no nuisance to traffic or pedestrians and where it can be considered as a "landmark" sign.</p>
Painted wall sign	<p>(a) Size and shape must relate to the architectural features of the building;</p> <p>(b) Not permitted on unpainted masonry on heritage items or buildings in conservation areas.</p>

SIGN TYPE	GENERAL REQUIREMENTS
Pole or pylon sign	<p>Must comply with all of the following controls, otherwise prohibited:</p> <ul style="list-style-type: none"> (a) Must not project over footpath or roadway; (b) Maximum area of 8m²; (c) Maximum height 7.5m to the top of sign, above natural ground level; (d) Where more than one pole or pylon sign is provided, they must have the same setback and be of uniform design and spacing; and (e) Message must relate to use of the premises. (f) The requirements of SEPP 64 should also be consulted.
Projecting wall sign	<p>Must comply with all of the following controls, otherwise prohibited:</p> <ul style="list-style-type: none"> (a) One per premises; (b) Maximum height of 3.1m above ground level, or below the first floor windowsill level where there is no awning; (c) Maximum area of 2m²; and (d) Erected at right angles to the building.
Roof or sky sign	<p>Must comply with the following requirements of SEPP 64:</p> <ul style="list-style-type: none"> (a) that the advertisement replaces one or more existing roof or sky advertisements and that the advertisement improves the visual amenity of the locality in which it is displayed, or (b) that the advertisement improves the finish and appearance of the building and the streetscape, and the advertisement: (c) is no higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and is no wider than any such part, and (d) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct and the display of the advertisement is consistent with the development control plan.
Special promotional advertisements	<p>Must comply with the following requirements of SEPP 64:</p> <ul style="list-style-type: none"> (a) The display of the advertisement is limited in time to a total of 3 months in any 12 month period; and (b) Any product image or corporate branding must not occupy more than 5% of the advertising display area and the general content of the material must accord with Council's Public Art Policy.

SIGN TYPE	GENERAL REQUIREMENTS
Wall sign	<p>Must comply with all of the following controls, otherwise prohibited:</p> <ul style="list-style-type: none"> (a) Only one sign per building elevation; (b) Must not have an area greater than: <ul style="list-style-type: none"> a. 10% of the elevation, if the elevation is $> 200\text{m}^2$ b. 20m^2 if the elevation is greater than 100m^2 but $< 200\text{m}^2$ c. 20% of the elevation for elevations of $< 100\text{m}^2$. (c) Must not project above or beyond the wall to which it is attached; (d) Must not extend over a window or other opening, or architectural feature; (e) Must not be located on a building wall if there is an existing building or business identification sign on the building elevation; (f) Size, shape and location determined by facade grid analysis (refer to Section 3.11); and (g) Painted wall signs to be painted at least once every three years, or at the Council's discretion.

3. Assessment Criteria

3.1 All Advertising Signs

Consideration must be given to the design, siting and context of any proposed advertising signs. Advertising should be clear, uncluttered and not detract from the architectural qualities of buildings or impact on the general visual amenity of streetscapes. Council supports the rationalisation and/or reduction of the number of signs per premises. Therefore, an application to Council should include the removal of unnecessary signs. Any Council approval for new or additional signs may require removal of unnecessary or inappropriate signs as a condition of consent.

Objectives

- (a) To ensure the design and location of signs complements the character of an area and the site or building on which it is located, and does not impact adversely on the amenity or safety of the community.
- (b) To reduce the visual complexity of streetscapes by providing fewer, more effective signs.

Controls

- (1) Advertising must relate to the use of the premises and products sold on the premises.
- (2) Signage must be sympathetic to, and integrated with, the architecture and structure of the supporting building and not be the dominant visual element on a building.
- (3) The proposed advertising sign must be compatible with the streetscape, setting or landscape, and not dominating in terms of its scale, proportion and form.
- (4) Lettering, materials and colours must complement the existing building or place.
- (5) Signage must not project above any parapet or eave.
- (6) Signage must not be located where it will adversely impact views or vistas or cause significant overshadowing.
- (7) The main facades of buildings between the first floor and parapet must be uncluttered and generally free of signage.
- (8) The façade of the host building is to be subdivided into a series of vertical or horizontal panels on which the signage can be placed (Figures 3 and 4).

- (9) The cumulative impacts of multiple advertising signs and the number of existing signs on the premises will be considered. Council may require existing inappropriate signage to be removed as a condition of development consent.
- (10) All advertising and signage must be displayed in English but may also include a translation in another language. Any translated message must be accurate and complete, and using wording and/or numbering that is not larger than the English message.
- (11) Signs must be attractive and professionally sign written.
- (12) Changes in the content or message of an advertising sign are allowed without the approval of Council provided that:
- (i) the structure to which the advertising sign is attached has been approved by Council;
 - (ii) the size and dimensions of the sign remain as approved, or are reduced;
 - (iii) there is no change to the intensity of, or hours of illumination;
 - (iv) moving or flashing messages or symbols are not proposed; and
 - (v) the message is not likely to cause distraction to motorists; or
 - (vi) the proposed sign meets exempt development requirements.
 - (vii) The name or logo of the person who owns or leases an advertisement or advertising structure must not be greater than 0.25m², and may appear only within the advertising display area.
- (13) Where a business or organisation offers a product or service, the name of the business or organisation should have greater dominance over the product or service advertisement.
- (14) The wording and content of the advertising sign must not:
- (i) offend nearby sensitive land uses (e.g. places of worship, schools, child care centres);
 - (ii) contain undesirable discriminatory advertising messages as specified in the Anti-Discrimination Act 1977;
 - (iii) encourage unlawful purchase or excessive consumption of alcohol; or promote anti-social behaviour.
- (15) Council discourages signs that are prone to deterioration and may request removal of redundant, unsafe, unsightly or objectionable signage.
- (16) Council discourages signage on common boundaries where maintenance difficulties could occur and may require provision for maintenance of signage.

3.2 General Commercial Advertising

'General commercial advertising' means advertising with content of a general nature, which does not specifically relate to the use of a building or to activities or services offered therein.

General commercial advertising signs are discouraged in the City of Kogarah. Signs promoting commercial activities unrelated to, or only loosely related to the buildings and uses they are displayed on, detract from signs that identify those buildings and uses, potentially affecting their effectiveness and increasing visual clutter in the streetscape.

Temporary advertising of civic/community or commercial events of interest to the community (major sales, commercial launches) may be appropriate. Some other types of commercial advertising signs are required for short periods, such as real estate signs, which though not directly related to building uses and tenants are important to the functioning of Kogarah's property market.

The provisions for Exempt and Complying Development should be considered for these types of advertising as the majority of temporary signs may be undertaken as "Exempt Development".

Objectives

- (a) To restrict and discourage commercial advertising signs.
- (b) To minimise and prevent visual clutter as a result of advertising and ensure the effectiveness and clarity of appropriate signage.

Controls

The exceptional circumstances where such signs are permissible shall be assessed against the following criteria:

- (1) Whether the sign directly supports the commercial viability of a significant building tenant or use in or near the building supporting the sign.
- (2) Whether the sign is advertising a civic/community event involving the Kogarah area.
- (3) The number of existing signs on the site and in its vicinity, the consistency of those signs with the provisions of this section and whether the cumulative impact contributes to visual clutter.
- (4) Development consent is required for any colour scheme, lighting scheme or external change to the appearance of a building that constitutes advertising (such as painting of a building to the corporate

colour or brand, traditional painted signs such as red and white stripes to indicate a barbers pole and the like). In assessing such an application, the consent authority will consider whether the sign meets the above objectives and design criteria.

3.3 Temporary Signs and Structures

A temporary sign that is consistent with the provisions of the applicable exempt development planning controls does not require development consent (note that there are also prerequisites and exclusions applying to exempt development).

Temporary signs and sign structures are subject to the same design and location provisions as permanent signs. However, special consideration may be given to the signs associated with special events of a community, religious or cultural nature.

3.4 Traffic and Pedestrian Safety

- (1) Proposed advertising, whether illuminated or not, must not adversely impact the safety of pedestrians, cyclists or motorists on any public road.
- (2) Advertising signs must be securely fastened to the structure or building to which they are attached, and must comply with all relevant Australian Standards and Building Code of Australia requirements.
- (3) Freestanding signboards must be located and designed so that they do not pose any safety risk to pedestrians or motorists.
- (4) Advertising signs must not be liable to interpretation as an official traffic sign, be confused with instructions given by traffic signals or other devices, or obscure the view of traffic signals, signs or road hazards.
- (5) Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.

3.5 Illumination and Electrical Wiring

- (1) Excessive or special illumination schemes expressly designed for the purpose of promoting the business, activity or produce, both on and within sites and buildings, including windows and doorways, are prohibited.
- (2) Illuminated signs are not to detract from the architecture of the supporting building during daylight.

- (3) Electrical wiring to illuminated signs or spotlights is to be concealed.
- (4) The ability to adjust the light intensity of illuminated signs is to be installed where Council considers necessary.
- (5) Council may impose a curfew on sign illumination, or restrict illumination to hours of operation for late night trading premises, to preserve local amenity and ensure that the illuminated sign will not unreasonably impact adjoining residential areas.
- (6) Up lighting of signs is prohibited. Any external lighting of signs is to be downward pointing, focused directly on the sign and is to prevent or minimise the escape of light beyond the sign.

3.6 Signs on Parked Vehicles

Advertising signs on parked vehicles (cars, trucks, motorcycles, trailers etc.) are prohibited where the vehicle is unregistered or the principal purpose of the vehicle is for advertising purposes.

3.7 Large Developments

Advertising signs for large commercial type developments and those that contain multiple tenancies should be the subject of a co-ordinated approach to the design and siting of signs.

3.8 New Developments

For new buildings, the location, type and total number of advertising signs should be considered at the development application stage so that they can be integrated into the design of buildings. This information is to be included as part of any development application for a new building.

3.9 Multiple Advertisements and Advertising Structures

The number of advertisements displayed on any property will be restricted if in Council's opinion the number or size of advertisements is detrimental to any streetscape or the visual amenity of any public space.

Consideration will be given to the following factors:

- The number of existing signs on the subject premises;
- The proportion of solid (wall surface area) to void (window and door openings) space available for signage;
- The length of the street frontage to the premises;

- The extent of façade detail and projecting features of the building which should remain unobscured by signage.

3.10 Specific Criteria for the Light Industrial Zone

- (1) The total advertising area on each site is not to exceed 0.5m² per linear metre of road frontage for premises with a single road frontage and 0.25m² per linear metre for premises with two street frontages.
- (2) Multiple occupancy buildings or sites may be identified at the entrance by freestanding directory boards within the front setback, identifying the names and activities of occupants.
- (3) Signs displayed on units in multiple occupancies should be of a uniform shape, size and general presentation. No more than one identification sign and number is permitted for each approved unit or occupancy.
- (4) No sign is permitted to stand higher than the roof line of the building to which it is affixed.
- (5) The content of any advertising sign must relate to the premises on which the sign is erected or the activities carried out within the premises, except in the case of a Billboard Sign where it can be demonstrated that general advertising will have no detrimental impact on nearby residential areas or pedestrians, or cause a distraction to motorists.

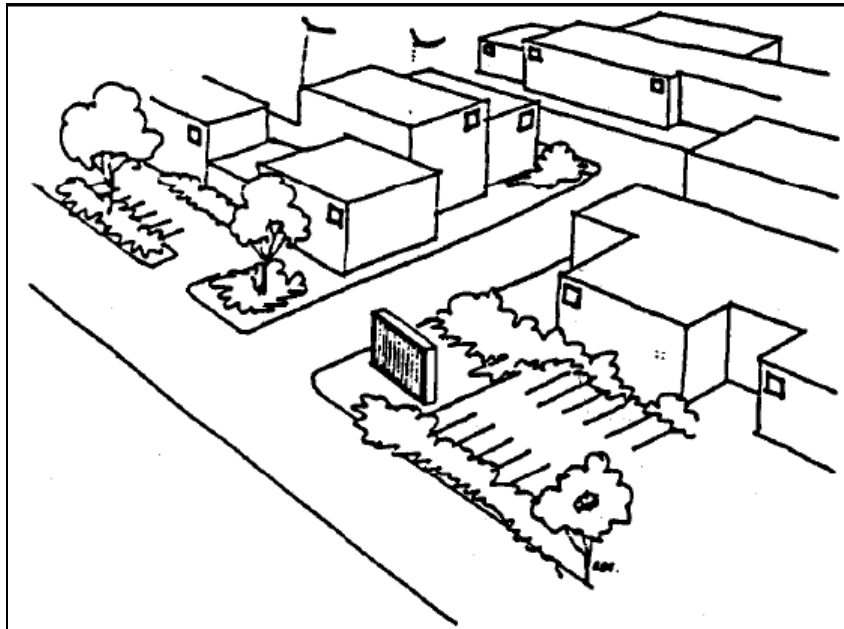


Figure 2 – Advertising in multiple occupancy buildings and sites

3.1.1 Techniques for Identifying Sign Opportunities

The following techniques should be used to identify appropriate locations to erect signage. Although the techniques relate specifically to traditional building facades (which are commonly found in 'strip' shopping centres), the broad principles apply to all buildings.

Façade-Grid Analysis Technique:

- To identify sign opportunities the façade must be divided using the main design lines to form a series of panels. Many traditional building designs can be easily broken into a grid based on the alignments of the parapet, cornice, verandas, window and door. An example of this procedure is shown in Figure 3.
- To identify possible sign panels the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels. Figure 4 shows examples of such panels.

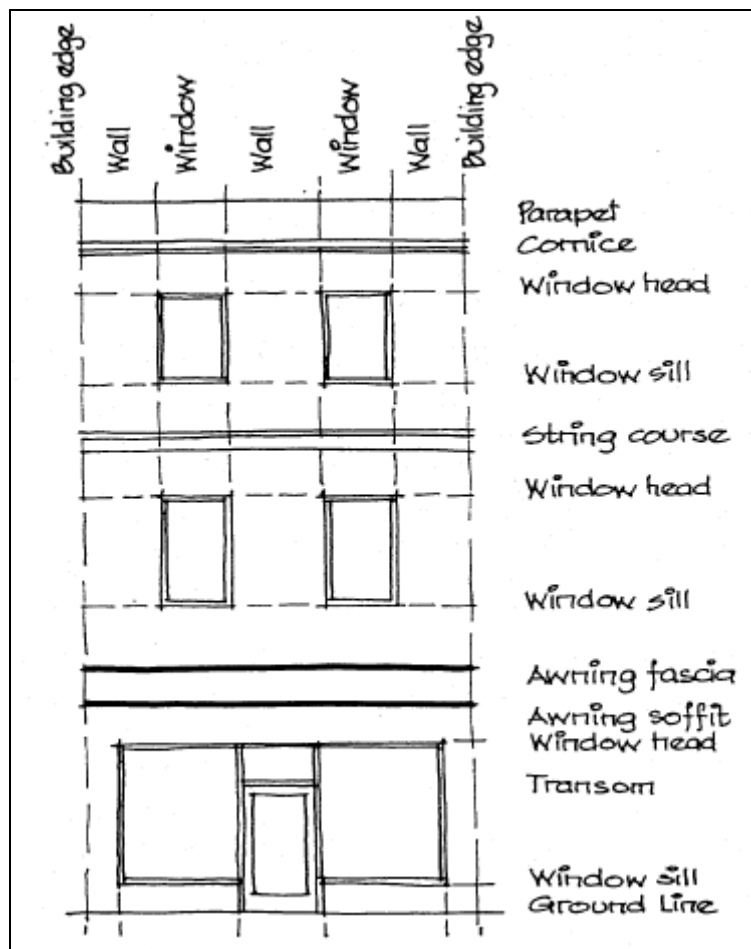


Figure 3 – Establishing the Façade Grid

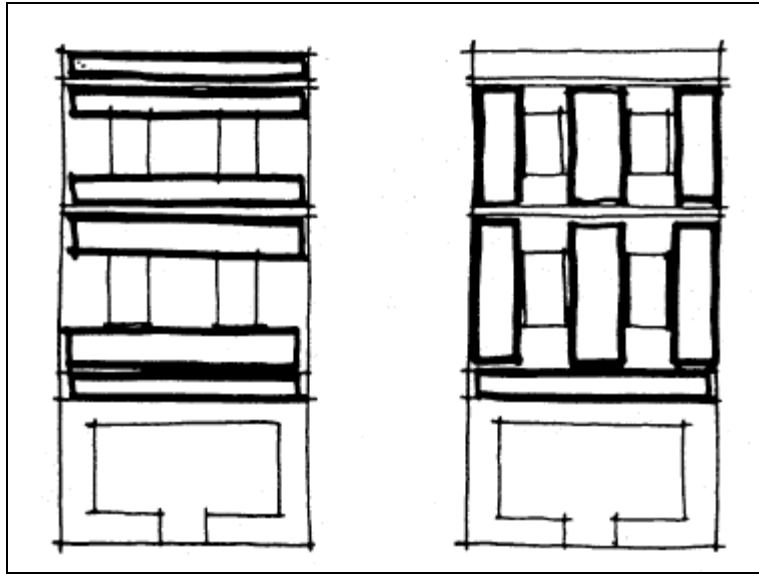


Figure 4 – Horizontal or Vertical Panels
(Not every panel identified should be used to display a sign)

The scale of advertising signs should be compatible with the building they are on, as well as with nearby buildings, street widths and existing signs. In most cases, appropriate dimensions are achieved by restricting signs to grid locations or panels. This ensures that the original architectural character of buildings (set by the lines of awnings, windows and door openings, parapet lines and setbacks) remain dominant.

Not all panels identified should be utilised for advertising purposes, as this will lead to a proliferation of signs and conflict with the objectives of this DCP.

In deciding which panels are the most appropriate for advertising, the following matters should be considered:

- existing advertising;
- the amenity of the streetscape; and
- the guidelines, objectives and controls contained in this DCP.

Applying the technique to a series of buildings shows the possible panels for the streetscape and provides the basis for developing patterns and themes. Figure 6 shows how the technique produces a uniform and clean series of sign possibilities instead of a haphazard array.

Figure 5 also shows that sign panels do not have to be rectilinear in design or contained in a perimeter margin unless these impose an architectural formality or introduce continuity with the surrounding area, which is presently lacking on a building.



Figure 5 – Developing patterns and themes

Figure 6 shows how a variation of the technique can be used to help correct discontinuities in streetscape. The lines of adjacent buildings may be projected across the façade of the building, thereby defining horizontal panels in which signs may be located. This will achieve visual continuity with neighbouring buildings.



Figure 5 – Encouraging continuity in streetscape

Schedule I SEPP 64 Assessment Criteria

These assessment criteria are those of State Environmental Planning Policy No 64 – Advertising and Signage (SEPP 64).

1 Character of the area

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

2 Special areas

- 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, waterways, rural landscapes or residential areas?

3 Views and vistas

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

4 Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

5 Site and building

- 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?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

6 Associated devices and logos with advertisements and advertising structures

- 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?

7 Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8 Safety

- Would the proposal reduce the safety of any public road?
- Would the proposal reduce the safety of pedestrians or cyclists?
- Would the proposal reduce the safety of pedestrians, particularly children, by obscuring sightlines from public areas?