

1. INTRODUCTION

The Policy provides a framework for regulating the design and placement of signage in the City of Armadale. The City supports the need for signage to promote a business or activity, but it also supports the need for signage that does not adversely impact the amenity and streetscapes of the City and remains compatible with the design, character and use of buildings and places.

2. APPLICATION OF POLICY

The policy applies to all signage proposed in the City. Signage is a form of development that requires planning approval, other than signage that is exempt from planning approval under Schedule 5 of Town Planning Scheme No. 4.

The policy provides guidance to applicants making signage applications and the City's officers when assessing such applications under the City's Town Planning Scheme.

For the purpose of this policy, signage and advertisements have the same meaning, which as defined in Town Planning Scheme No. 4 is:

Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.

3. OBJECTIVES OF POLICY

- a) To ensure signage relates to the approved use taking place at the building or land on which it is located;
- b) To ensure signage does not adversely impact on the amenity and streetscapes of the City and is integrated with the surroundings;
- c) To ensure signage does not detract from the level of public safety;
- d) To ensure the colour, materials and general design of signage is compatible with the style, heritage values and character of a building and/or place (envisaged by the City or existing);
- e) To ensure that the scale of a sign is appropriate to the size of buildings and lot frontages;
- f) To limit the number of signs at any one property and avoid the general clutter of signage along street frontages and/or on buildings;
- g) To ensure that where multiple signs are erected on a single building or at a single place, the style and form of such signage remains consistent; and
- h) To provide preferred development standards for signs in terms of illumination, area, dimensions, text, graphics and images etc.

4. POLICY STATEMENT

4.1 Assessment Criteria

This policy adopts a performance based approach to the assessment of signage applications. In all instances the performance criteria below will accordingly be considered by the City when determining the acceptability of sign/s, in addition to the policy objectives.

To help demonstrate that an application meets the Signage Performance Criteria, applications should always aim to meet the Development Standards shown in Table 1 and Part 4.2 of this policy, as the City can look more favourably on applications that meet these standards when considering if an application meets the Signage Performance Criteria.

The onus is on the applicant to demonstrate in writing that their application meets all the Signage Performance Criteria to the City's satisfaction. The Signage Self Assessment Sheet appended to this policy accordingly needs to be completed by applicants as part of their signage application. The City will refuse or require amendments to applications that do not meet the Signage Performance Criteria to its satisfaction. Applications may also be referred to Council for determination.

Signage Performance Criteria

Signage that enhances the streetscapes and amenity of the City, taking account of the need to:

- avoid clutter or the need for multiple inconsistent and adhoc signs on buildings and along street frontages;
- provide signage that is in keeping with the form, scale and character of a building and the locality;
- incorporate signage into the overall design of a building;
- provide signage which is related to the approved use/s taking place at the land or building on which it is located;
- provide signage which does not cause a nuisance (e.g. light spillage or obstruction of views of significance); and
- provide signage that does not create public safety concerns, cause driver distraction or confusion or obstruct sightlines or accesses for vehicles or pedestrians.

4.2 Sign Development Standards (Additional to the discretionary development standards in Table 1)

- (a) Except for hoardings or illuminated directional street signs, signs shall only display the following:
 - i) The name of the occupier/s of the business;
 - ii) Details of the business carried at the premises;
 - iii) Details of the goods sold in the premises to which it is affixed; and
 - iv) Any other information specifically approved by the City.

- (b) No sign shall:
 - i) be constructed of glass, unless it is part of an illuminating globe or tube;
 - ii) be constructed of readily combustible material (including paper, cardboard or cloth), except as part of a banner, flag or poster securely fixed to a signboard or other structure;
 - iii) be likely to be confused with, or mistaken for, an official traffic light or sign, or so as to contravene the *Road Traffic Act 1974*, or the *Road Traffic Regulations*;
 - iv) affect the stability of any building;
 - v) be placed as a portable sign in a street or public place;
 - vi) not relate to the land use or occupancy of that land (i.e. advertising that promotes business or activities elsewhere or products or services names will not generally be permitted), unless otherwise specifically approved by the City (e.g. illuminated directional street signs);
 - vii) be located in a position where it will unreasonably or unsafely obstruct or obscure a view of significance or driver or pedestrian sight lines;
 - viii) be fully or partially projected, flashing or animated, moving or rotating;
 - ix) emit light of such intensity that it could, in the opinion of the City, create a traffic hazard or nuisance to the public;
 - x) contain discriminatory or offensive material as determined by the City; or
 - xi) be detrimental to the general amenity or safety of an area.

- (c) Individual buildings shall have no more than one approved sign unless otherwise approved by the City with consideration to the Signage Performance Criteria and where applicable Part 4.3 of the policy. Most commercial/business sites would usually be allowed more than one sign as part of a signage regime approved by the City.

4.3 Signage Regimes for Significant Development Proposals and Residential Estates

- (a) The City will require a comprehensive signage format / signs regime (see appendix 3) to be produced by the applicant for significant development proposals such as shopping centres, showrooms or office complexes. A signs regime should also be prepared for new residential estate developments, where estate signage is proposed.

- (b) The signs regime for a significant development proposal should demonstrate a consistent theme for proposed signage that will be located on the site that is consistent with the Signage Performance Criteria. The provision of pre-allocated positions or frames for the placement of signs on buildings is recommended. Where framing is not considered necessary, additional cut-out/3-D lettering directly attached to the building could be considered.

- (c) The signs regime for a new estate development should make provision for:
 - i) a consistent theme for the estate;
 - ii) signs to be generally confined to the estate to which they relate;
 - iii) off site signs (with approval of relevant landowners) to be within 1 km of the estate and to be predominantly for directional purposes;
 - iv) full explanation of the design and location of any entry statements within a new estate and their on going maintenance;

- v) a strategy for sign removal when a reasonable portion of lots are sold;
- vi) the avoidance of a proliferation of estate signs; and
- vii) include the suburb name, where appropriate.

4.4 Signage Maintenance

All signs shall be kept clean and free from unsightly matter and shall be maintained by the applicant and/or landowner in good order and repair to the satisfaction of the City, whether requiring approval or otherwise.

4.5 Signage which is not permitted

Table 2 of this policy specifies signage which is not permitted in the City.

4.6 Signage which is exempt from requiring planning approval under the City's Town Planning Scheme

Schedule 5 of Town Planning Scheme No. 4 specifies signage which is exempt from requiring planning approval in the City.

4.7 Public liability insurance and indemnity

Where a sign / advertisement will be placed in, or overhang, a public place or street, the owner of the property / applicant will be required where appropriate, to provide a public liability insurance policy indemnifying the City against all actions, suits, claims, damages, losses and expenses made against or incurred by the City arising from the approval. The applicant and/or landowner may be required by the City to –

- (a) take out a public liability insurance policy in the name of the owner or applicant and the City, for a minimum value of \$10 million or such other amount as considered appropriate to the risk involved;
- (b) keep that insurance policy current for the duration of the approval;
- (c) include a clause in the policy which prevents the policy from being cancelled without the written consent of the City;
- (d) include a clause in the public liability insurance policy, which requires the landowner and/or applicant and the insurance company, to advise the City if the policy lapses, is cancelled or is no longer in operation;
- (e) on the request of an authorised person, provide for the inspection of a certificate of currency for the required insurance policy.

**TABLE 1
SIGNAGE DEFINITIONS AND DISCRETIONARY DEVELOPMENT STANDARDS**

SIGN	DEFINITION	DISCRETIONARY DEVELOPMENT STANDARD
BANNER SIGN	A vertical or horizontal sign made of light weight, non-rigid material, such as cloth, canvas or similar fabric attached at one or both ends.	<ul style="list-style-type: none"> ▪ Maximum height: 1.0m ▪ Maximum length: 2.0m ▪ May be placed on the face of a building at street level providing it can be demonstrated that it will not create safety concerns or inconvenience for pedestrians. ▪ Must not project beyond the face of the building. ▪ Shall not be erected for a period of more than 30 days.
ENTRY STATEMENT SIGN	A fence or wall constructed of masonry or other materials to identify the entrance of an estate and may include, but not limited to, a sign promoting the estate name.	<ul style="list-style-type: none"> ▪ The size, form and design are at the discretion of the City and will be assessed having regard to the Signage Performance Criteria and where applicable Part 4.3 of the policy. ▪ Signs shall be located entirely within private property. ▪ Where an Entry Statement Sign contains an estate name, it shall also include the locality.
ESTATE DEVELOPMENT SIGN	A sign mounted on one or more support poles, erected on a lot within a subdivision or development estate, displaying information about the estate such as the estate name, the plan of subdivision or development, the estate features, sales and real estate agency contact details.	<ul style="list-style-type: none"> ▪ Maximum height: 6.0 metres ▪ Maximum length: 3.0 metres ▪ Minimum clearance from the ground: 2.4 metres, unless the sign is designed as such that the underside of the face area is located at the ground level. ▪ Minimum land area to be developed: 1ha ▪ Maximum display period: Generally 2 years. ▪ Shall be removed within 30 days of 95% of lots or buildings within the estate or applicable stage being sold. ▪ Content is predominately for directional purposes. ▪ Is generally located within 1km of the land development estate or subdivision and is in close proximity to the-nearest road intersection.
HOARDING (BILLBOARD)	A detached structure, other than a pylon sign, that is erected for the sole purpose of displaying a sign or signs.	<ul style="list-style-type: none"> ▪ Only permitted in restricted locations at the discretion of the City and must include information that is of community interest. ▪ The size, form and design are at the City's discretion. <p>(It should be noted that hoardings/billboards will generally not be permitted unless circumstances exist that are considered exceptional by the City and necessitates the need for such signage.)</p>

TABLE 1
SIGNAGE DEFINITIONS AND DISCRETIONARY DEVELOPMENT STANDARDS

SIGN	DEFINITION	DISCRETIONARY DEVELOPMENT STANDARD
HORIZONTAL SIGN	A sign affixed or painted on a building or structure where its largest horizontal dimension exceeds its vertical dimension.	<p>When not attached to an awning or verandah:</p> <ul style="list-style-type: none"> ▪ Maximum height: 1.5m ▪ Maximum width: 300mm (the proposed width shall not encroach public areas or road reserves in an adverse manner) ▪ Maximum length: 5.0m ▪ Minimum Clearance to Ground Level: 2.4m ▪ May be illuminated in accordance with Note C below. <p>When attached to an awning or verandah:</p> <ul style="list-style-type: none"> ▪ Maximum height: 500mm or if attached to a fascia the sign shall not project beyond the height of the fascia whichever is shorter. ▪ Maximum width: 300mm (If attached to a fascia, the proposed width shall not encroach public areas or road reserves in an adverse manner) ▪ Maximum length: Shall not project beyond the width of the awning/verandah or exceed 2.7m whichever is the shorter. ▪ Minimum distance from any other Awning/Verandah sign or Horizontal Wall Sign: 2.4m ▪ Minimum distance from side boundary of the lot: 1.2m ▪ Minimum Clearance to Ground Level: 2.4m ▪ May be illuminated in accordance with Note C below.
ILLUMINATED DIRECTIONAL STREET SIGN	See Appendix 1	<ul style="list-style-type: none"> ▪ See Appendix 1

**TABLE 1
SIGNAGE DEFINITIONS AND DISCRETIONARY DEVELOPMENT STANDARDS**

SIGN	DEFINITION	DISCRETIONARY DEVELOPMENT STANDARD
PYLON SIGN	Means a sign supported by one or more supports and not attached to a building and includes a detached sign framework supported by one or more support posts to which sign infill's may be added. Includes a monolith sign (a pylon sign which is infilled from the ground level to the top of the sign to appear as a solid wall and where the supporting columns can not be seen).	<ul style="list-style-type: none"> ▪ Maximum height: 6.0m ▪ Maximum length across the face of the sign: 2.5m ▪ Maximum width: 500mm ▪ Minimum clearance from ground level: 2.4 m, unless the sign is designed as such that the underside of the face area is located at the ground level. ▪ Minimum distance from any other pylon sign: 10m ▪ One pylon sign per road frontage or one for every 50m of linear road frontage. ▪ Be geometrically two sided (i.e. not “v” shaped). ▪ Individual pylon signs in close proximity to each other will not be supported for individual tenancies where multiple units/tenancies exist or are proposed to exist on a lot. The pylon sign/s shall be designed to provide one infill panel for each unit/tenancy on the lot and where this occurs the maximum height may be increased to 7.0m. ▪ May be illuminated in accordance with Note C below.
ROOF SIGN	Means a sign or advertising device erected on or attached to the roof of a building.	<ul style="list-style-type: none"> ▪ Maximum height: 750mm ▪ Maximum length: 4.5m ▪ Maximum distance between top of sign and roof: 750mm ▪ Maximum height of building: 7.5 metres ▪ May be illuminated in accordance with Note C below.

**TABLE 1
SIGNAGE DEFINITIONS AND DISCRETIONARY DEVELOPMENT STANDARDS**

SIGN	DEFINITION	DISCRETIONARY DEVELOPMENT STANDARD
TETHERED SIGN	A sign which is suspended from, tethered or tied to any structure including poles or other object (with or without supporting framework). The term includes flags (moveable or permanent) and lighter-than-air and inflatable devices such as balloons and blimps.	<ul style="list-style-type: none"> ▪ Maximum height: Flags: 900mm Inflatable devices: 7.0 metres ▪ Maximum diameter: Flags: N/A Inflatable devices: 4.0m ▪ Maximum Length: Flags: 1.6m Inflatable devices: If applicable, at the City's discretion. ▪ Minimum height from ground: 2.7 metres ▪ Maximum height from ground: 8.0 metres ▪ Minimum distance from any pylon sign: 10 metres ▪ Shall be located wholly within the boundaries of the subject lot. ▪ Inflatable devices and moveable flags shall only be erected for a maximum period of 4 weeks at a time and may only be erected on the property no more than twice in each calendar year. A minimum of 4 weeks must elapse between displays of an inflatable sign or moveable flags. ▪ A maximum of one inflatable device or two moveable flags may be erected at a property or tenancy for a limited period at any one time for larger showroom and/or retail outlets to promote a special event/sale. ▪ Shall not contain fluorescent, reflective or retro reflective colours. ▪ Where applicable, engineer's certificate is required confirming that the integrity of the roof will not be adversely affected.

**TABLE 1
SIGNAGE DEFINITIONS AND DISCRETIONARY DEVELOPMENT STANDARDS**

SIGN	DEFINITION	DISCRETIONARY DEVELOPMENT STANDARD
TEMPORARY SPORTING & COMMUNITY SIGN	Means a temporary advertisement erected by a sporting or community group for the purpose of advertising a sporting or community event (e.g. cultural activities, sporting registration days, arts & crafts fairs and market days or other events of public interest).	<ul style="list-style-type: none"> ▪ Maximum height: 1.5m ▪ Maximum length: 3.0m ▪ Maximum width: 300mm ▪ Shall not be illuminated or contain fluorescent, reflective or retro reflective colours. ▪ Shall be limited to show the name, location and date of the event. ▪ Shall be limited to one sign per road frontage. ▪ Shall be exhibited for not more than 20 days before the event and shall be removed no later than 2 days after the conclusion of the event. ▪ The sign writing shall be of a professional standard and quality, to the satisfaction of the City. ▪ Shall not be within road reserves or other public land without prior approval from the relevant authority.
VERTICAL SIGN	Means a sign affixed or painted on a building or other structure with its largest dimension being vertical.	<p>When not attached to an awning or verandah:</p> <ul style="list-style-type: none"> ▪ Maximum height: 3.0m ▪ Maximum length: 1.5m ▪ Maximum width: 300mm (the proposed width shall not encroach public areas or road reserves in an adverse manner) ▪ Minimum Clearance to Ground Level: 2.4m ▪ May be illuminated in accordance with Note C below <p>When attached to an awning or verandah:</p> <ul style="list-style-type: none"> ▪ Maximum height: 500mm or if attached to a fascia the sign shall not project beyond the height of the fascia whichever is shorter ▪ Maximum width: 300mm (If attached to a fascia, the proposed width shall not encroach public areas or road reserves in an adverse manner) ▪ Maximum length: Shall not project beyond the width of the awning/verandah or exceed 1.5m whichever is the shorter. ▪ Minimum distance from any other Awning/Verandah sign or Vertical Wall Sign: 2.4m ▪ Minimum distance from side boundary of the lot: 1.2m ▪ Minimum Clearance to Ground Level: 2.4m ▪ May be illuminated in accordance with Note C below

Notes:

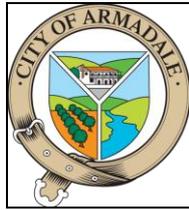
- a) Unless a sign is categorized as “Exempt” in the Town Planning Scheme, an application must be submitted to the City for approval.
- b) Where a sign is to be located on a place that is a Heritage Area or included in the Municipal Heritage Inventory or a Heritage List, an application for such signage must be submitted to the City for approval, notwithstanding that the sign type may be categorised as “Exempt” under the Town Planning Scheme.
- c) A sign being illuminated means that is so arranged as to be capable of being illuminated, either from the inside or outside by artificial light provided for that purpose but shall not emit flashing, intermittent or sequential light. The following standards apply to the illumination of signs:
 - The boxing, casing or framing shall be constructed of incombustible material.
 - Electrical installation shall be to the satisfaction of the appropriate electrical supply company and in accordance with AS/NZS 3000:2007 (as amended).
 - Light emission must be of a low-level not exceeding 300cd/2 and not flash, pulsate, move or rotate.
 - Light emission is not to be of such intensity or colour as to cause annoyance to the public, constitute a traffic hazard or interfere with traffic lights.
- d) All Advertisements (Signage) will be assessed against the Signage Performance Criteria whether listed in Table 1 or not.
- e) Also refer to Appendices.

TABLE 2
SIGNAGE THAT IS NOT PERMITTED (INCLUDING DEFINITIONS)

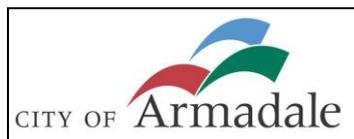
SIGN	DEFINITION
BUNTING	A string of flags, streamers and the like strung in a line(s) from or otherwise attached to a building or other structure.
DIRECTION SIGN	<p>A sign erected in a street, verge, power pole, tree that indicates the direction to be taken to some other place or is erected for the purpose of advertising*</p> <p style="padding-left: 40px;">*(A “Blue on White Direction Sign” that is designed, made and affixed by the City at an applicant’s expense may be approved by the City. An application for such a sign must first be approved by the City’s Technical Services with consideration to the City’s <i>Activities and Trading in Thoroughfares and Public Places Local Law</i> and any other matters they deem applicable).</p>
MOVEABLE SIGN (excludes moveable flags as specified under Tethered Signs in Table 1)	A sign that can be moved and or is attached to a structure that is capable of being moved under its own power or with assistance.
SANDWICH BOARD	A sign not permanently fixed to a building, wall, fence, structure or the ground and consisting of two sign boards attached to each other at the top by hinges or other means.
PROJECTION SIGN	A sign that is made by the projection of light onto a canvas, wall or similar structure.

4. Symbol

If the sign is within or promoting the City Centre:



If the sign is outside the City Centre:



5. Message

- a) Name of Centre
- b) Services as applicable
- c) Direction / distance symbol
- d) Road / street name

6. Restrictions

- a) Only to be located subject to Council approval on Council controlled roadways, reserves etc.
- b) Signage shall be of a comprehensive generic description of a centre or building and not to an individual business or brands.
- c) The placement of these signs is to be selective at strategic locations to avoid general signage clutter and confusion.
- d) Signs are not to interfere with the use of any pathway, cycleway, crossover or line of sight for vehicles, cyclists or pedestrians.
- e) Attachment of road/finger signs to be restricted to specific locations approved by Council.
- f) Shall be used collectively to enhance, support and contribute to the common theme of a recognised precinct, arcade, industrial area etc.
- g) The centre being advertised must be located near the sign (an acceptable distance shall be determined by the City with consideration to the purpose and intent of the sign), on the same road as the sign or be substantially visible from the same road as the sign.
- h) Community messages are to be of public benefit at the nominated location and to the satisfaction of the City.
- i) Approvals shall generally be time limited for a temporary period of up to a maximum of five (5) years and subject to a new application for planning approval prior to expiration. The City may also refuse to renew an extension and require the sign to be removed.

7. Sign Location

- a) Must be erected on a road under the control of Council.
- b) Must be located at an intersection.
- c) Must be located on the opposite side of the road to any existing sign at an intersection.
- d) Must only be located on arterial roads.
- e) Must not be located at random and in isolated locations around the City.
- f) Signs are generally not permitted within or in the vicinity of intersections/roundabouts where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving (e.g. at channelised intersections where high speed arterial traffic does not proceed straight ahead).
- g) The sign must be set back at least 4.5m from the back of the kerb and located to the satisfaction of the Technical Services Directorate and Main Roads WA (where appropriate).

8. Number

- a) Maximum of one (1) sign at T-intersections.
- b) Maximum of two (2) signs at four-way intersections, where no impact on amenity and streetscape.
- c) Signs are not to be located on traffic islands or in the centre of roundabouts.

9. Illumination Standards

- a) Boxing, casing or framing to be constructed of incombustible material.
- b) Electrical installation to be to the satisfaction of the appropriate electrical supply company and in accordance with AS/NZS 3000:2007 (as amended).
- c) Sign is to be maintained to operate as an illuminated sign.
- d) Light emission must be of a low-level not exceeding 300cd/2 and not flash, pulsate, move or rotate.
- e) Light emission is not to be of such intensity or colour as to cause annoyance to the public, constitute a traffic hazard or interfere with traffic lights.

10. Costs

- a) The cost of establishing/erecting and maintaining the signs in good order to be borne by the applicants.
- b) In the event of non-compliance with approval and maintenance conditions, the City may, within 14 days of a notice, remove the sign and charge the applicants for removal and disposal.
- c) Annual rental to be paid to the City as specified by the City.

- d) Full cost of any electricity connection and supply to be paid to the electricity supplier by the proponent.

11. Written agreement and Public Liability Insurance

- a) A written agreement being provided to the Executive Director Technical Services prior to the erection of the sign on the land, that the sign company will be responsible for all maintenance, removal (within 24 hours should the sign be damaged), replacement and removal of graffiti (within 3 working days), as well as informing the City should any of the above be carried out.
- b) The sign proponent shall obtain a public liability Insurance Policy to the value of \$10 million and it shall remain current for the life of the sign.

12. Removal or Relocation

The sign shall be removed or relocated at the applicants cost and to the satisfaction of the City, in the event any road works, service relocation, upgrade and/or road widening is required, within 30 days of a written request from the City.

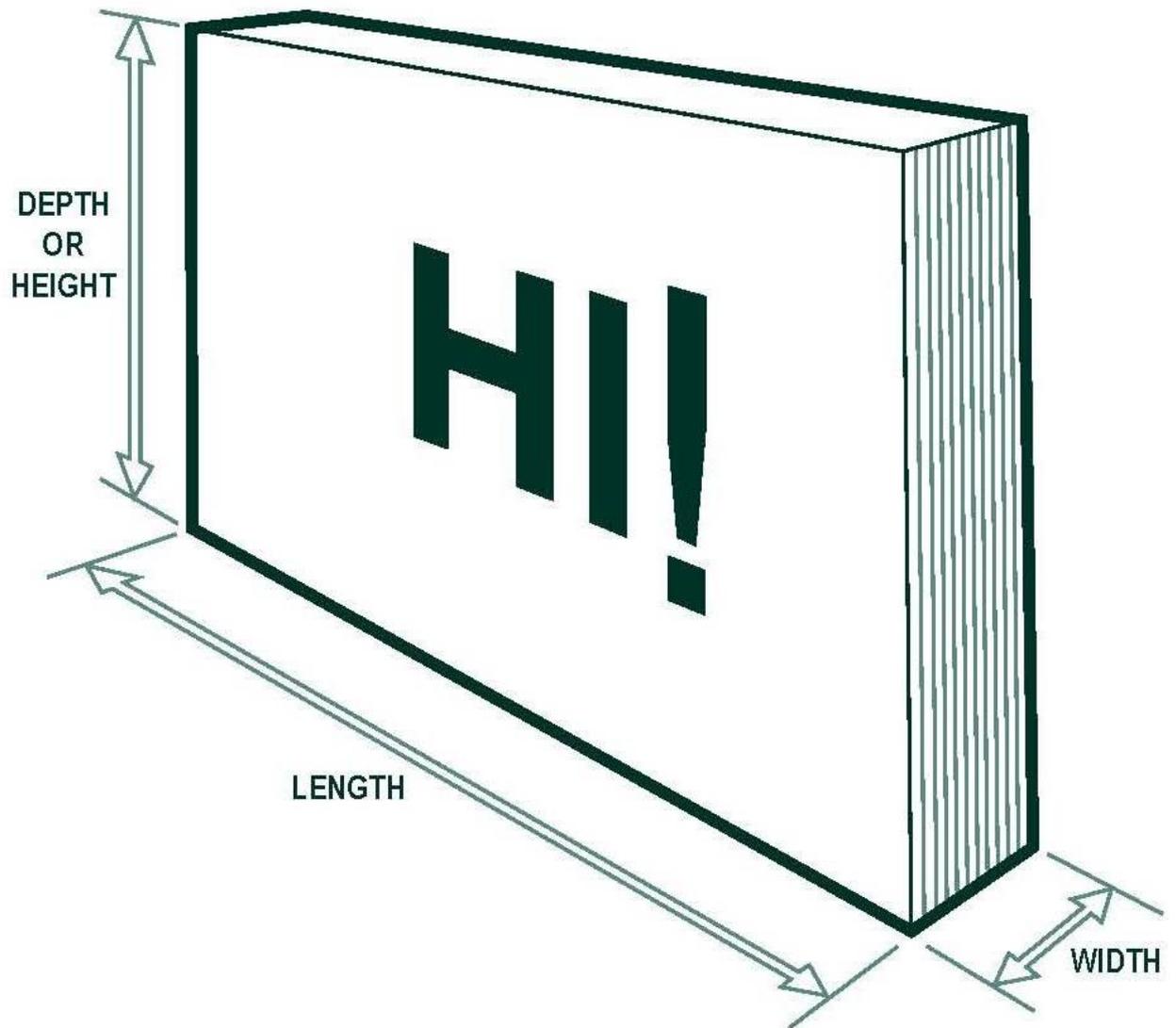
The removal of signs may be necessary in the following circumstances:

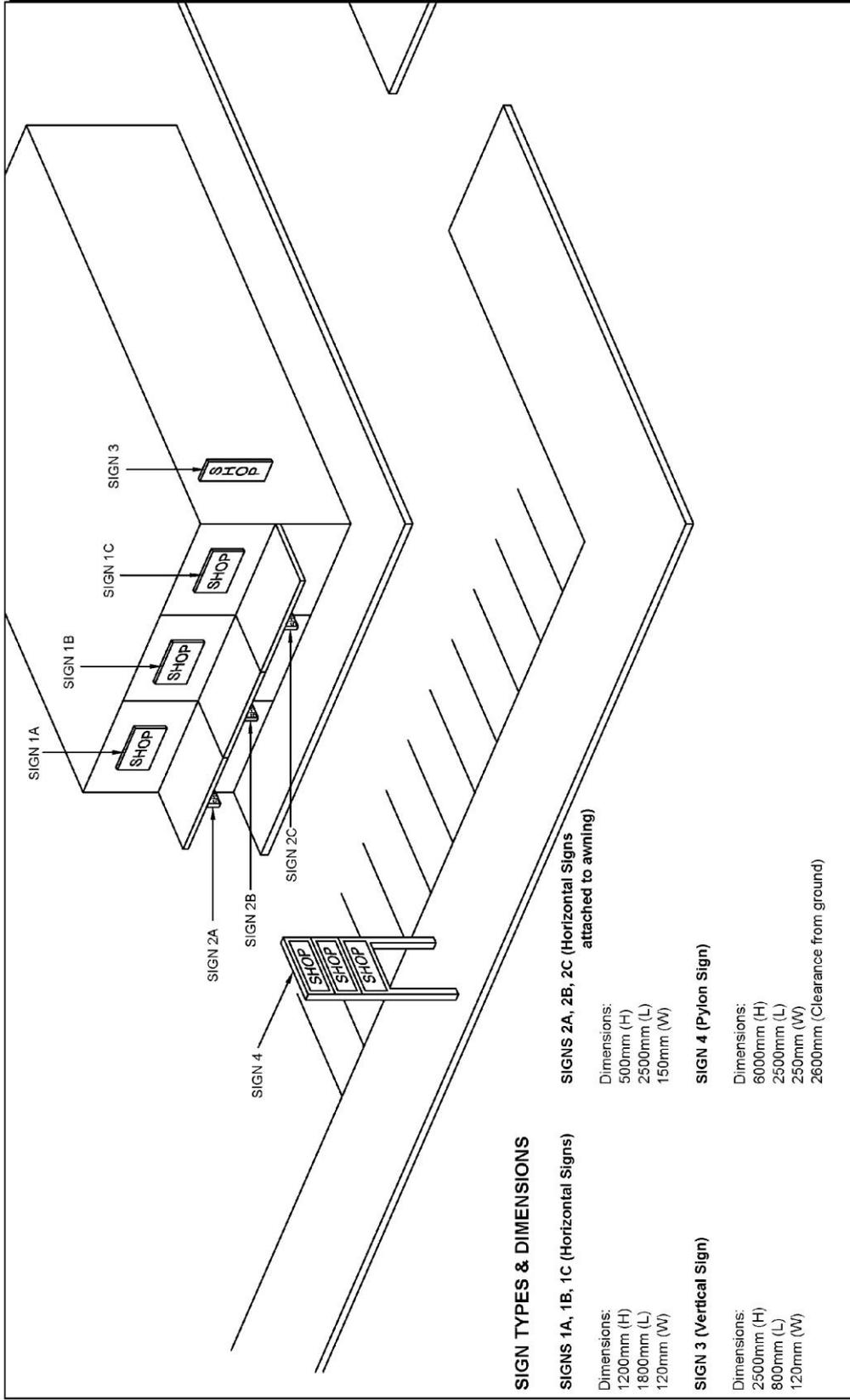
- a) Where the sign has not been maintained to the satisfaction of the City.
- b) Where the sign is damaged or has become illegible.
- c) Where road works and/or the installation of public utility services necessitates the removal of the sign.
- d) Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the sign.
- e) Where the road is reclassified to accommodate a higher speed.
- f) Where the message conveyed on the sign in the opinion of the City is no longer current, appropriate or acceptable.
- g) Where the proponent has not complied with the terms of the approval for the sign issued by the City.

At the termination of the approval period the proponent shall completely remove the sign (include footings and cabling) and reinstate the verge at the proponent's cost.

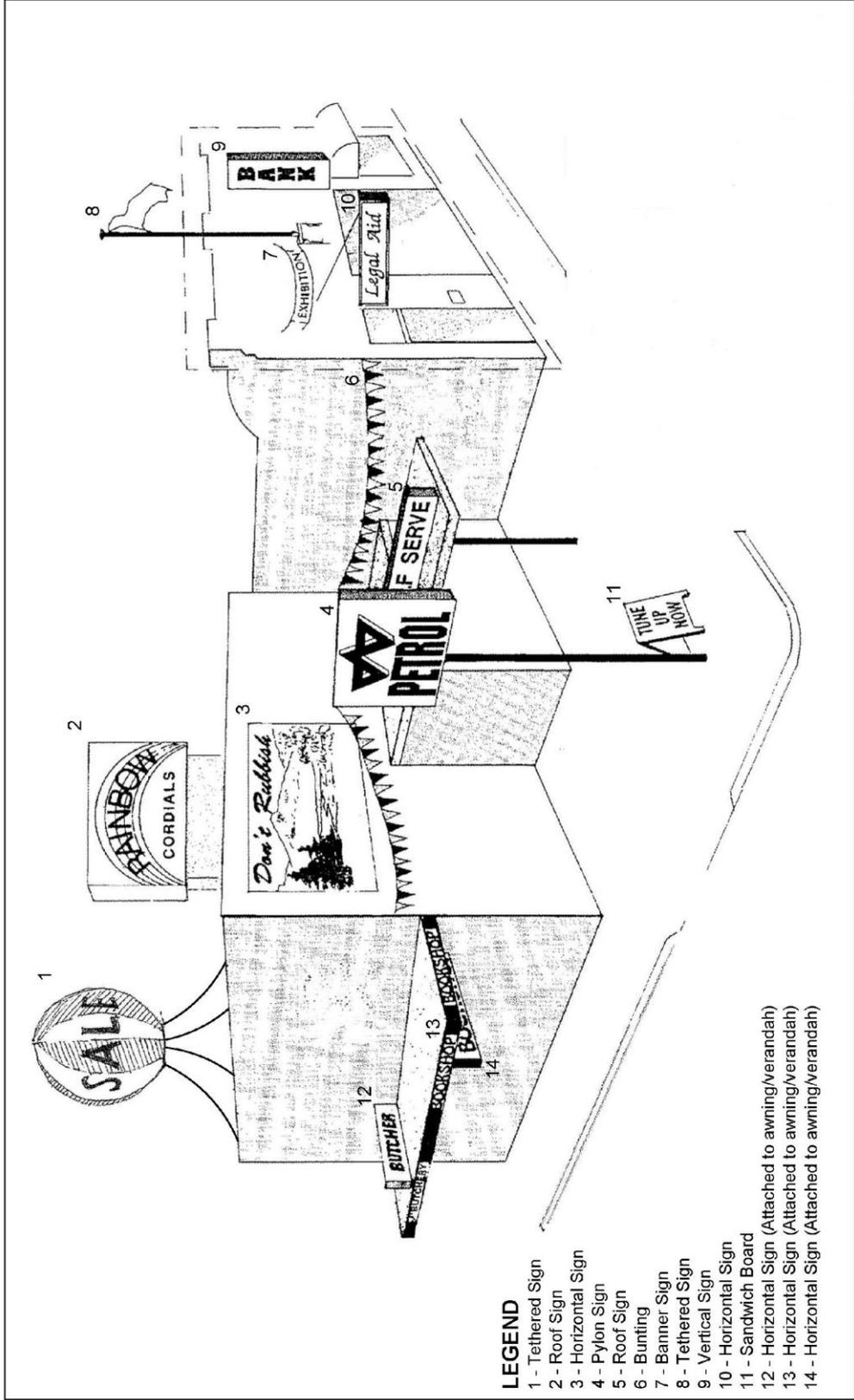
APPENDIX 2

SIGN DIMENSIONS





**APPENDIX 3
EXAMPLE SIGNS REGIME**



LEGEND

- 1 - Tethered Sign
- 2 - Roof Sign
- 3 - Horizontal Sign
- 4 - Pylon Sign
- 5 - Roof Sign
- 6 - Bunting
- 7 - Banner Sign
- 8 - Tethered Sign
- 9 - Vertical Sign
- 10 - Horizontal Sign
- 11 - Sandwich Board
- 12 - Horizontal Sign (Attached to awning/verandah)
- 13 - Horizontal Sign (Attached to awning/verandah)
- 14 - Horizontal Sign (Attached to awning/verandah)

**APPENDIX 4
SIGN TYPE EXAMPLES**

**APPENDIX 5
SIGNAGE SELF ASSESSMENT SHEET**

SIGNAGE PERFORMANCE CRITERIA SELF ASSESSMENT SHEET

This self assessment sheet needs to be completed and submitted by applicants as part of their signage application.

Please tick yes or no in response to each question and where you answer yes, written justification/reasoning for your yes response needs to also be included in the space provided (justifications/reasoning can be attached to the assessment sheet if more space is required – Dot points can be used). If you answer no to any of the questions, you may need to review/amend your application and ensure it is acceptable paying regard to the policy requirements, prior to submitting it to the City for assessment.

1. Does the signage avoid clutter and the need for multiple inconsistent and adhoc signs on buildings and along street frontages? Yes No

2. Is the signage in keeping with the form, scale and character of a building and the locality?
 Yes No

3. Is the signage incorporated into the overall design of a building?
 Yes No

4. Does the signage relate to the approved use/s taking place at the land or building on which it is located?
 Yes No

5. Does the signage not cause a nuisance (e.g. light spillage or obstruction of views of significance etc.)?
 Yes No

6. Does the signage not create public safety concerns, cause driver distraction or confusion or obstruct sightlines or accesses for vehicles or pedestrians?
 Yes No

D53/5/07 **Development Services Committee 15 May 2007 - Adopted by Council 21 May 2007**
D89/11/12 **Development Services Committee 19 November 2012 - Adopted by Council 26**
 November 2012
76/2/13 **Adopted by Council at its meeting on 25 February 2013 via the CEO's Report.**
D2/1/15 **Development Services Committee 20 January 2015 – Adopted by Council 27 January**
 2015
D32/8/16 **Development Services Committee 16 Aug 2016 - Adopted by Council 22 Aug 2016**
 - Revised September 2017 (as per Amendment 86)