

## ***Advertising and Signs Regulations***

Additional Guidance – Advertising and Signs Regulations

### **Purpose**

For current guidance please refer to 'The Guidelines Manual for Specifications and Standards Regarding Signs 2011'

The purpose of the advertising signs regulation is to control signs in order to preserve accepted levels of amenity and safety.

Signs and other outdoor advertising displays are important for communicating information to the public. In particular they provide directions, identify premises, assist businesses in selling goods and services, and promote events and activities.

The quality and location of signs have the potential to contribute positively to an area but also have the potential to create adverse visual effects, particularly in areas where high amenity levels are expected. The location of signs, particularly on or adjacent to roads, also has the potential to adversely impact traffic safety.

### **Objectives**

#### ***Amenity***

1. The number, size, location and appearance of signs visible from public places shall not detract from the character and amenity of the surrounding area
2. Signs on scheduled historic heritage buildings and archaeological and cultural sites shall be compatible with the heritage values being protected.
3. Signs in the Mixed-Use Zone that contribute to an attractive and vibrant center should be allowed.
4. Signs shall be well maintained to minimize impacts on visual amenity values.

#### ***Operational***

1. Signage on buildings and in public spaces is to be provided in ways which assist users with information and facilitate way-finding.

#### ***Traffic Safety***

1. Signs shall not create adverse effects from illumination, light spill, flashing or reflection.
2. Messages or images on signs visible from transport corridors shall not confuse or distract road users.