

22. SIGNAGE

Advertising Structures not Requiring Development Approval

Advertising structures and signs which meet the exempt development requirements (APPENDIX 1) do not require development approval. If the advertising structure does not meet these requirements then a development application must be submitted to Council.

The objectives for advertisements and advertising structures:

- (a) To ensure that advertising complements the development on which it is displayed and the character of the surrounding locality.
- (b) To ensure that the number of advertisements and advertising structures does not lead to 'visual clutter'.
- (c) To ensure that advertising does not have an adverse affect on an area, due to size, appearance and illumination.

Advertising Structures Requiring Development Approval

A development application for an advertisement and /or advertising structure will be assessed under the criteria set out below, in line with the provisions of SEPP 64 (State Environmental Planning Policy No 64 - Transport Corridor Advertising and Signage Guidelines).

Development consent for an advertisement and /or advertising structure will not be granted unless the impact of the advertisement and /or advertising structure is assessed by Council as being acceptable.

Where the Development Application is for an advertising structure, a Construction Certificate will be necessary.

1. **Advertisements** must be carefully designed for the building on which they are to be displayed and must be appropriate in terms of style, detail and colour.

A development application is required for advertisements to be positioned above the awning of a building. The advertisement is to be attached to the building itself within structural elements, such as pediments, gables, or horizontal panels below the cornice of the building.

Above awning advertisements must meet the following requirements:

- (a) Advertisements must not cover decorative elements of the building, eg. parapets, string courses etc.
- (b) Lettering is to be arranged in a symmetrical manner around a central axis.

- (c) The area of the advertisement is to be in proportion to the building on which it is to be displayed and must not obscure, extend past or disrupt the roof line.
- (d) Advertisements will not be permitted between roof line structures, such as between parapets or chimneys.
- (e) The placement of the advertisement must not detract from the symmetrical appearance of the building.

2. Footpath Awning Blinds, including the canvas drop, must be a minimum of 1.9 metres above the footpath.

3. Pole signs

Pole or pylon advertising structures and associated advertisements require the submission and approval of a development application. These will be assessed on their merits. Council will specifically consider the impact of the structure on the amenity of the locality, the size, shape and scale of the proposed advertisement and height of the structure in comparison to buildings located on and around the subject land. The advertising structure and advertisement must be wholly located within the boundary of the subject land.

4. Banner Signs – Community Events, etc

Council has endorsed the granting of approvals for the erection, on public land, of banners, as temporary signs, for the promotion of community messages and community events including local theatre groups.

Provided such signs meet the exemption criteria (see appendix 1) formal development consent is not required if the sign is a temporary sign for religious, cultural, political, social or recreational events.

However, Council's written approval is required if the sign is to be erected or placed on public land.

5. Advertisements and Advertising Structures fronting Main Roads

All advertisements and structures fronting main and arterial roads require the approval of a development application. The following minimum standards apply to advertisements and advertising structures fronting main roads:

- (a) A maximum of one advertising structure per allotment, or if an allotment has a frontage greater than 500 metres, only one advertising structure per 500 metres of main road frontage.
- (b) While two advertisements per structure are usual, e.g. one front and back, Council will consider applications where more than one tourist facility, tourist area or community service wish to advertise on one side of the structure. However, in this instance, the legibility of the advertisement should not be compromised.

- (c) Advertisements may be externally illuminated by spot lighting directed at the advertisement, other forms of illumination will be considered on its merits.

6. The Standards for Advertisements and Advertising Structures for Tourist Facilities fronting Main Roads are:

- (a) Wording on the advertisement is to be concise and may only include the business name, distance and direction to turn off and the like.
- (b) All services provided may only be depicted by the current appropriate Industry or Australian Standard service symbol.
- (c) Establishments which provide for accommodation within a heritage building are to utilise accepted heritage colours and may incorporate a picture of the building. However, all services provided may only be depicted by the appropriate Industry or Australian Standard service symbol.

Council, when considering a development application for directional advertisements, will consider if a real need, by the community, advertiser and tourist, for the advertisement exists. The use of provided information, effective street identification signs, proximity of the proposed advertisements to other advertisements, and the cumulative effect of an additional advertisement upon the locality will be considered. As a guide, one advertisement per tourism development will be recommended.

The renewal of existing signs and structures will be considered on an individual basis.

7. Heritage Conservation

These guidelines should be read in conjunction with the 'Dungog Commercial Precinct Heritage Conservation Area, Signage', in the *Dungog Shire Wide Development Control Plan no.1*. These guidelines are intended only as a quick reference.

i) Signs which are generally acceptable

- a) Original signs (restored or completely replaced where old photos show they previously existed). These may still have commercial value or may be retained as a visual attraction.
- b) Signs that use colours and styles of the building's period, but note that this does not mean slavish copies; there is still scope for creative sign writing that meets modern requirements.

- c) Signs that use the traditional signage areas such as the verandah fascia, the verandah end panel, horizontal panels on the front wall that were intended to take signs and end walls. Window signs were sometimes painted on the upper window glass but not all over the glass.
- d) Signs that are painted in the traditional manner or if computer generated, create that impression.

ii) Signs that are not historically accurate but may be acceptable

- a) Hanging signs under the verandah/awning or under the verandah fascia.
- b) Small freestanding removable signs.
- c) Removable fabric banners used for special days, special events etc.

iii) Signs which are not generally acceptable

- a) Signs above the parapet or main building height.
- b) Signs on verandah balustrades
- c) Above awning projecting signs.
- d) Signs that cover architectural detail such as mouldings, cornices, windows, timber or lace work decoration.
- e) The standardised use of chain or corporate colours and logos without regard to the building and streetscape.
- f) Striking modern colours intended to stand out over other signage.
- g) Signs of excessive size, but keep in mind that signs painted directly to the end wall of a building in the traditional manner may be acceptable (particularly where the building has previously had such signs), even though it would be far too large for the front of the building.
- h) Signs which are excessive in number. The practice of having the proprietor's name or business displayed at every possible location creates a busy appearance that is unattractive in any area.
- i) Large illuminated plastic box signs.

- j) Large freestanding signs or signs attached to posts or areas such as fences.
- k) Flashing or neon signs.

Suggestions where Company/Corporate/Franchise Signs and Logos are to be Used

- a) Such signage can be highly intrusive, particularly where the corporation or licensing company has rigid rules about their size, colour and display.
- b) Some improvements could be;
 - 1) Reduce the overall size.
 - 2) Reduce the number of signs required.
 - 3) Have one sign in the required form and colour with other signs in more suitable colours. For example, maroon on a cream background instead of brilliant red on a stark, white background.
 - 4) Place the signage or logo in a bordered field of traditional appearance.
 - 5) Use traditional methods and materials rather than modern materials such as illuminated box signage.

ASSESSMENT CRITERIA

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

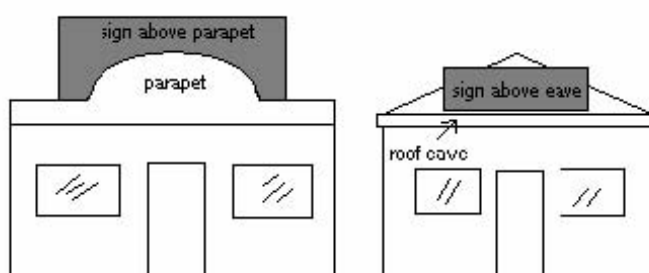
- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

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?



Examples of unacceptable signs that project above the parapet or roof eave lines

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

APPENDIX ONE

EXEMPT DEVELOPMENT - STANDARDS FOR EXEMPTION

Advertising structures and signs

- (a) The advertisement is within a building, including signs behind the glass line of a shop window, and is less than 50% of the area of the shop front.
- (b) The advertisement is within a site and is not visible from outside that site.
- (c) The advertisement replaces one of the same, or a larger size lawfully displayed on the same structures.

Business identification signs.

- (a) Provides information relating to the goods or services provided at the premises or place.
- (b) Maximum area of 0.75m² in business zone.
- (c) A maximum of 10 m² in an employment zone.
- (d) One advertisement per premises.
- (e) Must be attached to the front wall or fence within the boundary.
- (f) Must not be illuminated
- (g) Must not display a trade or brand name.

Fascia signs

- (a) Wholly contained within the fascia.
- (b) Securely fixed.
- (c) Not internally illuminated.

Public notice, an advertisement displaying public information

- (a) Displayed or erected for or by a public authority.
- (b) Providing information or directions about a service.

Real estate signs on land for sale or lease

- (a) In residential and rural areas must not exceed 2.5m².
- (b) Must be erected on or within the boundary of the subject property
- (c) On commercial or industrial premises areas must not exceed 4.5m² in area.
- (d) Holiday letting agent advertisements – as per requirements of a business identification sign.
- (e) Must be removed within 7 days of the successful letting or sale of the subject property.

Street signs comprising information, town entry and directional signs, name plates and advance traffic warning signs.

These signs are described in the adopted Uniform Signage Strategy, and

- (a) Construction by or for Council.
- (b) Must be structurally sound.
- (c) To be designed, fabricated and installed in accordance with the relevant standards of Standards Australia.

Temporary signs (means an advertisement of a temporary nature)

- (a) The sign is not erected over a public road.
- (b) Where located on a public road reserve, the placement of a sign is not to obstruct vehicular and /or pedestrian passage.
- (c) The sign is for a religious, social, cultural, educational, recreational or political event.
- (d) No commercial advertising other than the sponsor's name (max. 25% of sign area for this purpose).
- (e) Is displayed no earlier than 28 days before the event and is removed within 7 days after the event.
- (f) A maximum number of 5 signs per event within the Shire.
- (g) The top of the sign/advertising structure is not to exceed 2.4m above the ground.
- (i) Not to be fixed to any building or structure without the permission of the owner, including in the case of public infrastructure the permission of the relevant authority.
- (j) Must not be erected on public land (without the written approval of Council) or affixed to trees, lighting standards (other than on lighting standard specifically designed and approved for the purpose), guide posts or power poles in road reserves
- (j) Not exceeding an area of 10 m²

Note: If you are intending to erect temporary signs along roads controlled by the Roads and Traffic Authority (RTA), please contact the RTA to see if such signs are permitted

Under awning signs

- (a) Maximum length of 2.5m and height of 0.5m.
- (b) Top and bottom edges horizontal to the ground with a minimum height of 2.6m above the ground.
- (c) Not to extend beyond awning.
- (d) Securely fixed.
- (e) May be illuminated.
- (f) One under awning sign per premises.

Advertisement on a motor vehicle

- (a) The advertisement is an integral part of the vehicle.
- (b) The vehicle can be moved lawfully with the advertisement in place.

- (c) The vehicle is not standing unattended on public land only for the purposes of displaying the advertisement.

Alterations to existing signs

The sign is the alteration of a legally erected advertisement where the nature, size and specifications remain generally unaltered.

Heritage Areas

No signs are exempt if proposed on a heritage item or in a heritage conservation area and all signs require development consent from Council.

(Refer to Dungog Local Environment Plan 2006, schedule 3, Heritage items and Heritage conservation areas)

Electoral matter relating to Federal, State or local government elections

The display of any poster that contains electoral matter in relation to an election is exempt development if the poster:

- (a) is no larger than 8 square metres, and
- (b) is displayed by or on behalf of a candidate at the election or the party (if any) of any such candidate, and
- (c) is displayed in accordance with any requirements of the Act under which the election is held, and
- (d) is displayed only during the relevant period.

election means an election held under the Commonwealth Electoral Act 1918 of the Commonwealth, the Parliamentary Electorates and Elections Act 1912 or the Local Government Act 1993.

electoral matter means:

- (a) any matter that is intended or calculated or likely to affect (or is capable of affecting) the result of an election or that is intended or calculated or likely to influence (or is capable of influencing) an elector in relation to the casting of his or her vote at an election, and
- (b) the picture of a candidate at an election, along with the candidate's name and the name of the party (if any) of any such candidate.

relevant period, in relation to an election, means the period comprising the following:

- (a) the period of 5 weeks immediately preceding the day on which the election is held,
- (b) the election day,
- (c) the period of 1 week immediately following the election day.

APPENDIX TWO

DEFINITIONS

- 1) **"Above awning sign"** means a sign attached to the upper side of an awning (other than the fascia, return end or wall sign).

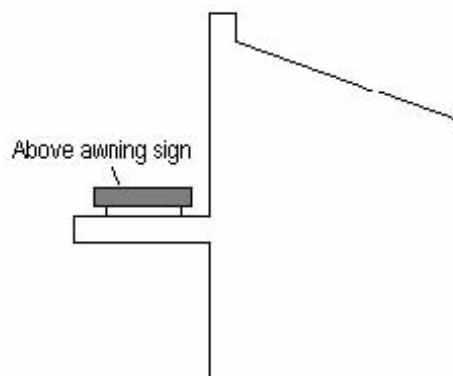


Figure 1: Above awning sign

- 2) **"Advertisement"** or **"advertising"** means the display of symbols, messages or other devices that advertise products, goods or services, whether or not the display includes the erection of a structure or the carrying out of a work. **"Advertisement"** or **"advertising"** does not include:

- (a) business identification signs,
- (b) building identification signs,
- (c) Signs on vehicles where the vehicle is used principally for the conveyance of goods or passengers.

- 3) **"Awning fascia sign"** means a sign attached to the fascia or return of an awning.

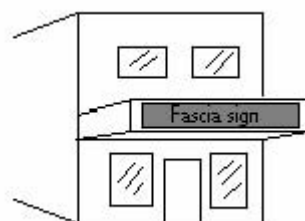


Figure 2: Awning fascia sign

- 4) **"Building identification sign"** means a sign that identifies or names a building, and that 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 products, goods or services.

5) **"Business identification sign"** means a sign:

- (a) Which indicates:
 - (i) the name of the person, and
 - (ii) the business carried on by the person, at the premises or place at which the sign is displayed, and;
- (b) Which may include the address of the premises or place, and a logo or other symbol that identifies the business, but does not include general advertising of products, goods or services or any advertising relating to a person who does not carry on business at the premises or place?

6) **"Floodlit sign"** means a sign illuminated by any external light source.

7) **"Freestanding sign"** means a sign that is displayed on a sign structure that is mounted on the ground on one or more supports and includes A-frame, directory boards and pole signs.

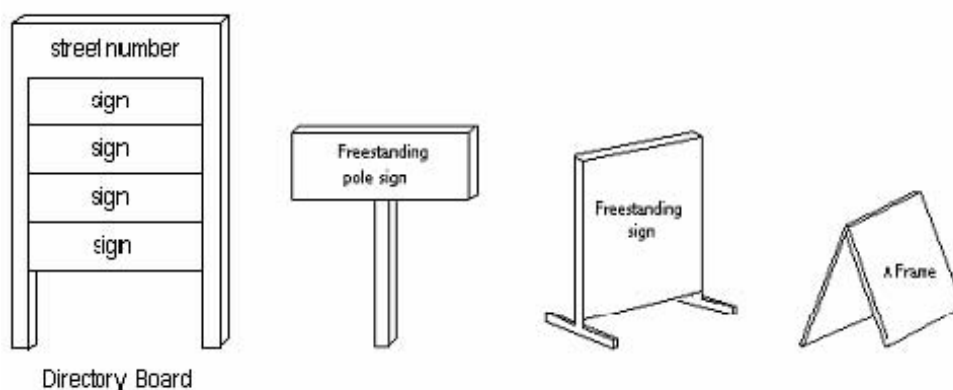


Figure 3: Examples of freestanding signs

8) **"Home employment"** means an activity carried out under the following circumstances:

- the activity is carried out within a dwelling or the curtilage of a dwelling used as the residence of at least one of the people carrying on the activity or on land adjoining that land which is in the same ownership, and
- the activity causes minimal interference to the amenity of the area, and
- the activity is in character with the scale and ambience of other activities within the immediate area, and
- any goods offered for sale at the place at which the activity is carried on have been either produced on the site of the activity or relate directly to the activities taking place on the site, and
- there are never more than 3 people carrying out the activity on the site who do not live in the dwelling, and
- the activity does not occupy more than 60 square metres of the building in which it is located.

- 9) **“Home occupation”** means an occupation carried on in a dwelling, or in a building ancillary to a dwelling, by one or more permanent residents of the dwelling that does not involve:
- the employment of persons other than those residents, or
 - interference with the amenity of the neighbourhood by reason of the emission of noise, vibration, smell, fumes, smoke, vapour, steam, soot, ash, dust, waste water, waste products, grit or oil, traffic generation or otherwise, or
 - the display of goods, whether in a window or otherwise, or
 - the exhibition of any notice, advertisement or sign (other than a notice, advertisement or sign exhibited on that dwelling to indicate the name of the resident and the occupation carried on in the dwelling), or
 - the sale of items (whether goods or materials), or the exposure or offer for sale of items, by retail, but does not include bed and breakfast accommodation or home occupation (sex services).
- 10) **“Projecting wall sign”** means a sign attached to the wall of a building (other than the transom of a doorway or display window) and projecting more than 300mm from the wall.

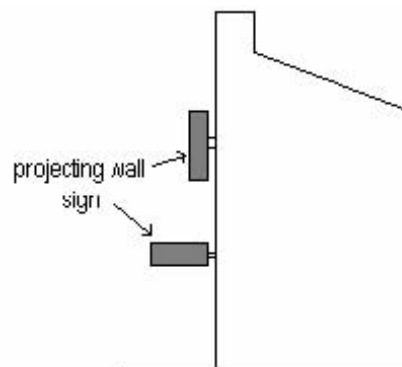


Figure 4: Projecting wall sign

- 11) **“Roof or sky sign”** means a sign erected on or above the roof of a building.

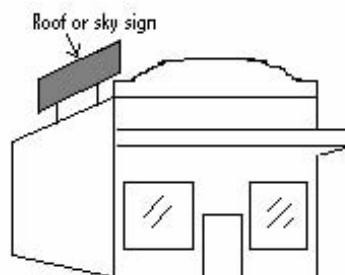


Figure 5: Example of a roof or sky sign

- 12) **“Sign display area”** means the area of one side of a sign or sign structure including lettering, symbols and background around lettering, but does not include the sign structure itself or flat colour areas of blank walls. Where more than one side of the sign display area is visible from any view, the entire area visible shall be calculated.
- 13) **“Sign structure”** means a structure used or to be used to support a sign.
- 14) **“Under awning sign”** means a sign attached to the underside of an awning (other than the fascia, return end or wall sign).

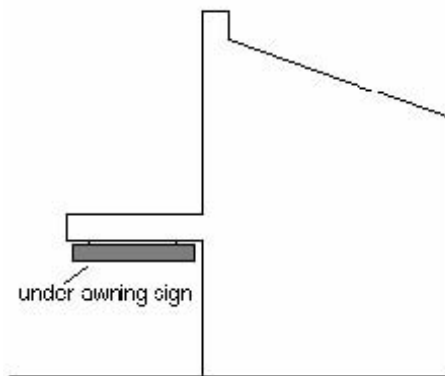


Figure 6: Under awning sign

- 15) **“Wall sign”** means a sign that is painted on or fixed flat to the wall of a building, but does not include a special promotional advertisement.

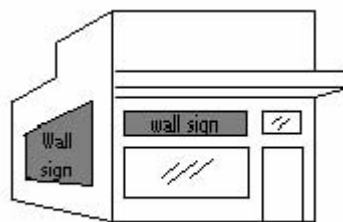


Figure 7: Wall sign

- 16) **“Window sign”** means a sign attached to, or painted on, the shop window.

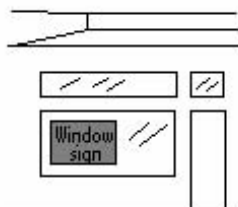


Figure 8: Window sign