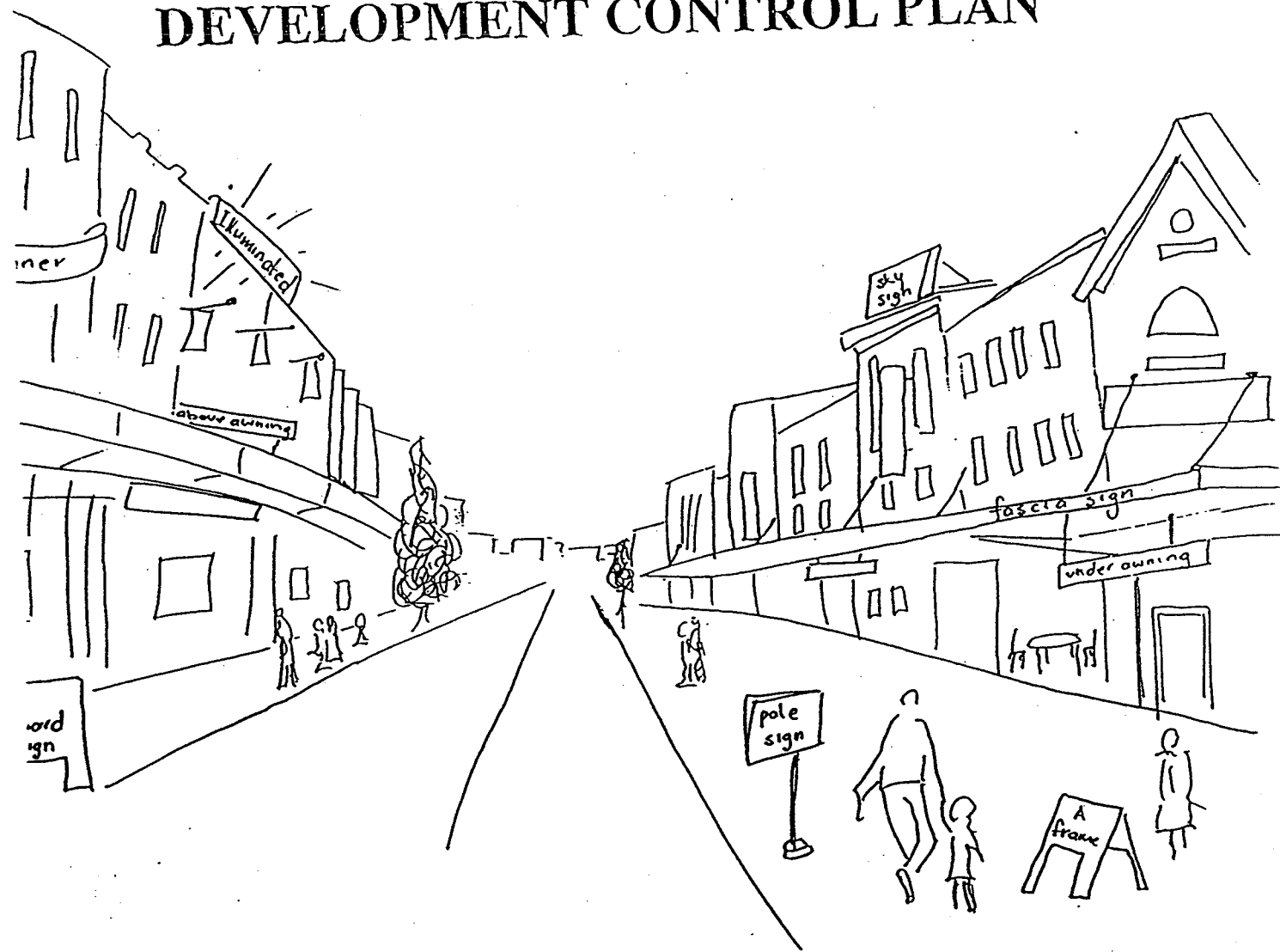


GREATER LITHGOW CITY COUNCIL

OUTDOOR ADVERTISING DEVELOPMENT CONTROL PLAN



PART 1 - THE PLAN

INTRODUCTION

Outdoor advertising is recognised as an important tool in directing people to businesses and services. Whilst regulating authorities recognise that there is a legitimate need for outdoor advertising signs and structures there is also a recognised requirement for outdoor advertising to be undertaken in an appropriate and responsible manner. This Development Control Plan (DCP) aims to provide guidelines encouraging this requirement. The Plan applies to all advertisements and advertising structures on land to which Greater Lithgow Local Environmental Plan (LEP) 1994 and any amending LEP applies. This plan is called "Greater Lithgow City Council Advertising Development Control Plan" and came into force on 17 April, 1997.

FORMAT

The DCP is separated into four sections.

Part 1 - Introduces the Plan, outlines it's purpose and objectives, and explains the various definitions applicable to the Plan.

Part 2 - Explains what advertising signs are exempt from Council.

Part 3 - Outlines what signs are permitted and not permitted, details procedures for gaining approval to erect a sign.

Part 4 - Discusses general design criteria applicable to all signage and provides more specific guidance with regard to signs in commercial, industrial, tourist, rural, roadside and residential locations.

PURPOSE

The purpose of this plan is to provide clear guidelines for proponents of outdoor advertising having regard to aesthetics, urban design, safety, amenity and approval procedures.

OBJECTIVES

What are the objectives of this DCP?

The objectives of this DCP are:

- i. To have due regard to Council's Vision of making Greater Lithgow a desirable and viable place to live, visit and invest.
- ii. To protect and enhance visual amenity.
- iii. To support the role of outdoor advertising as a legitimate form of land use.

- iv. To recognize the importance of legitimate and appropriate outdoor advertising to businesses and services particularly to those businesses and services within the City of Greater Lithgow.
- v. To recognise applications for outdoor advertising on their merits whilst having regard to consistency of decisions and equity for applicants.
- vi. To ensure advertising structures and signs are structurally sound and safe to the public.
- vii. To provide advice and guidance to proponents that are easy to understand and give a balance between prescriptive measures and the flexibility of individual merit.

DEFINITIONS

Above awning sign - a sign located directly on top of an awning or verandah.

Advertising panel - any advertising structure which is not otherwise specifically defined in this Plan.

Advertising sign - any sign indicating the sale of goods or services or the location of goods, services businesses and the like.

As of Right Sign - a sign which can be erected on a premises containing the name and nature of the business without the need for consent from the Council providing the sign complies with the requirements of this Development Control Plan.

Banner, flag or bunting sign - a sign of lightweight material secured in a manner which allows movement.

Bed & Breakfast sign - a sign which is located on a property where a Bed & Breakfast establishment is situated.

Billboard sign - a sign situated and supported independent of a building structure usually located adjacent to a public road.

Directional sign - a sign which directs vehicular or pedestrian traffic.

Directory Sign - a sign which refers to the name of the proprietor, premises, use and address and also includes an identification sign containing a list of businesses sharing the tenancy of the same premises.

Fascia sign - a sign which is attached or painted on to the fascia or return of an awning but does not exceed the height of the fascia or return end of the awning.

Floodlit Sign - any sign or signs illuminated by an external light source.

Flush Wall Sign - a sign attached to the wall of a building and not projecting more than 300 mm from the wall.

Home Occupation or Home Industry sign - a sign attached to a dwelling which is used for a Home Occupation or Home Industry, bearing only the name and occupation of the occupier

Illuminated sign - any sign or signs illuminated by an internal source of artificial light.

Moving Sign - a sign attached to a building and capable of movement by any source of power.

Painted Wall Sign - any sign painted on the wall of a building.

Pole or Pylon Sign - a sign situated or supported on a pole or pylon independent of a building structure.

Portable Footpath Sign - a small freestanding sign or portable advertising device located on footpaths and areas utilised for pedestrian traffic. Such sign requires an annual licence fee in accordance with Council's Footpath Trading and Outdoor Eatery Policy.

Projecting Wall Sign - any sign attached to the wall of a building and projecting more than 300 mm.

Real Estate sign - a sign erected for the sale of a property and removed once the property sale is settled.

Roof Sign - any sign erected on or above the roof or parapet of a building.

Top Hamper Sign - any sign erected on the wall of a building directly below the awning.

Window Sign - a sign painted or displayed on the exterior or interior of a shop window or any glazed surface of the building or other surface.

PART 2 - EXEMPTIONS

The following signage does not require Council approval, although such signage must be installed in accordance with Part 3 of this DCP.

- I) As of Right Sign-** one sign can be erected on a premises containing the name and nature of the business which is carried on at the site. This sign must comply with all other requirements of this plan. (eg design & location) Any additional signage will require Council approval.
- ii) Advertisements within a site but not visible from outside the site.**
- iii) Moveable signs on a footpath to which Council's Footpath Trading and Outdoor Eatery Policy would apply. (An annual approval would be required under that policy)**
- iv) Signs on or behind the glass line of a shop window.**
- iv) Advertisements on taxis or buses.**
- iv) Real estate signs**
- vi) Banners, Flags and bunting within a property boundary.**

Council approval is required for all other signage. Part 3 of this DCP explains the procedures for gaining approval.

Note: For new developments applicants are advised to lodge a signage diagram indicating the As of Right Sign and any other signage proposed on the site.

PART 3 - PROCEDURES

Billboard signs are prohibited in the Hartley Valley adjacent to the Great Western Highway from Mt Victoria Pass to the Jenolan Caves turn off.

Signs are also generally prohibited in the following Rural and Residential zones:

- Zone No 1(a) - Rural (General)
- Zone No 1(c) - Rural (Small Holdings)
- Zone No 1(d) - Rural (Future Urban)
- Zone No 1(f) - Rural (Forestry)
- Zone No 2(a) - Residential
- Zone No 2(v) - Village

However, a sign is permitted in these zones provided that it relates to that land, or to premises situated on that land or adjacent land, and specifies one or more of the following:

- i) the purpose for which the land or premises is or are used;
- ii) the identification of a person residing or carrying on an occupation or business on the land or premises;
- iii) a description of an occupation or business referred to in subparagraph ii);
- iv) particulars of the goods or services dealt with or provided on the land or premises.

As well, in Rural zones 1(a), 1(c), 1(d) and 1(f), a notice directing the travelling public to tourist facilities or activities or to places of scientific, historical or scenic interest may be displayed.

All of these signs require development approval unless they are exempt under Part 2 of this DCP. Development approval is sought through the lodgement of a development application. A development application for signage must include the following:

1. A completed development application form signed by the owner of the property.
2. A site plan detailing the type and location of any proposed sign/s.
3. A diagram, with dimensions, of any proposed sign/s.
4. Details of design and colour of proposed sign.
5. Any other details which may assist Council in determining the application expeditiously.
6. The appropriate fee.

PART 4 - DESIGN CONTROLS

DESIGN CONTROLS - GENERAL	
Objective	To provide general guidelines for signs to enhance visual amenity.
Performance Standards	
	The number of signs on a site should be limited to avoid visual clutter.
	The scale of signs should compliment the architecture of buildings and be proportional in scale.
	The signs should be in keeping with the setting of the surrounding area.
	Existing signs that do not meet accepted standards should be rationalised by consolidation or simplification.
	Signs should not cause a hazard to traffic, pedestrians or cyclists.
	Signs should provide a simple and clear message.
	Signs should not extend beyond a roof line or be erected on top of awnings.
	Signs should not despoil the building facade.
	Signs should not be erected on trees, light poles and the like.
Prescriptive Measures	
Size of Signs	The size of signs should be in accordance with any specified limits in this Plan. (Eg Bed & Breakfast signs 0.6sq m)
Number of Signs	These are detailed in the specific design guidelines for industrial, commercial, tourist roadside and residential settings.
Existing Signage	If a number of signs exist on a premises that would not comply with this DCP a condition will be placed on any subsequent development consent that these signs be consolidated.
Maintenance	All signs must be maintained in good condition and repaired if looking 'run down' or a safety risk.
Duration	At the end of the useful life of the signage, it shall be removed.

PROCEDURES FLOW CHART

Consult Council Officers about your proposal
-is the sign exempt from approval?
-is the sign permitted in the zone?
-is a development application required?

Does the sign meet the design controls of
this DCP. (Part 3)

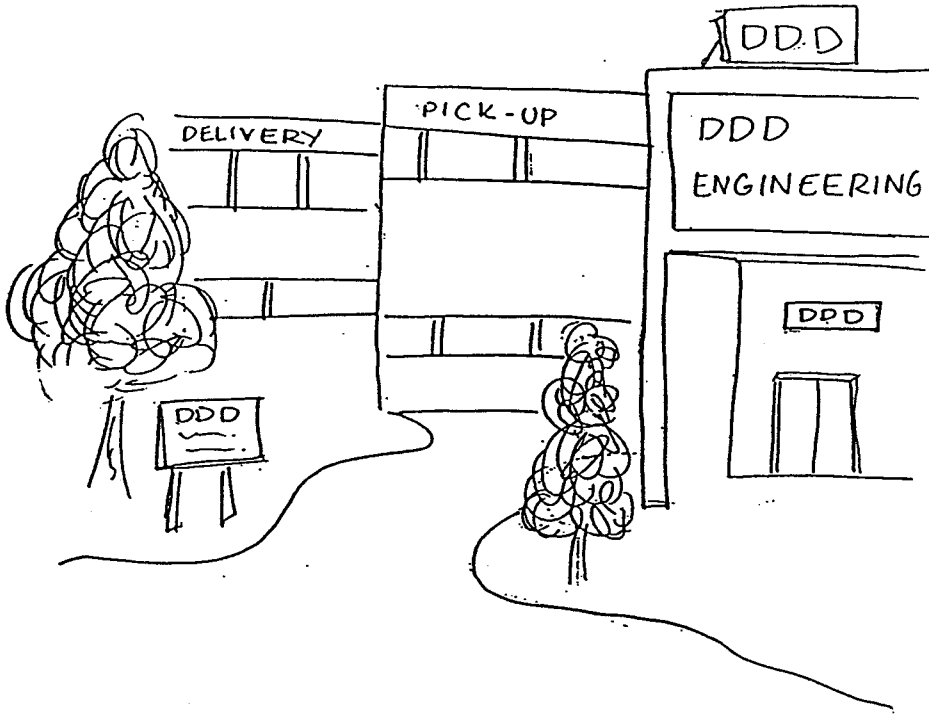
If DA not required proceed with erection of sign
in accordance with DCP requirements

If DA required, lodge with Council along with
plans and enough information for Council to
assess the impact of the sign/s

If the application is approved by Council, the
sign/s can be erected in accordance with any
conditions

DESIGN CONTROLS - COMMERCIAL	
Objective	To encourage signage that enhances the streetscape in commercial areas.
Performance Standards	
	The number of signs on a site should be limited to avoid visual clutter.
	Signage should provide clear and simple messages about the main function of the premises.
	The size, shape, scale, design and siting of signs should compliment the architectural design of the building.
	On heritage significant buildings signage shall compliment the building.
Prescriptive Measures	
Size of Signs	No specific size limit will be applied. However, signage shall have due regard to the abovementioned performance criteria.
Number of Signs	One as of right sign will be permitted per premises providing it complies with the requirements of this plan.
	Generally no more than 2 signs shall be erected above an awning of a premises. This includes 1 as of right sign. Signs shall not be erected directly on top of an awning.
General	Signs that detract from the architectural appearance of a building will not be permitted.
	Signs above roof lines or directly on top of awnings will not be permitted.
	Pole or pylon signs shall be no higher than 6 metres





DESIGN CONTROLS -INDUSTRIAL	
Objective	To encourage signage that compliments the simple architectural form of industrial areas.
Performance Standards	
	The number of signs on a site should be limited to avoid visual clutter.
	The location of signage on buildings should be such that they do not dominate outside building surfaces.
Prescriptive Measures	
Size of Signs	No specific size limit will be applied. However, signage shall have due regard to the abovementioned performance criteria.
Number of Signs	One as of right sign will be permitted per premises providing it complies with the requirements of this plan.
	Generally no more than 2 signs shall be erected above an awning of a premises. This includes 1 as of right sign. Signs shall not be erected directly on top of an awning.
General	Signs above roof lines or directly on top of awnings will not be permitted.
	Pole or pylon signs shall be no higher than 6 metres.
Directory Signs	Self contained industrial estates or multiple occupancy buildings may be identified by 1 directory sign indicating occupants and locations.
	Directory Signs should be visible upon entry to the industrial estate or multiple occupancy building and be visible from the street.

DESIGN CONTROLS -TOURIST	
Objective	To encourage signage that compliments tourist developments and contributes to the scenic value of tourist destinations.
Performance Standards	
	The number of signs on a site should be limited to avoid visual clutter.
	The design and scale of the signs should be complimentary to the design of buildings and the surrounding area.
	Signage should be proportional in scale to buildings.
Prescriptive Measures	
Size of Signs	The size of signs should not exceed 6 sq m.
Number of Signs	One as of right sign will be permitted per premises providing it complies with the requirements of this plan.
	Each site shall be limited to 2 signs located on the building or within the property boundary including 1 as of right sign.
General	Signs which detract from the architectural appearance of a building will not be permitted.
	Signs above roof lines or directly on top of awnings will not be permitted.
	Pole or pylon signs shall be no higher than 6 metres

DESIGN CONTROLS - BILLBOARDS	
Objective	To ensure the visual amenity and safety of the rural landscape is not detrimentally affected by the proliferation of inappropriate Billboards.
Performance Standards	
	Signs should be low key in appearance in rural areas.
	Signs should be located to 'fit in' with the surrounding landscape.
	Signs should not be located so as not to spoil views in areas of high scenic quality.
	Signs should be designed so as not to unduly distract motorists.
Prescriptive Measures	
Size of Signs	Billboard signs shall only be permitted on lands as outlined in Part 3 of this DCP.
	Billboard signs shall not exceed 18 sq m in area.
Number of Signs	Each site shall be limited to 1 sign within the property boundary.
General	Illuminated signs in rural areas are generally discouraged.
	Signs should not be any closer than 200m to any other billboard sign.
	Billboard signs are prohibited in the Hartley Valley adjacent to the Great Western Highway from Mt Victoria Pass to the Jenolan Caves turn off.

DESIGN CONTROLS - RESIDENTIAL	
Objective	To protect the visual amenity of residential areas by minimising the visual impact of signs.
Performance Standards	
	Signs should be compatible with the building and not intrude on residential amenity.
	Home occupation and home industry signs should be small, discreet signs located on the building or on the front fence of the property
	All signs should be designed to blend in with the residential character of the area and not attract undue attention.
Prescriptive Measures	
Size of Signs	Signs should not exceed 0.6 sq m in area.
Number of Signs	1 sign per premises will be permitted. This will be permitted as of right for Home Occupations, Home Industries and Bed & Breakfast establishments providing the sign meets the requirements of this plan.
General	Signs should not be erected on walls facing adjoining residences.
	Signs above roof lines or directly on top of awnings will not be permitted.
	Signs should not be illuminated.



