

19 DEC 2006

Doc. No
GDA Ref.
Years

Rylstone Shire Council

DCP No. 2

Guidelines for

Outdoor Signage

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Rylstone Shire Council

Guidelines for Outdoor Signage

1. The purpose of these Guidelines

These guidelines provide advice and direction when preparing specific applications for outdoor signs or advertising within the Shire of Rylstone.

The guidelines are part of an overall planning and management process that includes;

- broad structural *rules* – contained in Rylstone Local Environmental Plan 1996 (the LEP) and State Environmental Planning Policy 64 (SEPP 64),
- general *policies and guidelines* - contained in State Planning Policies (SEPP 64) and Development Control Plans (DCP) such as this document; and
- specific technical *criteria* – recommended by Council from time to time.

1.1 Rules

The rules for advertising structures or advertisements are contained in SEPP 64 and the LEP.

SEPP64 sets out some strict rules that Council cannot over-rule. The rules set in SEPP 64 include the following:

10. *Prohibited advertisements*

Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:

*environmentally sensitive land
heritage area
natural or other conservation area
open space
waterway
residential (but not including a mixed residential and business zone, or similar zones)
scenic protection area
national park
nature reserve*



This clause has the effect of prohibiting signs (other than Exempt Signs) in all of these zones or descriptions.

Clause 9 excludes:

- (a). Business identification signs,
- (b). Building identification signs,
- (c). Signage that, or the display of which, is exempt development under Council's Exempt and Complying Development DCP, or
- (d). Signage on vehicles,

From this prohibition.

14. Duration of consents

- (2) A consent granted under this Part ceases to be in force:
 - (a) on the expiration of 15 years after the date on which the consent became effective and operates in accordance with section 83 of the Act, or
 - (b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.

This clause means that Council can grant an approval for a sign or advertisement for any time period up to 15 years (but not more than 15 years).

The LEP states at Clause 35:

- (1) *A person shall not erect an advertisement on land to which this plan applies, except with the consent of Council.*
- (2) *The Council, in considering an application for consent to erect an advertisement, shall take into consideration –*
 - (a) *The impact on the amenity of the land in the vicinity; and*
 - (b) *Any likely impact on the safety of the travelling public; and*
 - (c) *Whether the advertising structure or advertisement relates to the land or premises on that land; and*
 - (d) *Whether the advertising structure or advertisement directs the travelling public to tourist areas or facilities and places of scientific, cultural, historical, or scenic interest.*

1.2 Guidelines

State Environmental Planning Policy 64 (SEPP 64) sets out state level policies that need to be observed when Council prepares its planning controls and guidelines.

SEPP 64 includes the following Guidelines:

- 3. Aims, Objectives etc**
 - (2) *This policy does not regulate the content of signage and does not require consent for a change in the content of signage.*
- 6. Signage to which this Policy applies**
 - (1) *This Policy applies to all signage:*
 - (a) *That, under another environmental planning instrument that applies to the signage, can be displayed with or without development consent, and*
 - (b) *Is visible from any public place or public reserve,*
Except as provided by this policy.

This clause means that SEPP64 takes priority over Council's plan if there are any conflicts.

(2) This policy does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it.

Council has prepared a Policy for Exempt and Complying Development. Council's policy **EXEMPTS** signage in many areas and of many types provided they meet certain requirements. These requirements are set out in Table 1 of Section 2 below.

SEPP 64 and the guidelines set out in this document;

- (1) help you understand the background to the rules set in the LEP; and
- (2) provide information about where to find the appropriate and up-to-date criteria to assist you with your application; and
- (3) give general directions and examples for the design and content of signs and advertisements; and
- (4) require you to obtain and apply specific criteria to your application.

1.3 Criteria

SEPP 64 includes a schedule that sets out Assessment criteria that Council must consider. A copy of the schedule is attached to this policy as **Schedule 1**.

A list of the criteria documents for advertising and signs is attached at the end of these guidelines. These will be updated from time to time. You should check with Council to make sure you have the most up-to-date criteria.

The criteria are referenced studies, guidelines and examples to assist you in preparing your proposal. These documents contain information on common design issues such as environmental character, visibility, safety, design, construction and maintenance.

These reference documents will be used by Council staff in assessing your application and therefore can be used by you as a guide in preparing your application.



2. What Signs are Exempt or Complying Development?

Council has prepared a policy that helps to simplify the approval process for minor developments that are not likely to have significant impacts on the environment.

Many minor advertising signs are covered by this policy.

A Sign may be exempt development only if it satisfies every one of the points a) to g) below:

- a) complies with any deemed-to-satisfy provisions of the Building Code of Australia relevant to the development, and
- b) does not contravene any condition of a development consent applying to the land, and
- c) does not obstruct drainage of the site on which it is located, and
- d) does not restrict any vehicular or pedestrian access to or from the site, and
- e) does not adversely affect stormwater or sewer services, and
- f) is positioned behind the building line (excluding fences or flag poles) unless specifically stated otherwise, and
- g) it is not designated development.

As well as satisfying the points above, exempt advertising signs must satisfy the circumstances set out in the following table.

Table 1: Signage – Requirements for Exemption from Development Approval Process

Advertising, advertising structures and signs – in all zones but excluding signs on or in the vicinity of heritage items or in conservation areas.	Signs in rural areas. (not being Zone 7(a) – Water catchment; nor zone 7(c) – Environmental protection	• Advertising signs must describe premises and be located on private land, not in the road reserve, and • the advertising sign must relate to a lawful or approved use of the land and be located on the land where the activity is carried out, and • maximum of one sign per site, and • maximum height of sign and supports of 2.5m, and • maximum area 2 m², and • made of Non-reflective material, and • must be free standing, and • must be set back 3m from the boundary if located on a corner or intersection of a road, and • is not illuminated
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Signs in Industrial Areas	- One pole or pylon sign (including directory boards for multiple occupancies) per site not exceeding 5 m² in area and 7m height, and - located wholly within the site, and - complies with the BCA, and - the sign does not flash or include moving components, and - does not obscure entry/exit sight distance from the premises. - For multiple occupancies, one additional sign being for company identification purposes and not exceeding 2m by 0.6m at the entrance to each occupied unit, or - for single occupancies, one additional identification sign affixed to the building with an area that does not exceed 5 m², or - one sandwich board sign per property to be located wholly within the property - maximum size 1.5 m² per side of sign.
Real Estate Signs (advertising premises/land for sale or rent)	- Residential: - only one sign per agent; - size: not to exceed 2.5 m²; - located wholly within the site; - does not pose a risk to public safety. - Industrial /Commercial: - one sign per agent; - size: not to exceed 3.5m²; - located wholly within the site; - does not pose a risk to public safety.
Temporary Signs	- Announcing an approved local event on land, and - does not include advertising of a commercial nature, other than the name of the event or sponsors, and - does not pose a risk to the safety of the public, and - is not to be displayed earlier than 28 days prior to the event and is to be removed within 7 days after the event. <i>Note: Council reserves the right to require removal of damaged or offensive signs.</i>
Public Information Sign	A public notices sign for public information displayed by the Council giving directions or information about the area and community services provided.

Traffic Signs on or adjacent to public roads	• Street name signs, directional or traffic control signs displayed by the Council, in accordance with AS1742.1 -1991 Manual of Uniform Traffic Control Devices on a public road being: - guide sign; - warning sign; - temporary warning sign; - regulatory sign; - parking sign; - hazardous marker; - service symbol; - tourist information sign.
Signs in Commercial Areas (not being a Heritage Conservation item or area)	• Window signs - Where the sign covers no more than 25% of the glazed area of the window, or • under-awning sign – one per business, minimum height 2.6m above the footpath, not to protrude beyond the edge of the awning, maximum length 3.5 m from the building, or • fascia sign – where painted on the existing fascia of the awning, and • the advertisement replaces one for which consent has been granted and where there is no increase in the area of the sign or intensity of illumination.
Signs in residential areas (not being a Heritage Conservation item or area)	• Must relate to a lawful or approved use of the land, and • must be located wholly within the site, and • must not be illuminated, and • maximum dimension not to exceed 1 metre x 500mm, and • maximum height 1 metre or located on the building below the height of the eave.

Any sign or advertisement that does not satisfy the circumstances set out in table 1 above requires a Development Application and an Approval from Rylstone Shire Council before it may be constructed, placed or erected on any land within the Shire area.

2.1 What do I do to Check if my Sign is Exempt Development?

To check if your proposed sign or advertising structure is exempt development, you should contact Council and complete an application from.

Council will then issue a certificate confirming that your sign is exempt development. Council's certificate will list all the circumstances that you will need to satisfy for your sign or advertising structure to remain exempt development.

3. What Type of Sign Do I Need

3.1 Why have controls for Outdoor Advertising?

Outdoor advertising signs communicate information via painted, printed, animated, projected, recessed surfaces and internal or external types of illumination.

Banners, flags and bunting are also regarded as advertising. Signs may be on the building, fascias, windows, walls or roofs. Freestanding signs may be frames, on street furniture or on poles.

The overall aim of the *policies* and the *criteria* are to ensure that outdoor advertising :

1. conveys the advertiser's messages and images while complementing and conforming to both the development on which it is displayed and the character of the surrounding locality.
2. does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing or in any other way.
3. does not lead to visual clutter through the proliferation of signs.

3.2 What are the broad types of advertising signs?

1. **Location Identification:** the type or name of a business, service or activity conducted on the premises.
2. **Promotional Signs:** information on a business, product or service that may or may not be provided on site. It is possible there is little distinction between local identification and promotional signs.
3. **Directional Signs:** vehicular and pedestrian traffic control, guidelines and information. These signs are generally erected by Council or State Government agencies and are not usually associated with outdoor advertising.

3.3 Are there different criteria for different areas in the Shire?

There are different criteria for outdoor advertising signage in the following areas - listed by environmental character and related to the Rylstone LEP 1996:

- small business/village centres (LEP Zone 2 (v))
- industrial Areas (LEP Zone 4 (a))
- residential areas (LEP Zones 1 (c) and 2 (v))

- rural Areas (LEP Zones 1 (a), 1 (c1), 7 (a), 7 (c) and 8 (a)
- areas of historic and special significance (ie the Rylstone Conservation Area)

You should particularly refer to criteria document #1 “Outdoor Advertising - An Urban Design Based Approach”, (sections 3 and 4) for useful advice on each of these individual areas. The document provides specific guidance on character, objectives, appropriate sign opportunities, performance standards, matters for consideration, number of signs per site, size of signs etc.

If your application is for outdoor advertising signage within a heritage area you should refer to the above criteria document #1. Refer to criteria documents #3 and #4 “Lettering and Signs on Buildings c 1850-1900” and “Rylstone Main Street Study”, for useful detailed and specific advice on the approach to signage in conservation areas and the appropriate heritage character.

3.4 What is considered Minor Advertising?

The following outdoor advertisements are considered to be of a minor nature and, if the application complies with the objectives, matters for consideration and design issues referred to above, can be rapidly processed by Council:

- advertisements within a site or property that are not visible from outside the site.
- advertisements on a motor vehicle used principally for conveying goods or passengers.
- public notices
- real estate signs
- signs behind the glass line of a shop window
- temporary signs

If your application is for signage which is included in the above list you should particularly refer to criteria document #2 “Controls for Outdoor Advertising - Best Practice Guidelines” for actual definitions, more details and criteria.

Outdoor advertising signs in the above categories only require a simple application for consent, the application can be rapidly processed (over the counter) and it is unlikely that a development consent fee will be charged. Fill in sections 1, 2 and 4 only of the Development Application for Signage.

More details may however be requested if your application is for signage within a heritage conservation area, streetscape protection area or other scenic areas.

3.5 What other issues may apply?

In preparing your application other issues or documents you may have to consider are:

- The Local Government Act (1993) and the Building Code of Australia regarding separate advertising structures/buildings.

- The Roads Act (1993) regarding traffic safety.
- The Advertising Standards Council regarding the content of an advertisement.

large designs). The drawings should be annotated to show colours, materials, illumination or any other special effects.

5. What are the Current Criteria Documents?

- #1 **"Outdoor Advertising, An Urban Design Based Approach"**, Department of Planning, Sydney 1991.
A specific reference document useful in assisting in all areas of your application.
- #2 **"Controls for Outdoor Advertising, Best Practice Guidelines"**, Department of Urban Affairs and Planning, August 1995
A specific reference document useful in understanding local government policy generally.
- #3 **"Lettering and Signs on Buildings c1850-1900"**, Technical Bulletin 2.2, Australian Council of National Trusts, 1984
A general reference document useful in assisting with appropriate heritage issues.
- #4 **"Rylstone Main Street Study, Louee Street"**, Tony Ward Design, 1990.
A general local document useful in assisting with signs in the Louee Street Conservation Area.
- #5 **"Conservation Areas, Guidelines for Managing Change"**, Department of Urban Affairs and Planning, 1996.
A general background document useful in assisting with signs in heritage areas generally (ref pages 43-48).
- #6 **"The Illustrated Burra Charter"**, ICOMOS, 1992.
A general background document useful in assisting with existing heritage signs (ref page 41).
- #7 **"Model Clause for adoption in Local Environment Plans"**, Department of Urban Affairs and Planning, 1996.
A general background document useful in understanding definitions, terminology and general local government approach.
- #8 **"Guidelines for Signposting to Major Tourist Attractions"**, DMR Traffic Section, 1985 rev 1988.
A specific document useful in understanding State Government agencies general design approach for road and directional signs .

Schedule 1 - Assessment Criteria (From 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 view 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 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?

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¹ C:\My Documents\My Documents\POLICYPL\SIGNS DCP May 2001.doc