

Appendix 2 Tallaganda Shire Council DCP No2 Advertising Signs and Structures Provisions

TALLAGANDA SHIRE COUNCIL

DEVELOPMENT CONTROL PLAN NO.2

ADVERTISING SIGNS AND STRUCTURES PROVISIONS



AMENDED AND ADOPTED BY COUNCIL
24 December 1997

TALLAGANDA DEVELOPMENT CONTROL PLAN NO. 2

ADVERTISING SIGNS AND STRUCTURES

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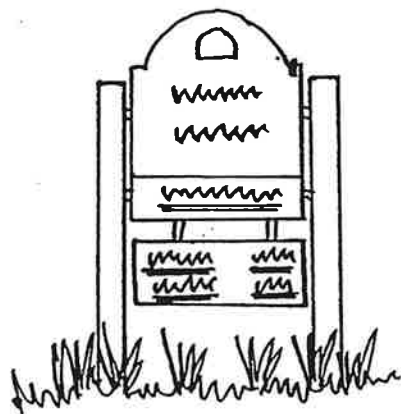
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TALLAGANDA DEVELOPMENT CONTROL PLAN NO. 2

ADVERTISING SIGNS AND STRUCTURES

1. INTRODUCTION AND AIMS OF THE PLAN

1.1 Introduction

The use of advertising signs and structures for the promotion of business and commercial enterprises can provide vitality and enhance a streetscape if a creative and sympathetic approach is taken by the various proprietors.

Tallaganda Shire Council is keen to promote the local business houses of the Shire in a manner which is considered to be economically feasible and aesthetically pleasing without conflicting with the environmental and historical significance of the towns and villages of the Shire. It is therefore the Council's intention to encourage the use of signs in appropriate areas of the Shire as they reflect the character and tourist nature of the area.

This development control plan for advertising signs and structures is a code which becomes an extension to the advertising structure provisions as set down in the Tallaganda Local Environmental Plan 1991.

The code seeks to introduce design criteria which will control the sign's height, shape, size, number, lighting and wording, whilst recognising that some variations may be permitted, (subject to Council consent,) if special circumstances so warrant, and thus ensuring the signs do not distract and dominate the setting in which they are located. It is Council's belief that well-designed and maintained signs which respect the scale and character of the sign will enhance the commercial areas and existing environment.

1.2 Aim of the plan

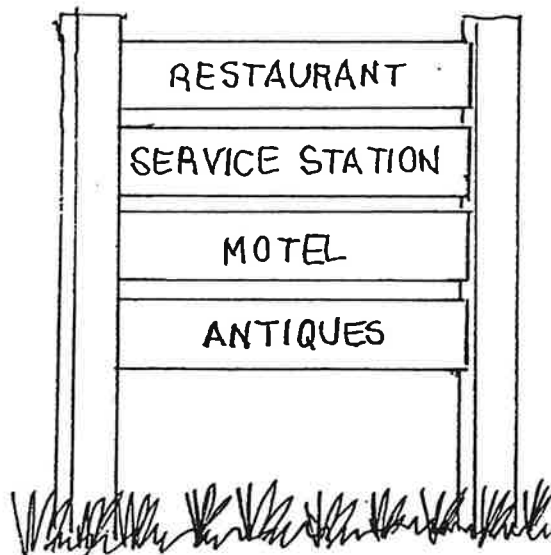
This development control plan is one of the strategies for implementing the aims and objectives of the Tallaganda Local Environmental Plan 1991 and supplements the plan by:-

- a. Setting out the matters which Council will consider in determining development applications and the issuing of licences for the erection of advertising signs and structures;
- b. Identifying sites and locations for suitable village promotional boards;
- c. Seeking to conserve and enhance the historical streetscape and architecture of the Shire's villages by the erection of advertising signs that are sympathetic to the existing environment;
- d. Protecting the rural landscape and main entrances to the towns and villages from the intrusion of unregulated advertising structures; and

- e. Providing an opportunity for the erection of directional signs for facilities beneficial to the travelling public.

1.3 Citation

- a. This plan is called "Tallaganda Development Control Plan No. 2 - Advertising Signs and Structures Provisions" and is a Development Control Plan pursuant to Section 72 of the Environmental Planning and Assessment Act, 1979, and has been prepared in accordance with the provisions of the Environmental Planning and Assessment Regulation, 1980.
- b. This plan shall come into force on _____ in accordance with Clause 24(2) of the Environmental Planning and Assessment Regulation.
- c. This plan may be varied only in the manner provided for in the Environmental Planning and Assessment Act, 1979, and the Regulations thereto.



2.

DEFINITIONS AND TYPES OF ADVERTISING SIGNS AND STRUCTURES

2.1 Introduction

For the purposes of this development control plan, the words “advertising sign” are defined to mean a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve. The structure on which this advertisement may be displayed or be principally used is termed an advertising structure.

In an effort to clarify the various types of advertising signs and structures, Council offers the following definitions and illustrations.

2.2 Sign Types

2.2.1 Above awning sign

A sign located on top of an awning or verandah with no parts of the sign projecting above the roof parapet or ridge line, or beyond the awning edge, is defined as an above awning sign. The sign should also:-

- a. Be constructed parallel to the fascia or return end of the awning;
- b. Have a maximum advertising area of 2 square metres; and
- c. Not exceed 1.5 metres in height nor be constructed more than 2 metres above the roof of the building.

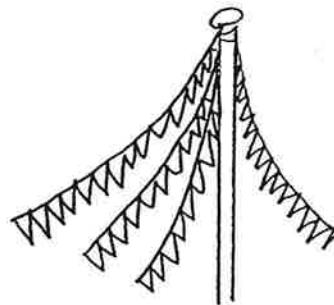
2.2.2 Below awning sign

This is sign fixed below an awning and above the footpath. The sign should:-

- a. Be constructed at right angles to the building to which the awning is attached;
- b. Be erected approximately horizontally to the ground and at no point less than 2.6 metres from the ground;
- c. Not exceed 0.5 metre in depth; and
- d. Not exceed 1.5 square metres in area.

2.2.3 Bunting

Bunting is an advertising device consisting of continuous string or lightweight coloured material, secured as to allow movement caused by the atmosphere.



2.2.4 Business Sign

A business sign is any advertising structure which contains an advertisement which provides or supplies information relation to any business, industry, or profession conducted within a building to which the sign is attached, or on land where the sign is erected, including information on the nature of the use of such land or building.

This type of sign also advertises any goods manufactured or offered for sale within the building or on the land and any services providing therein. The sign can also include the name and address of the proprietor, manufacturer or the like, but does not include an "Identification Sign" or "Home Occupation Sign".

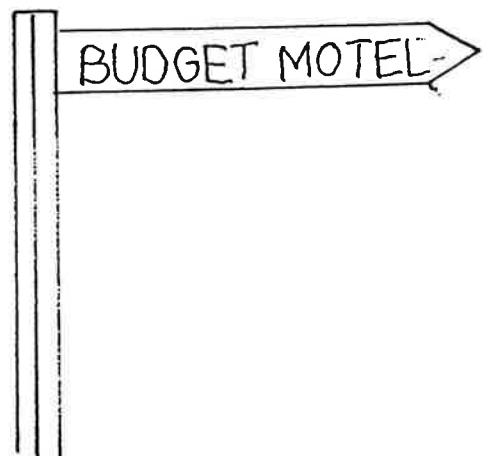
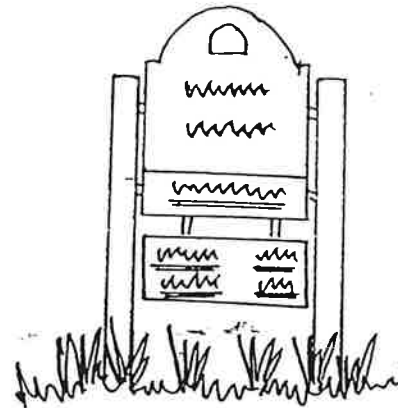
The sign should not be more than 2 square metres in area.

2.2.5 Chalkboard Signs

This applies to a movable board not exceeding 1.5 square metres in area used for the purpose of describing services or goods for sale on a regular basis, eg a restaurant menu, and be located on private property or affixed to the frontage of the premises to which it refers.

2.2.6 Directional Sign

Any sign directing vehicular or pedestrian traffic to a tourist facility or activities or to places of scientific, historical or scientific interest, is a directional sign. This type of sign does not include any reference to information of a commercial nature, nor is more than 0.4 metres wide by 1 metre in length, or 0.4 square metres in area. The colour of the sign is dependent on the nature of the facility appearing on the sign. Public and community facilities (hospital, churches, clubs etc.) will be advertised in white lettering on a blue background (of approved shades) and tourist facilities in white lettering on a brown background (of approved shades). Tourist facility directional signs are not permitted within the Braidwood Village



2.2.7 Fascia Sign

A fascia sign is an advertisement attached to the fascia or return end of an awning. Such a sign is not to:

- a. Project above or below the fascia or return end of the awning to which it is attached;
- b. Extend more than 0.3 metres from the fascia or return end of the awning; and
- c. Extend or project beyond a point 0.6 metres within the vertical-projection of the kerb line.

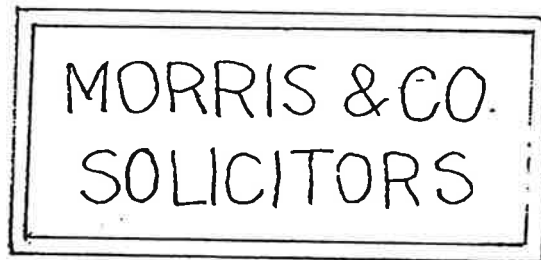
2.2.8 Floodlit Sign

A floodlit sign is where an advertising structure is illuminated by an external source of light to ensure the advertisement has a readable message during evening hours. A sign may not be illuminated by an external source of light where such a light conflicts with vehicular movements and where disturbance would be experienced by adjoining residents after 9.00pm.



2.2.9 Identification Sign

An identification sign is an advertisement attached to a building used solely for the purpose of making reference to the name of a proprietor, premises, address thereof, and the nature of the use of the premises. The term does not include a Home Occupation Sign as herein defined. The area of an identification sign should not exceed 1.0 square metres and should fit into a rectangular outline of 1.8 metres by 0.6 metres.



2.2.10 Home Occupation Sign

This is an advertising structure attached to a building not exceeding 0.3 square metres in area and bearing only the name of the occupier and of the occupation to which the sign applies.

2.2.11 Tourism Sign

A tourism sign is permitted on the basis of one sign per tourist facility and, used in conjunction with roadside business signs, business signs, village tourism boards and

directional signs should assist the travelling public in locating these facilities. Tourism signs shall not be located within the village zones and only outside of the village zones within road reserves. The consent of the relevant roads authority shall be required.

Tourism signs shall be white on brown, only stating the name, nature and location of the facility with limited diagrammatic representation permissible. The maximum size of these signs will be 1.5 square metres in height or width and being between 1.5 and 2.0 metres above ground at the base.

Approval of Tourist signs shall be consistent with the Tourist Signs - Traffic Engineering Manual produced by Tourism NSW and the RTA.

2.2.12 Projecting Wall Sign

~~This type of sign is attached at right-angles to the wall of a building and projects horizontally more than 0.3 metres from the wall. Such a sign:-~~

- a. Should be at least 2.6 metres above the ground; and
- b. Should not project beyond a point within 0.6 metres of the vertical projection of the kerb alignment and where no kerb alignment is in existence, within 0.6 metres of the existing table drain.

2.2.13 Portable Footpath Sign

A portable footpath sign is a small, free standing, portable advertising structure located on footpaths outside the business house to which the sign applies. Only one sign is permitted for each business premises with consent only being granted where it can be proved to Council that the business house has the necessary public liability to cover the said sign. The sign is not to exceed 1 metre in height and 0.75 metres in width.

2.2.14 Roadside Business Signs

A structure not exceeding three square metres in area erected in a set designated location for the purpose of directing the travelling public to local businesses and tourist facilities where the sign does not relate to activities carried out on land on which it is erected.

2.2.15 Real Estate Signs

This is an advertising sign or structure located on or attached to the land, building, or other structure which is for sale, rent, auction or disposal by some other means. The sign is not to exceed 1.5 square metres in area and is to be removed within 30 days of the sale of the property.

2.2.16 Roof Sign

A roof sign is a sign that is erected on the roof of a building, or painted thereon, which should not extend laterally beyond the vertical projection of the wall of the building on

or above which it is erected. The area of such a sign is not to exceed 2 square metres.

2.2.17 Temporary Sign

A temporary sign is any advertising sign which is intended to advertise community or Shire projects, construction projects or other special events on a temporary basis. A temporary sign is a sign erected for a maximum of 3 months and should not exceed 3 square metres in area.



2.2.18 Top Hamper Sign

A top hamper sign is an advertisement attached to the transom of a doorway or display window of a building. Such a sign:-

- a. Shall not extend more than 0.2 metres beyond any building alignment;
- b. Shall not extend below the level of the head of the doorway or window to which it is attached; and
- c. Shall not be more than 3.7 metres above the ground.

2.2.19 Wall Sign

Any advertisement affixed or painted directly on to an exterior wall of a building or other structure not exceeding 2 square metres with the face of such an advertisement being parallel to the face of the building.

2.2.20 Window Sign

A sign painted or displayed on the exterior of a shop window or any glazed area of a building is considered to be a window sign.

2.2.21 Village Tourism Boards

Village Tourism Boards will be erected by Council with consent required for a tourism facility to attach a tourism directional sign in the approved manner to the Board.

PROVISIONS APPLYING TO THE ERECTION OF ADVERTISING SIGNS AND STRUCTURES

3.1 Advertising signs and structures in rural zones

In accordance with the provisions of Tallaganda Local Environmental Plan 1991, the erection of advertising structures is generally prohibited in rural zones.

The only signs permitted in rural zones are identification, home occupation, business, directional and roadside business signs which all require development consent from Council.

3.1.1 Identification Signs

Identification signs will only be permitted where the sign is erected on the property where the enterprise is being carried out.

3.1.2 Directional Signs

Directional signs will only be erected where, in the opinion of Council, such a sign is necessary to assist or direct the travelling public to a tourist or community facility or rural enterprise located off the Main Roads.

3.1.3 Roadside Business Sign

In an effort to help advise the travelling public of what local services and facilities are available in the Shire's towns, Council may consent to the erection of roadside business signs on the major approaches to the towns. The signs must be located within three kilometres of the Braidwood Village Zone boundary on MR 51 to the east of Braidwood, within three kilometres of the intersection of Deloraine Lane and MR 51 to the west of Braidwood and within one kilometre of the Araluen, Majors Creek, Mongarlowe and Nerriga Village Zone boundary.

With regard to the approaches to the Braidwood township, a maximum of only fifteen advertising signs and structures will be permitted either side of the township.

3.1.4 Advertising Signs Not Requiring Council Consent

Council consent is not required for the following signs:-

- real estate signs
- rural property names and the like

3.2 Advertising signs and structures in village zones

In Clause 33(1) and (2) of the Tallaganda Local Environmental Plan 1991, it is stated under what circumstances an advertising sign or structure may be erected or established.

Generally the only signs permitted are those which pertain to the land or building on which it is erected.

3.2.1 Types of advertising signs and structures permitted in village zones

Council may grant consent to the erection of establishment of the following signs within a village zone:-

- above awning signs
- below awning signs
- business sign
- directional sign
- fascia sign
- floodlit sign
- identification sign
- home occupation sign
- projecting wall sign
- roof sign
- temporary sign
- top hamper sign
- wall sign



3.2.2 Directional signs

Directional signs will only be erected where, in the opinion of Council, such a sign is necessary to assist or direct the travelling public to tourist facilities not located on the Main Roads travelling through the Shire's villages. The type of sign will generally be prepared, ordered and erected by Council at the full cost of the applicant, with only the name of the establishment and distance to the establishment appearing on the sign.

3.2.3 Advertising signs not requiring Council consent

Council consent is not required for the following signs:-

- chalkboard sign
- real estate sign
- window sign
- identification signs not greater than 1 square metre in area

3.2.4 Advertising signs and structures within the Wallace Street Braidwood Heritage Conservation Area

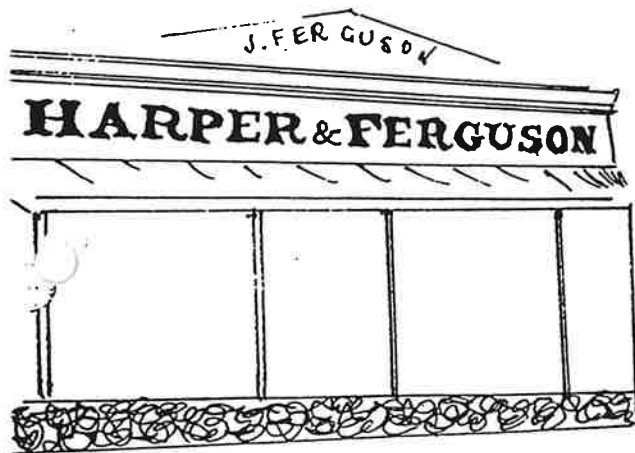
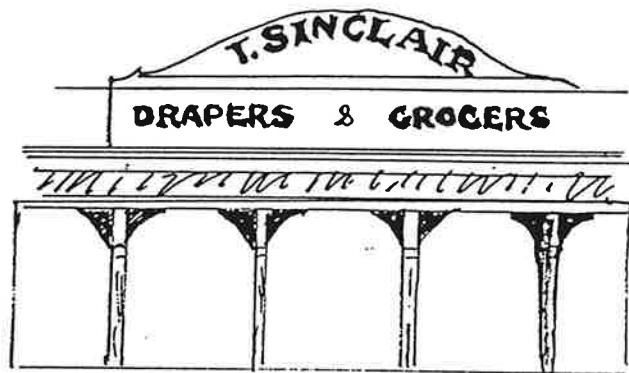
In accordance with Tallaganda Development Control Plan No. 1 Environmental Heritage, the design of advertising signs and structures will be in strict accordance with Clause 4.4 of that plan. The clause applies to both above awning and below awning type signs and states:-

a. In an effort to continue the traditional, simple and symmetrical Roman/Gothic style of advertising in the conservation area, Council shall not grant consent to the establishment of advertising signs above awning level unless Council has made an assessment of:-

- i. The style of lettering - preferably, but not categorically sans serif "Gothic" or "Roman" style or simple modern face (eg sans serif "Grotesque", "Berling", Clarendon", "Helvetica");
- ii. The location, size and number of signs; and
- iii. The materials and colours to be used in construction

b. Whilst not desiring to restrict advertising styles for below awning areas, the Council shall not issue a consent or licence for the establishment of advertising signs unless the design of such signs is generally in keeping with the historical nature of the building, is not in conflict with adjoining buildings or the historical streetscape, and is in keeping with the purpose of the building or business.

Example: Shaded Tusacan lettering (J. Sinclair & Co) and bold shaded Grotesque lettering (Drapers & Grocers) is used on the parapet.



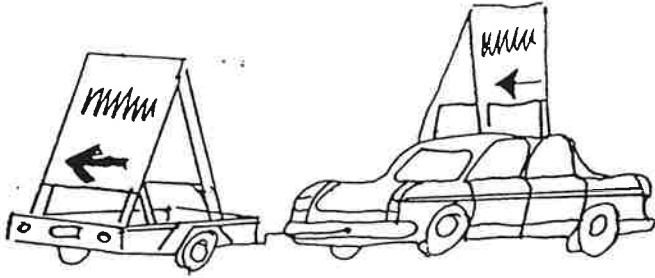
Example: The name on the parapet (J. Ferguson) is in Grotesque (sans serif) while the names below the cornice are in Ionic (Fat Clarendon).



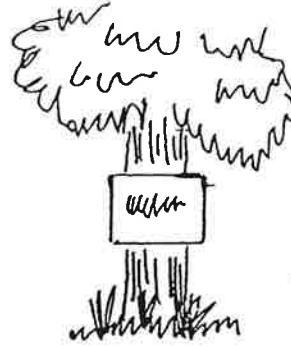
Example: Bold shaded Grotesque (sans serif) lettering (Longong Chartered) and Fat Face lettering (Bank of Australia) is used on the parapet.

3.2.5 Prohibited advertising signs and structures

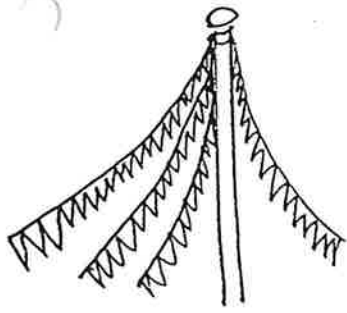
All other advertising signs and structures not defined within this plan are prohibited including the erection of bunting being used as a form of attracting the attention of passing traffic.



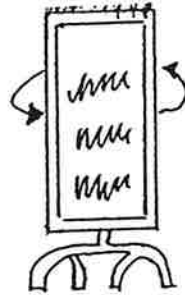
Signs in trailers or on vehicles



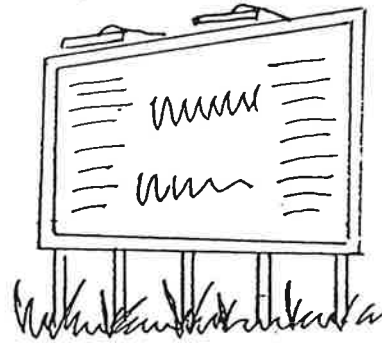
Advertising signs attached to trees, poles, etc.



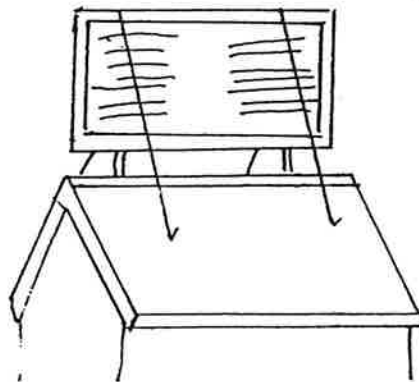
Bunting



Rotating signs



Advertising Billboards



Sky Advertising structures

PROHIBITED SIGNS

APPLICATION PROCESS FOR ESTABLISHMENT OF ADVERTISING SIGNS AND STRUCTURES

4.1 Development application (Stage 1)

All advertising signs and structures other than those stated in Clauses 3.1.4 and 3.2.3 of this plan require consent from Council.

Application for approval must be submitted on the prescribed Development Application Form available from Council, together with detailed plans (including the wording of the sign and proposed colours), site plan, and appropriate fee. The application should include the consent of the owner of the premises to which the sign is to be established and a statement as to the purpose of the sign.

4.2 Licencing of advertising signs and structures (Stage 2)

All advertising signs and structures require licencing on a bi-annual basis with the exception of the following sign types:

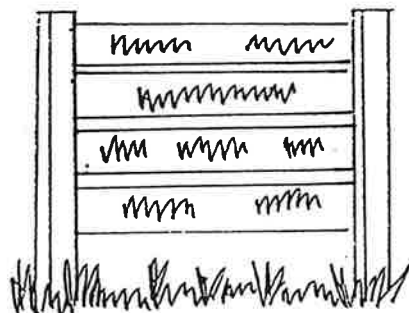
- chalkboard sign
- directional sign
- identification sign
- real estate sign
- temporary sign
- window sign

A licence fee will be levied on each sign with such fee being set annually by Council and collected on the 1 September each year.

CONSIDERATION OF APPLICATIONS FOR ADVERTISING SIGNS AND STRUCTURES

5.1 Design of sign

In an effort to encourage advertising signs and structures to be in keeping with the building to which they are attached or the land to which they are erected thereon, Council will not consent to the erection or establishment of an advertising sign or structure unless the Council is satisfied the following matters have been considered and addressed at the design stage of the said sign:-



5.1.1 Materials

In the design of an advertising sign, it is important the materials used in construction are appropriate from a structural viewpoint as well as being suitable aesthetically when considering

the location or site of the structure.

Council generally encourages all signs to be constructed of a metal or timber (waterproof ply or treated pine) type material having a thickness that is deemed suitable for the type of sign being constructed.

For all free-standing advertising signs and structures, the supporting posts are to be generally constructed of hardwood timber or treated pine posts. However, Council may consider the use of galvanised pipe having at least a width of 50mm for supporting posts.

5.1.2 Colour

The sign's colour has an important role in whether the sign dominates a particular site or location. Council generally encourages the colouring of advertising signs to be conducive to the building to which the sign is to be attached or the land to which it is to be erected.

If the sign is to be located within the Wallace Street Braidwood Heritage Conservation Area, Council encourages the use of heritage colours, samples of which are available from the Council's Planning Office.



5.1.3 Location

The locations of the advertising sign or structure is an important consideration to ensure the sign is prominent but not intrusive to its surrounds. The sign should be so sited as not to distract the attention of vehicle drivers at places where greater concentration is required.

The sign should also be positioned on buildings so as not to hide the important architectural elements of the building. The sign should, in fact, be an extension of the architectural design of the building.

5.1.4 Shape

The shape of the sign is generally left to the discretion of the proprietor or applicant, however, once again, the sign should be in keeping with the building's architectural elements or the site's prominent characteristics.

5.1.5 Wording / Content

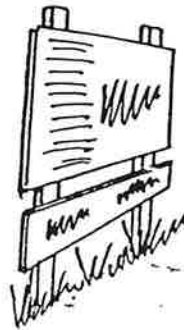
The wording and content of an advertising sign is generally the responsibility of the applicant. However, Council encourages the advertisement be so designed as to be uncluttered and clear with the wording being bold enough for easy readability and understanding.



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5.1.6 Size

The size of the advertising sign and structure is to be in accordance with the definitions as outlined in Clause 2.2 of this plan.

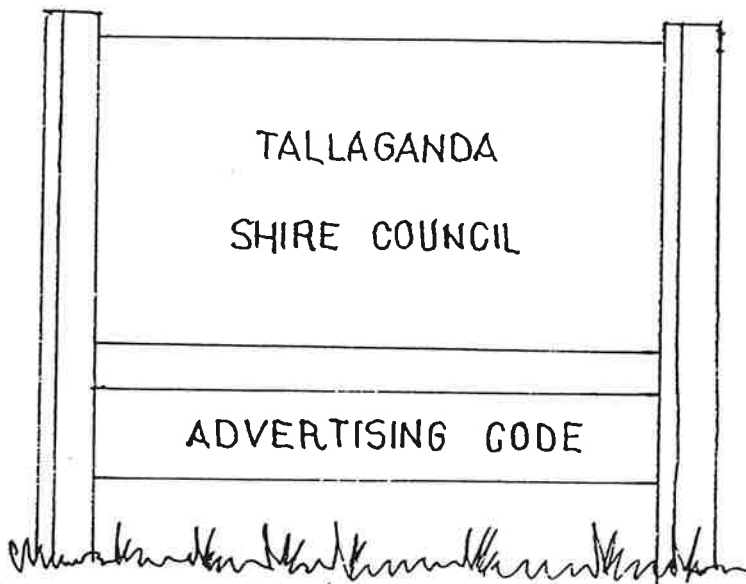


5.2 Other Considerations

It should be noted that some advertising sign and structure applications may be subject to considerations by the NSW Police Department, Department of Main Roads and the Heritage Council of NSW. Council will advise the applicants if this situation applies.

SAVINGS CLAUSE

Nothing in this development control plan requires the consent of Council for the erection of signs related to traffic movements or signs for the purposes of identifying parklands, rivers, streams or the like.



Appendix 3 Tallaganda Shire Council DCP 1 – Environmental Heritage Provisions