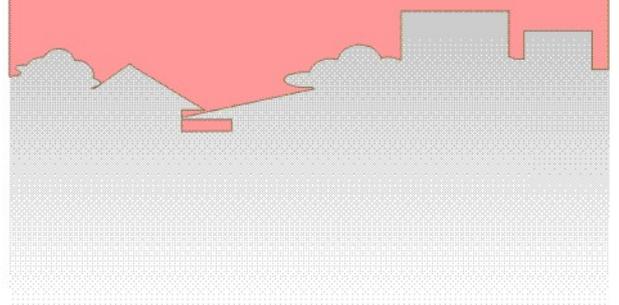


Part O

Signage
and
Advertising
Requirements



Greater Taree
CITY COUNCIL

PART O SIGNAGE AND ADVERTISING REQUIREMENTS

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01. Introduction

About this part:

This part provides the detailed guidelines for off road advertising and signage.

Applies to:

All development in the Greater Taree Local Government Area where advertising and signage is permitted.

Date adopted by Council:

14 October 2009

Effective Date:

25 June 2010

Related Policy / Technical Manual:

Nil.

SEPP 64 - Advertising and Signage should be read in conjunction with this section.

Some signage is permissible as **Exempt or Complying Development**. Applicants should refer to State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 and also refer to the Greater Taree Local Environmental Plan 2010 for the Exempt and Complying requirements.

Principle objectives

- To establish a consistent approach to the erection of signage;
- Ensure signage and advertising is in keeping with the scale and character of the building or locality and does not detract from the architecture or streetscape;
- Ensure protection of the urban and rural streetscapes through managing advertising and signage.

01.1 Specific location requirements

01.1.1 Business zones

Explanation

The shopping centres in the Greater Taree City Council area are more than a collection of shops and offices. They provide the community focus, or heart of the town. The way a shopping centre presents itself determines the environmental quality enjoyed by the employees and customers of the centre. This quality is influenced by a number of factors, including: signage, traffic management, carparking, streetscape elements (footpaths, street furniture, landscaping) public open space, architecture and urban design.

All of the above factors are directly controlled or influenced by Council. Most are part of the public asset but some are determined more by private landowners through the design of their development. Of these private influences, architecture and advertising signs are prominent factors which contribute more than any other to environmental quality. Ideally these two factors would be designed together with all signage being an integral part of the architectural design of the building. However, Council acknowledges the evolving use of buildings and the need for innovation in signage beyond that which may have been originally envisaged when the building was constructed.

Objectives

- Promote innovation and quality in the provision of business advertising signs within Business Zones shopping centres;
- Encourage consideration of signage as part of the original design process for any new development;
- Enable advertisers to display messages or images that complement and conform to both the development on which it is displayed and the character of the surrounding locality;
- Ensure that Business Zones as a whole are not adversely affected by signage in terms of appearance, size, illumination, overshadowing and the like or by visual clutter through the proliferation of signs.

Performance Criteria

1. Developments that incorporate signage as part of the original architectural design of the building will not be required to submit separate development applications or pay fees for advertising signs.
2. Council will support advertising sign proposals which promote innovation and originality in their design, style or character.
3. The use of corporate identification and colours should not take precedence over Council's streetscape objectives. Corporate identification should be carefully selected and amended where necessary to retain the character of individual buildings and the surrounding locality.

4. Council recognises that it is the shopping centre operating as a whole which attracts increased levels of customers. Individual businesses should aim to attract pedestrians by the use of below-awning level signs. Above-awning signs are orientated to the longer distance perspective of pedestrians and traffic. As such the role of above-awning signs is secondary to the role of below-awning signs and their use should be limited.
5. The skyline and distant images of shopping centres should be set by the architectural features of buildings rather than by roof signs, sky signs or large panel signs.

01.1.2 Industrial zones

Explanation

The industrial estates within the Council area facilitate a vast range of land uses. This range of land uses require flexibility in controls relating to signage, together with an acceptance that most industrial business is undertaken by motor vehicle and this requires middle distance viewsheds for signs.

Objectives

- o To promote quality in the provision of business advertising signs within industrial areas;
- o To encourage consideration of signage as part of the original design process for any new development;
- o To enable advertisers to display messages or images that complement and conform to both the development on which it is displayed and the character of the surrounding locality;
- o To ensure that industrial areas are not adversely affected by signage in terms of appearance, size, illumination, overshadowing and the like or by visual clutter through the proliferation of signs.

Performance criteria

1. Council will support advertising sign proposals which promote innovation and originality in their design, style or character. Council acknowledges that signage must be orientated to the longer distance perspective of traffic, rather than pedestrian dominated areas.
2. Signage which is purpose-designed for a building should reflect the bulk and scale of the building and be focussed at the primary approach route for the development.
3. Signage must relate to the uses or activities carried out on the same land on which the advertising sign is to be erected.
4. Signage shall not project over the roadway or footpath.
5. Ensure that signage does not dominate the architecture or cover a large portion of the building.
6. Signage is to be integrated into the design of the building.

7. One advertising sign with a maximum of 5m² may be permitted on the building for each street frontage. This sign may be no higher than the wall on which it is mounted.
8. One logo of a scale appropriate to the building façade may be permitted in addition to five (5).
9. One (1) freestanding advertising structure shall be permitted for each street frontage, with a maximum area of 3m².
10. A maximum of two (2) pole or pylon signs per street frontage shall be permitted where:
 - a. They have a maximum of 6m² advertising space,
 - b. They have a maximum overall height of 7m,
 - c. The bottom of the pole or pylon is at least 3m above ground level.
11. Multi-unit industrial estates are to provide gateway directional signage for the units, industries and their layout at the entry to the estate. A maximum of one (1) such sign shall be permitted to a maximum of 8m² at the intersection of the entry road and the major through road past the industrial complex. The sign will allow for the general name of the industrial complex, the name of each business, and if appropriate a directional map.
12. All advertising must relate to the uses or activities carried out on the same land on which the advertising sign is to be erected.
13. Signs shall not project over road or footpath.
14. The above provisions apply to signage on the building or site of the business. Advertising signage on other land will not be permitted.

01.1.3 Isolated businesses

Explanation

There are a number of businesses (such as corner stores, existing uses, roadside stalls, nurseries and rural industries) outside traditional shopping centres and industrial estates as well as many home industries.

For businesses in residential areas, such as home industries, some special controls must be imposed to maintain the residential amenity of the neighbourhood.

Objectives

- To promote quality in the provision of business advertising signs;
- To encourage consideration of signage as part of the original design process for any new development;
- To enable advertisers messages or images to be conveyed while completing the character of the surrounding locality.

Performance criteria

1. Council will support advertising sign proposals which promote innovation and originality in their design, style or character.
2. The use of corporate identification and colours should not take precedence over Council's streetscape objectives. Corporate identification should be carefully selected and amended where necessary to retain the character of individual buildings and the surrounding locality.
3. Signage which is purpose-designed for a building should reflect the bulk and scale of the building and be focussed at the primary approach route for the development.
4. All advertising must relate to the uses or activities carried out on the same land or which the advertising sign is to be erected.
5. Illuminated signage will not be permitted.

01.1.4 Heritage items and heritage conservation areas

Explanation

Heritage items and Heritage Conservation areas are subject to special provisions under Council's Local Environmental Plan 2010 and Development Control Plan 2010.

To reflect the planning provisions for heritage areas it is particularly important that new signage on new or old buildings reflects the significance of the site or locality.

Objectives

- o To respect the heritage significance and values of the site or locality;
- o To enable advertisers messages or images to be conveyed while complementing the architectural features of the building and the character of the surrounding locality.

Performance Criteria

1. Colours should conform, where possible, with those originally used on signs on the building.
2. If new development is involved and/or original colours cannot be identified, colours typical of the relevant period should be used. Original colours were generally subdued stone and earth tones which were oxide based. Typical colour tones included russets, terracottas, ochres, siennas, creams, chrome, green and rich browns. Trims and lettering often utilised high contrast or a stronger shade of the same colour with reddish browns and green-greys predominating.
3. Where illuminated, external illumination such as spot lighting is preferred, provided the intensity of illumination is not obstructive in the surrounding area.
4. Lettering should conform, where practicable, with the style used in the relevant period. The most common types were Egyptian (antique), Ionic (Fat Clarendon) and Grotesque (Sans Serif).

01.1.5 Prohibited signage

The following signage is prohibited:

1. Any new billboard sign other than replacement of an existing billboard with demonstrated existing use rights and other than billboard signs placed on the reverse side of a promotional sign.
2. Any change in graphics on signs which have an adverse economic effect on the Greater Taree area (e.g. by encouraging vehicles to pass through the local area to use facilities in other areas).
3. Any sign advertising illegal products.
4. Any sign on a vehicle (whether registered or not) which is used principally as an advertisement rather than as a vehicle.
5. Any sign or bill poster placed within the road reserve (including but not limited to those attached to power or telecommunications poles, existing signage poles or freestanding poles etc.)
Note: This includes election signs.