

Signage

1. Objectives

The objectives of these controls are to:

- encourage the provision of legitimate information and promotional signage associated with the needs of the community and the creation of the image and identity of Temora Shire
- identify those key local considerations for outdoor advertising applying to Temora Shire

2. Introduction

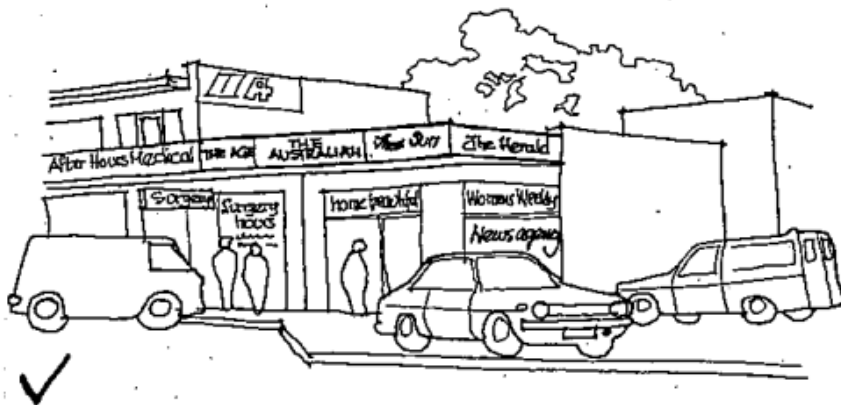
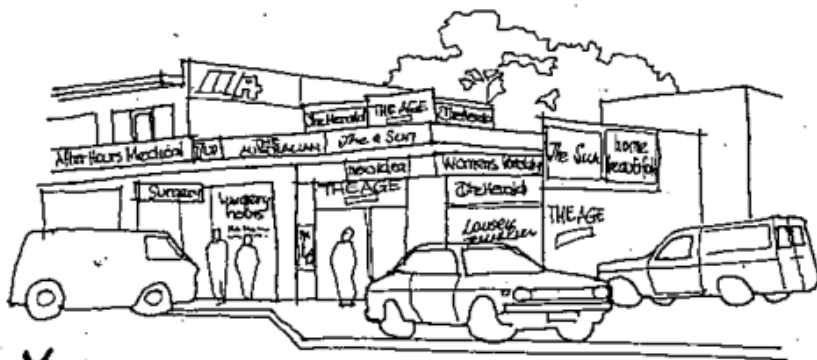
Council has identified that there are a number of key local issues associated with outdoor advertising in both towns and rural locations throughout the Shire. These controls provide additional local key principles to augment the operation of *State Environmental Planning Policy No 64 (SEPP 64)*. A copy of the explanatory information for this policy is available at the following web site

www.planning.nsw.gov.au/settingthedirection/pdf/sepp64/sepp64_expinfo.pdf

3. Key local considerations

The following are key local principles that apply to outdoor advertising:

- signage must comply with *SEPP 64 – Advertising and Signage Schedule 1 Assessment Criteria*.
- advertising in rural areas may only advertise a facility, activity or service located on the land or direct travelling public to a tourist facility or building or place of scientific, historical or scenic interest within the area
- external illumination to signs must be top mounted and directed downwards



4. Prohibited advertising

Council has identified that the following advertising signs are not acceptable methods of outdoor advertising in Temora Shire:

- electronic trailer mounted road signs used for promotional or advertising
- roof or wall signs projecting above the roof or wall to which it is affixed
- flashing or intermittently illuminated signs
- advertisements on parked motor vehicles or trailers (whether or not registered) for which the principal purpose is for advertising
- signs fixed to trees, lights, telephone or power poles
- signs which could reduce road safety by adversely interfering with the operation of traffic lights or authorized road signs
- signs that are considered to be unsightly, objectionable or injurious to the amenity of the locality, any natural landscape, public reserve or public place
- numerous small signs and advertisements carrying duplicate information
- overhead banners and bunting, except in the form of temporary advertisement for community events and related purposes

5. Relevant Section C - Development Controls

The following other parts of *Section C – Development Controls* relevant to Signage include:

- *Activities in Public Places*
- *Development Applications*
- *Heritage and Conservation*
- *Landscaping*
- *Notification of Development Applications*