

# TEMORA SHIRE COUNCIL



TEMORA

*The Friendly Shire*

## SIGNAGE GUIDELINES

**ACTIVE**

## **ABOUT THIS RELEASE**

**DOCUMENT NAME:** Signage Guidelines  
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## **REVIEW**

Revision Date	Revision Description	Date approved by Council	General Managers Endorsement
February 2021	Full review	18 March 2021	GCL

## **PLANNED REVIEW**

Planned Review Date	Revision Description		Review by
December 2022	To be considered by Signage Committee		General Manager

## **1.0 Introduction**

These signage guidelines have been developed for Council Staff, Businesses and Community Groups within Temora Shire.

Signs come in many shapes and sizes and can range from large town entrance signs to small A – frame signs outside local businesses.

The mechanisms for obtaining approval to erect or place signs are also varied. These guidelines have been developed to ensure the applicant will approach Council for consent on appropriate occasions, as well as provide guidelines for Council Staff to ensure that any signage erected is appropriate and consistent with the objectives of this policy.

Many types of signs are identified as exempt development and require no approval from Council. Refer to State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 Division 2. To determine if a proposed sign or advertising is exempt development, it is advisable to contact Council prior to installing any new sign or advertisement.

### **1.1 Aims and Objectives**

The objectives of this Policy are:

- to facilitate the ease of navigation using an appropriate combination of signs;
- To ensure that signage complements, rather than dominates or intrudes upon, the character and visual amenity of an area, the buildings on which they are displayed, and the general environment;
- To utilise existing structures for the erection of signage as far as practicable;
- To adopt consistent technical standards, which not only facilitate motorist and pedestrian recognition and comprehension, but also meet road safety objectives and requirements;
- To emphasise that tourist and community service facility signage is directional, rather than promotional;
- To encourage the rationalisation of signage;
- To ensure that all signs, installed and maintained by Temora Shire Council shall simultaneously aim for excellence of design, minimisation of maintenance and susceptibility to vandalism of other damage;
- To provide clarity of the application process for businesses/groups/individuals seeking to erect signage;
- To provide for short term community information signage which relates to specific events or activities.

### **1.2 Land to which these Guidelines Apply**

This plan applies to all lands within Temora Shire Council Local Government boundary, and incorporates Crown Land, road reserves and all public land as defined by the Local Government Act, 1993.

### 1.3 Components of this Policy

Temora Shire Signage Guidelines Policy comprises of components being:

Part 1 - Signage

- A. Temporary Community Events
- B. Real Estate Signage
- C. Electoral Signage
- D. Moveable Advertising Signage (Commercial)
- E. Moveable Advertising Signage (Industrial)
- F. General Advertising Sign – Commercial (Non Heritage Conservation Area) – Industrial
- G. Advertising Signage – Heritage Conservation Precincts (Temora & Aria Park)
- H. Directional Signage – Community Services & Tourist Facilities
- I. Advertising Signage – Rural Land

Part 2 - General Matters for Consideration

- A. General
- B. SEPP 64
- C. Signs Prejudicial to Traffic Safety

Part 3 - Maintenance

Part 4 - Definitions

Appendix 1 - SEPP 64 Signage Assessment Criteria

**PART 1 - SIGNAGE**

**A Temporary Community Events Signage**

**Purpose**

To enable community groups to promote their activities to the wider community, while allowing Temora Shire Council to manage the approved signage sites so that there is equitable access for community groups, and to ensure that the signs do not detract from the amenity or safe passage of traffic.

**Requirements to be met**

- The sign must promote a forthcoming community event, for which the majority of revenue raised (51% or greater) must be returned to the local community;
- All signs placed at an approved site shall be:
  - of a commercial quality and be professionally made;
  - no greater than 1.8m (height) X 1.2m (width) in size;
  - properly secured and maintained during the period that they are erected.
- Signs relating to an event may not be erected earlier than four (4) weeks before an event and must be removed within four (4) working days of the events conclusion;
- No signage shall be placed on roundabouts, road blisters or pedestrian refuges
- Where signage is proposed at intersections with Hoskins Street, signage shall only be placed on intersection shoulders. Signage shall only be placed within one (1) hour of the event commencing and removed within one (1) hour of the event concluding.
- Signage located on private property must have the permission of the landowner.
- The signage must be covered by a public liability insurance policy with cover for an amount of no less than \$20 million, provided by the organising community group.

**Application Process**

No application is required when the requirements of this section of the policy are satisfied. Non Compliance

Failure to remove Temporary Community Events Signage within one (1) hour of the conclusion may result in the signs being removed and impounded by Councils Ranger/Law Enforcement Officer.

Councils Ranger may also impound any temporary community signs that is placed on any public place, road or road reserve or any land contrary to stated requirements and may issue a penalty notice in accordance with the provisions of the EP & A Act, 1979.

**B Real Estate Signage****Purpose**

To enable temporary real estate signage to be displayed in a manner that complements other forms of advertising (e.g. newspaper and window displays), while ensuring signs do not detract from the visual amenity of the area.

**Requirements to be met****(i) On Site Signs**

- Onsite signs must be erected wholly within the subject properties' boundaries;
- No more than four (4) signs are to be erected advertising any one property;
- The size of any real estate sign shall not exceed:

1.8mX 1.2m – Residential  
 2.4m X 1.8m – Commercial  
 2.4m (height) X 2.4m (width) – Industrial

The sign dimensions apply to sign size and not the supporting structure

**(ii) Moveable Advertising Signs (including Pointer, Open for Inspection & Auction Signs)**

- Can only be displayed between 8:00 AM – 5:00 PM on the day(s) when the building is open to the public for inspection and agent is actually attending the property during the advertised times or on the day of the auction;
- One (1) sign may be placed directly outside the property being offered for sale and not more than one (1) additional sign may be placed at a nearby intersection directing people to the property
- These signs:
  - a) must be placed as close to a property boundary as is practicable. Those signs that are located at a nearby intersection must be displayed on the same side of the road as the subject property;
  - b) must be removed **immediately** the public inspection period ceases on each day or when the auction has been completed and agency staff have left the premises;
  - c) flags or bunting may only be used within the property boundary;
  - d) must not be placed on traffic islands or roundabouts;
  - e) must not be greater than 1.2m in height and 0.9m in width;
  - f) must be weighted/fixed to prevent them from being blown over.

**Application Process**

No application is required when the requirements of this section of the policy are satisfied.

Non Compliance
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Councils Ranger/Law Enforcement Officer may remove any real estate sign/structure that is contrary to the provisions of this policy.

## **C Electoral Signage**

### Purpose

To specify appropriate locations where electoral signage may be displayed and the timeframe for display of signage.

### Requirements to be met

The standards specified for that development are that the development must—

- (a) not be more than 0.8m<sup>2</sup> in area, and
- (b) if on the site of a heritage item or draft heritage item—not be attached to a building, and
- (c) be displayed by or on behalf of a candidate at an election referred to in clause 2.106 or the party (if any) of any such candidate, and
- (d) be displayed in accordance with any relevant requirements of the Act under which the election is held, and
- (e) be displayed only during the following periods—
  - (i) 5 weeks immediately preceding the day on which the election is held,
  - (ii) the day on which the election is held,
  - (iii) 1 week immediately following the day on which the election is held.

### Application Process

Under the Electoral Act 2017:

- No posters may be displayed on any Crown or community owned land
- Posters banned from trees on road verges and alongside highways
- No posters on council-owned buildings, structures or in parks
- Posters only allowed on private property with owner's permission
- Posters are banned from any wall, fence or boundary of a polling place
- No posters on cars or stalls on footpaths near polling place
- Electoral matter cannot be written, drawn or depicted on any property, including roads, footpaths, buildings, vehicles, vessels, hoardings or place (whether it is or is not a public place and whether on land or water).
- Names and addresses of a person authorising the electoral material must be included on all posters and signs

Where these requirements are met, no application is required.

### Non Compliance

Council will contact the offices of the relevant candidate and direct that the signage be removed

## **D Moveable Advertising Signage (Commercial Areas)**

### **Purpose**

To enable a moveable advertising sign to be displayed on the footpath immediately adjacent to the premises to which it refers.

### **Requirements to be met**

- The placement of display of any moveable advertising sign (A frame sign) must be in accordance with Temora Shire Councils "Activities in Public Places Chapter of the Temora Shire Development Control Plan (DCP) 2012
- A permit is required and shall have effect for a period of 12 months;
- The Guidelines for the placement are extensively outlined in Councils DCP however generally the following requirements are applicable:
  - One (1) A frame sign may be displayed for each street frontage;
  - Additional structures, including screens, planter boxes, goods display structures and similar must be included in the permit application
  - Must be displayed directly in front of the business premises to which it refers;
  - Must be only displayed during the time at which the premises is open;
  - Must not be greater than 1.2m (height) and 0.9m (width);
  - Must be weighted/fixed to prevent the sign from being blown over;
  - Must not impede pedestrian or vehicular traffic;
  - Be non illuminated or have moveable parts
  - Must only be located on the footpath and not located on road blisters or a roundabout.
- The owner of a moveable advertising sign on the footpath, must take out and then maintain for the duration of the activity, a public liability insurance policy with cover for an amount of no less than \$20 million in the joint names of that person and Temora Shire Council or, the policy must show Temora Shire as being an interested party. A copy of the certificate of currency of the insurance policy must be provided when making application.
- Any proposals that do not meet these criteria must be assessed by Council to determine the need for and the tourism benefit of the advertising signage, as well as the cumulative impact of signage within the area. Tourism and not for profit community organisations will be considered to be of higher priority than other commercial operators.

### **Application Process**

The application form (Activities in Public Places) shall be submitted for approval along with a copy of Public Liability Insurance Policy which indemnifies Council. No application fee is payable.

Non Compliance
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Councils Ranger/Law Enforcement Officer may remove and impound any non-conforming signage structure.

## **E Moveable Advertising Signage (Industrial Area)**

### **Purpose**

To provide clear guidelines for the management of moveable advertising signs so as to minimise the visual impact of such signs.

### **Requirements to be met**

Each property in an industrial area may not have more than one (1) moveable advertising sign located directly outside the property.

Any moveable advertising sign in an industrial area must:

- Be no greater than 1.8m (height) and 1.2m (width);
- Be only displayed during the times at which the property is trading to the public;
- Be weighted or fixed to prevent the sign from being blown over;
- Not incorporate flags or bunting;
- Be placed as close as practicable to the property boundary;
- Not be illuminated by any means.
- Must be removed entirely when business is not trading
- Be professionally made and include appropriately sized lettering for the speed zone where the sign is to be displayed

The Moveable Advertising Sign must not be placed on a traffic island, round about, pedestrian refuge, reservation adjacent to a service road. Approval may be granted to display a Moveable Advertising Sign on a reservation where a service road adjoins the property where business is not visible from the main thoroughfare.

Where the above conditions cannot be complied with, no sign may be displayed.

### **Application Process**

No application is required providing above conditions are met, except where proposals involve a business that is not visible from the main thoroughfare.

Where a business seeks to display a Moveable Advertising Sign where a service road adjoins the property a Permit must be obtained. Applications must be made prior to the erection of the signs.

### **Application Fee**

Where a Permit is required an application fee as prescribed by Temora Shire is payable.

### **Non Compliance**

Councils Ranger/Law Enforcement Officer may remove and impound any moveable advertising sign in an industrial area that is placed on any public place, road and road reserve, or land contrary to the stated requirements, and may issue a penalty notice in accordance with the provisions of the EP & A Act, 1979.

**F General Advertising Sign – Commercial (Non Heritage Conservation Area) and Industrial**

**Purpose**

To allow for the orderly display of effective advertising signs that are appropriate and sensitive to the zoning and the environment in which they are displayed. These controls are also to ensure that General Advertising Signs do not cause a loss of amenity or adversely affect the natural or built environment or the safety or efficiency of a road.

**Requirements to be met**

- The placement of any sign shall be undertaken in accordance with the provisions of the Temora Local Environmental Plan, 2010, and Section 4.16 of the EP & A Act, 1979.
- Approval for any sign expires on the date specified of the Development Consent. Existing signs (or where no date is specified) the expiry date is seven (7) years from the date of erection.
- Signage is only permitted which identifies/promotes the business that is physically located where the sign is to be erected/installed. Third party signage is not permitted under this policy.

**Application Process**

Signs that are fixed to an existing structure (building wall, fence or the like) and that are less than 4m<sup>2</sup> in area, do not require approval under this policy.

Freestanding, Projecting or Hanging Signs require a Development Application to be lodged for Councils consideration and are assessed in accordance with Section 4.16 of the EP & A Act, 1979.

A fee in accordance with Councils Fees and Charges policy as listed in the current management plan is payable at the time of lodgement.

**Non Compliance**

The failure to obtain consent for the erection of an advertising sign, where consent is required, is an offence under the Environmental Planning and Assessment Act, 1979 and as such the provisions with regards to notices, orders, penalty infringement notices and local action is applicable.

**G Advertising Signage – Heritage Conservation Precinct  
(Temora & Ariah Park)****Purpose**

To improve the overall visual quality of the streetscape in providing signs and advertising; which are in appearance, number, placement and arrangement – appropriate to the significant historical and architectural character of the Conservation Area.

**Requirements to be met**

Signs and advertisements within the Heritage Conservation Areas or in proximity to Heritage Items require greater consideration. Applicants are strongly encouraged to contact Council prior to commissioning or installing any new signage or advertisements involving local heritage areas. Inappropriately installed signage may require removal by Council.

- (i) Matters for Consideration;
  - Generally, signs on individual buildings or within areas of special significance should be discrete and should complement the building or area. The architectural characteristics of a Building should always dominate. For example, signs should not be placed on cast-iron, first floor verandahs, balustrades or in front of cast-iron verandah frieze work.
  - Advertising should be placed in locations on the building or item which would traditionally have been used as advertising areas. For example awning faces and masonry facades below the parapet.
  - Sky-sign opportunities will be rare. No signs should break an historic parapet or roofline of a building. A possible exception is single-storey verandah rooflines, where signs sometimes project above verandah spouting or across the verandah roof.
  - Sidewalls provide opportunities, but should be carefully considered. Painted signs on sidewalls are to be located at the top of the wall as a painted rectangle abutting the front corner or in some cases extending in a strip across the full depth of the building.
- (ii) Number of signs per site. The number of signs per site is a principal control mechanism. The general options and limits are as follows;
  - (a) forecourt and footpath: one free-standing sign;
  - (b) ground floor façade;
    - 1. awning fascia;
    - 2. one suspended under awning/verandah sign or cantilevered over-footpath sign at standard awning level where there is no verandah;
    - 3. above door head/above window transom;
    - 4. piers;
    - 5. below window sill (not recommended);
    - 6. one sign on the window glass or masonry beside the door.
  - (c) upper level signs

1. wall face applied panel sign;
2. one projecting vertical sign;
3. parapet panel sign

(iii) Existing Signs

- Where a number of signs exist on a building that do not comply with Council Policy as described by these Guidelines or other advice provided by Council, a condition will be placed on any subsequent consent that these signs be consolidated.

(iv) Size of Signs

- In general, there are no standard sizes for signs in heritage areas. They may vary according to the design and history of the building or its environment;
- The following will be utilised for guidance in Applications for buildings which are contemporary or in assessing existing signs;
- The total area of advertisements mounted parallel to the façade of a building will, in general, be less than 4 square metres in area for smaller properties and not more than 6 square metres for larger properties.
- Signs suspended beneath awnings or verandahs will be less than one square metre in area and not more than two square metres on each face;
- The total area of signs on a building will be less than eight square metres.

**Note:**

Further information/guidelines regarding external signs and advertising on buildings within the Heritage Conservation Area is available in Temora Shire Council Development Control Plan 2012 Chapters: Heritage and Conservation; and Signage

Application Process

Signage proposals that require a Development Application to be lodged for Councils consideration are assessed in accordance with Section 4.16 of the EP & A Act, 1979.

A fee in accordance with Councils Fees and Charges policy as listed in the current management plan is payable at the time of lodgement.

Development Applications involving signage located within a Heritage Conservation Area, or located on or affecting a Heritage Item, will be referred to Council's Heritage Advisor for comments as part of the assessment process.

Non Compliance

The failure to obtain consent for the erection of an advertising sign in the Heritage Conservation Precinct is an offence under the Environmental Planning and Assessment Act, 1979 and as such the provisions with regards to notices, orders, penalty infringement notices and local action is applicable.

## **H Directional Signs – Community Services & Tourist Facilities**

### **Purpose**

To provide assessment criteria for applications for tourist and community service facility directional (fingerboard) signage to minimise the unnecessary duplication of signage while providing sufficient navigational advice to traffic.

### **Requirements to be met**

Directional signage provides the final link between the facility operator and the traveling consumer to reinforce precise locations and to facilitate safe, efficient and orderly travel.

- Text Size – The size and font of the text on directional (fingerboard) signs must be to Transport for NSW and Australian Standards. The number of works on a sign needs to be kept to a minimum to maintain a minimum height of 100mm.
- Colour Coding:
  - Community Service – White text on Blue background
  - Tourist – White text on Brown background
  - Accommodation – White text on Blue background
- Manufacture of Signs will be carried out and erected by Temora Shire Council only. Actual cost will be charged to the subject business if appropriate.

Types of development permitted to apply for Tourist Attractions and Community Services Directional Signage include:

Caravan Park  
Motels  
Bed & Breakfast/Farm Stays  
Retirement Village/Nursing Homes  
Cemetery  
Churches  
Schools – Preschool, Primary School, Secondary School  
TAFE Colleges  
Emergency Services – Ambulances, Fire & Rescue, Rural Fire Service, Police, SES  
Museums – Aviation & Rural  
Hospital  
Historic Site – Approved by Councils Heritage Committee and listed on LEP  
Clubs – Bowling, Ex-Services and Golf Club  
Community – Arts Centre/Girl Guides Hall  
Town Hall/Council Chambers  
Library  
Public Toilets  
Picnic Facilities  
Public Car Parks  
Showgrounds/Trotting Track/Greyhound Track  
Sporting Grounds

Aerodrome/Railway Station  
Tourist Information Centre  
Waste Disposal/Recycling Facilities

**Notes:**

- “Advance” Signs will only be permitted if required for traffic safety purposes;
- If the facility is located on the declared main road, no intersection signage is warranted. If the facility is not located on a higher order road, a sign may be permitted at the nearest intersection with a main road via the shortest and/or safest single route;
- If the facility is greater than 1Km from the intersection in an urban area, or more than 5Km from the intersection in a rural area, the distance from the intersection shall be shown on the sign;
- No Directional Signs for Private/Commercial/Tourist operations can be permitted on the intersections of Hoskins/Victoria Street, Hoskins/Loftus Streets and Hoskins/Parkes Street. This is to manage the high number of potential signs that could occur at these locations and the risks associated with motorist distraction
- Wording on fingerboard directional signage should not include the business name, merely a broad description of the type of facility. (i.e. Motel, B & B, etc.).
- New directional signs, if approved by Council, will be costed to the business requesting the signage
- A maximum of four (4) fingerboard signs, including the street name, visible to the approaching motorist can be erected on a signpost
- The priority of fingerboard signs is as follows:
  - Street name
  - Emergency Services
  - Public toilets
  - Sports fields
  - Swimming pools
  - Library
  - Cemetery
  - Tourist attractions – museum, gallery
  - Schools
  - Golf Club
  - Bowling Club
  - Community Centre
  - Showground
  - Accommodation

## I Rural Signage

### Purpose

To ensure that Advertising Structures on rural land:

- Convey 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;
- Does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing or in any other way; and
- Does not lead to visual clutter through the proliferation of signs.

### Requirements to be met

**Advertising signs in rural zones are permitted only where the sign (s) is/are either:**

- A "business identification sign" as defined.
- A "temporary sign" as defined
- Advertisements placed on land for the specific purpose of directing the traveling public to places of scientific, historic, scenic or tourist interest but only if:
  - The advertisement relates to a building or place, and
  - The principal purpose of the advertisement is to direct the traveling public to that building or place, and
  - The size of the advertisement is not larger than would reasonably be required to direct the traveling public.

Applications for this type of advertisement are to be accompanied by supporting documentation justifying the place is of scientific, historic, scenic or tourist interest. Such places are to be of a level of local, regional, state or national significance.

- Advertisements placed on land for the specific purposes of directing the traveling public to "Tourist Facilities" as defined.
- Only one(1) sign per rural property will be permitted.
- The signs must be located in provide property and not located within the road verge.

### Application Process

#### New Signs

Proposals for Advertising Structures in Rural Land that require a Development Application to be lodged for Councils consideration are assessed in accordance with Section 4.16 of the EP & A Act, 1979.

A fee in accordance with Councils Fees and Charges policy as listed in the current management plan is payable at the time of lodgement.

If the development proposal involves the erection of an advertising structure, in addition to development consent applicants must obtain a construction certificate. All

building work must be carried out in accordance with the provisions of the National Construction Code of Australia, and the structure certified by a qualified and practising Structural Engineer.

### **Duration of Consent**

Permanent signs ancillary to approved/permissible development will normally receive unlimited approval. Approval for individual signs in rural, areas will be issued for a maximum of five (5) years. It is the applicant's responsibility to ensure that development consent remains current and valid, as the period of approval may vary.

An extension to the consent may be sought under Section 4.55 of the EP&A Act. Continuing approval is subject to compliance with relevant planning controls and the condition of the sign at the time of the re-assessment.

Such an application should be made well in advance of the expiry date to enable council sufficient processing time.

<b>Non Compliance</b>
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The failure to obtain consent for the erection of an advertising sign on RU1 Primary Production zoned land is an offence under the Environmental Planning and Assessment Act, 1979 and as such the provisions with regards to notices, orders, penalty infringement notices and local action is applicable.

**PART 2 - GENERAL MATTERS FOR CONSIDERATION****A. General**

- (i) the objectives of this plan;
- (ii) the effect of the proposal on the landscape or scenic quality of the locality;
- (iii) the character, location, siting, bulk, scale, shape, size, height, density, design or external appearance of the proposed development;
- (iv) the relationship of the advertising to the public place to which it is directed, especially whether it or the advertising contained within is:
  - appropriate in size and scale to the lawful speed of travel of any motor vehicles on an adjacent road;
  - appropriate to the purpose of the public place;
- (v) any other appropriate matter under Section 4.15 of the Environmental Planning and Assessment Act, 1979;
- (vi) the likely effect of the proposal on the level of safety of the traveling public.

**B. SEPP 64**

Council will also use the assessment criteria identified in SEPP 64 (appendix 1).

**C. Signs Prejudicial to Traffic Safety**

- (i) they obscure or interfere with road traffic signs;
- (ii) they obscure or interfere with the view of a road hazard or on-coming vehicle or any other vehicles or person or other obstruction which should be visible to drivers and other road users;
- (iii) they give instructions to traffic by the use of the words 'halt', 'stop' or other directions or initiate traffic signs in respect of shape, colour, etc.;
- (iv) they can be programmed, move; use flashing or chasing lights or are highly reflective or intense enough to impair a driver's vision or to distract the driver's attention;
- (v) they are situated where road conditions require higher levels of driver concentration, e.g. where sight distance is limited on curves, at important intersections, near traffic signals near level crossings, at merging and diverging traffic sites or within the driver decision distance (generally 100-200 metres) at such locations.

**PART 3 - MAINTENANCE**

- (i) A letter will be sent to the property owner or business operator Requiring removal of the non complying sign within seven (7) days
- (ii) If no response is received, a *Notice of Intention to Serve an Order* will be issued under Section Schedule 5 Part 6 of the EP&A Act specifying when an Order will be issued, the terms of the proposed Order and the period for compliance with the proposed Order.
- (iii) If no response is received within fourteen (14) days, an order will then be issued under Section 9.34 of the EP&A Act for removal of the sign.
- (iv) If the order is not complied with and the sign is not removed within the stated time frame, Council may issue a Penalty Infringement Notice (PIN 8188) and remove the sign with all costs recoverable from the owner of the land.

**PART 4** - **DEFINITIONS**

In this Plan:-

“**DCP**” means Temora Shire Development Control Plan 2012.

“**LEP**” means Temora Shire Local Environmental Plan 2010.

“**Advertisement**” means the display of symbols, messages or other devices for promotional purposes or for conveying information, instructions, directions or the like, whether or not the display includes the erection of a structure or the carrying out of a work.

“**Business identification sign**” means an advertisement, which in respect of any place or premises to which it is fixed contains all or any of the following:-

- (a) A reference to the identification or description of the place or premises;
- (b) A reference to the identification or description of any person residing or carrying on an occupation at the place or premises;
- (c) Such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on there;
- (d) Particulars relating to the activities, goods, commodities or services dealt with or provided at the place or premises;

“**Real Estate Sign**” means an advertisement in respect of a place or premises to which it is affixed which contains only a notice that the place or premises is or are for sale or letting together with particulars of the sale or letting is not displayed for more than 7 days after letting or completion of the sale of the premises or place that the sign relates.

“**Temporary Sign**” means an advertisement of a temporary nature which:-

- (a) announces any local event of a religious, educational, cultural, political, social, or recreational character or relates to any temporary matter in connection with such an event; and
- (b) does not include advertising of a commercial nature (except for the name (s) of an event’s sponsor)

These signs must not be displayed earlier than 28 days before the day on which the event is to take place and must be removed within 7 days after the event.

“**Tourist Facilities**” means an establishment providing short term holiday accommodation and/or recreation, and may include;

- (a) hotels, motels, bed and breakfasts, caravan parks, camping grounds, and associated facilities eg. Swimming pools, golf courses, tennis courts etc.

## **APPENDIX 1 – STATE ENVIRONMENTAL PLANNING POLICY NO. 64 - (ASSESSMENT CRITERIA )**

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### **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 viewing 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 screen unsightliness?
- 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 protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management?

### **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?