

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
- provide adequate opportunities for commercial advertising to support and encourage local business activity.
- promote and protect significant positive visual elements which contribute to Temora's 'sense of place' and the visual amenity of the streetscapes
- protect the cultural heritage values of a place of cultural significance and in Conservation Areas.
- coordinate multiple signage on single buildings through the establishment of an approved signs regime for the site.
- ensure the type and size of signs is appropriate for their location.
- minimise the proliferation of advertisements.
- ensure that advertisements do not adversely impact on traffic circulation and management, or pedestrian safety.
- Ensure advertisements are generally erected on land where the advertised business, sale or goods or service is being carried out.

2. Introduction

The purpose of this guideline is to provide a reasonable scope for advertising and information signs for commercial property in a manner which does not overwhelm or compromise visual amenity within the streetscape.

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.

Where approval from Council is required, 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 Advertising and Signage (SEPP 64)*.

3. Key local considerations

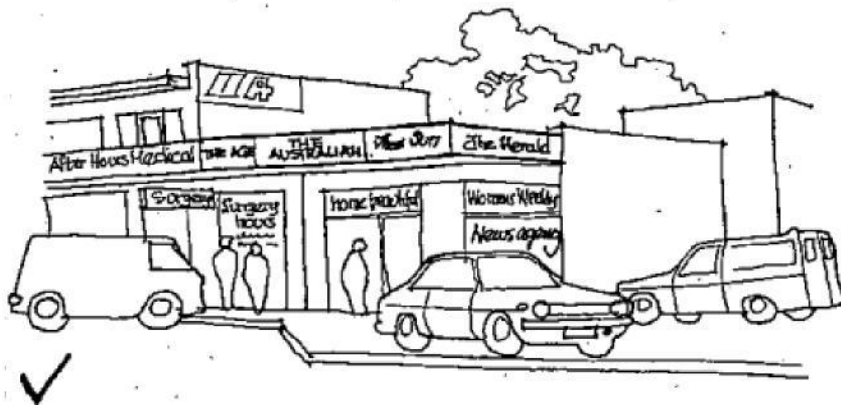
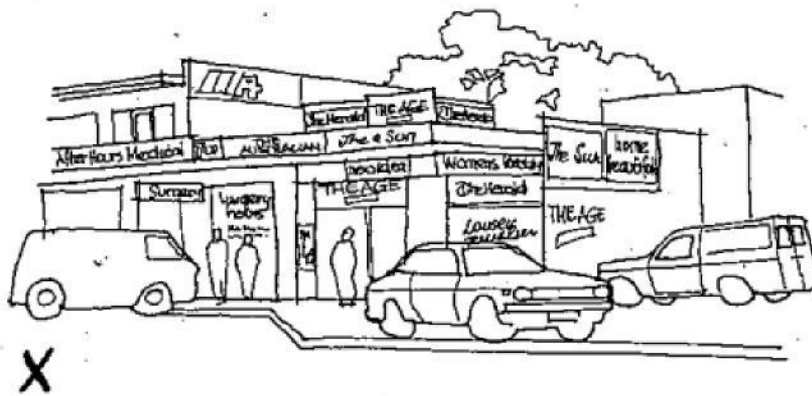
The following are key local principles that apply to outdoor advertising:

- signage must comply with SEPP 64 – *Advertising and Signage Schedule 1 Assessment Criteria*.
- Signs shall relate directly to the activity undertaken on the premises.
- Signs shall not obscure a portion of another sign.
- Signs shall not protrude over another property in different ownership or a public/private road or within 600mm of a kerb line.
- The bottom of any free standing sign shall have a minimum clearance of at least 2.5m above a footpath or pedestrian accessway.
- No sign shall detrimentally affect the safety or impede the movement of vehicular or pedestrian traffic or conflict with or obscure any statutory or directional sign.
- Signs shall be constructed and located in sympathy with street planting. No trees should be felled or lopped to allow for greater sign visibility.
- Signs shall be in harmony with the design, scale and character of the buildings which form their background.
- Signs must be structurally and electrically safe.
- The principal sign on the premises shall relate to the name and nature of the business or occupier. Identification of goods and services should be secondary.
- Sign supports shall be minimal and as unobtrusive as possible.
- Signage affixed to a building shall not exceed a maximum of 45% of total exposed wall area for any one wall.
- Signs affixed to a heritage listed building or building located within a Heritage Conservation Area shall not detract from the heritage value of the building, or impact upon the structural integrity of the building, or materially alter the appearance or condition of the buildings structure once removed from that structure.
- 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. Information to be Submitted

Where Council approval is required, the following information must be submitted with all sign proposals:

- Measured working drawings showing dimensions, location in plan or position on a building or site and the method of attachment to the ground or to the building.
- Graphic content of the sign or a graphics concept, showing proposed colours and lettering style.
- Specifications of construction materials of the sign and its supporting structure.
- Method of lighting (if applicable).



5. 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 authorised 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

6. 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*