

# PART L – SIGNS

<b>L1. INTRODUCTION .....</b>	<b>2</b>
<i>What is the purpose of this part? .....</i>	2
<i>What are the Objectives of this Part? .....</i>	2
<i>What do terms used in this DCP mean? .....</i>	3
Sign or advertising device .....	3
Advertising structure .....	3
Above awning sign .....	3
Advertising display area .....	3
Below awning sign .....	4
Commercial/business identification sign .....	4
Chalk board .....	5
Directional sign (ie. Fingerboard sign) .....	5
Fascia sign .....	5
Flush wall sign/ wall advertisement .....	5
Home occupation sign .....	5
Identification sign .....	5
Indirectly illuminated sign .....	6
Integrated sign .....	6
Internally illuminated sign .....	6
Kite or banner .....	6
Multiple identification sign .....	6
Neon sign .....	7
Pole/ freestanding sign .....	7
Projecting wall sign (vertical) .....	7
Projecting wall sign (horizontal) .....	8
Real estate sign .....	9
Roof sign/ roof or sky advertisement .....	9
Sandwich board sign .....	9
Temporary sign .....	9
Top hamper sign .....	9
Wall sign .....	9
Window sign .....	9
<b>L2. GENERAL REQUIREMENTS .....</b>	<b>10</b>
L2.1 <i>Non-conforming signs - merits-based consideration .....</i>	10
L2.2 <i>Information to be provided with any Application .....</i>	10
L2.3 <i>Duration of consent .....</i>	11
L2.4 <i>SEPP 64 DCP requirements .....</i>	11
<b>L3. SIGN TYPES AND LOCATIONS .....</b>	<b>12</b>
L3.1 <i>Element – Sign Categories .....</i>	12
<b>L4 COMMERCIAL AND INDUSTRIAL SIGNS .....</b>	<b>14</b>
L4.1 <i>Element – Permissibility .....</i>	14
L4.2 <i>Element – Location, Size and Number .....</i>	14
L4.3 <i>Element – Content, Colours and Materials .....</i>	15
<b>L5 HISTORIC AND VILLAGE AREAS .....</b>	<b>17</b>
L5.1 <i>Element – Theme and Design .....</i>	17
<b>L6 SIGNS ON PUBLIC LAND .....</b>	<b>18</b>
L6.1 <i>Element – Road Reserve Signs .....</i>	18
L6.2 <i>Element – Fingerboard Signs .....</i>	18
L6.3 <i>Element – Street Banners .....</i>	19
<b>L7 PROHIBITED SIGNS .....</b>	<b>20</b>
L7.1 <i>Element – Prohibited Signs .....</i>	20

Note: <sup>(D)</sup> = definition included in Part A8 of this DCP

## **L1. INTRODUCTION**

### **What is the purpose of this part?**

The purpose of this part of the DCP is to provide guidelines and controls for outdoor advertising, consistent with the objectives and provisions of Byron LEP 1988 and SEPP 64 – Advertising and Signage.

The Byron Shire Council and the Shire's community as a whole are aware of the need to preserve the uniqueness of the natural and the built environment. Council has recognised its responsibility to take the lead in preparing guidelines for a coordinated approach to signs in the Shire, and to encourage signs that respect the character of the Shire.

It is Council's intention to encourage the use of signs in appropriate locations in the Shire that reflect the character and tourist nature of the area. Signs in Byron Shire are to advertise a place of business or give direction and/or information. Signs are to be architecturally attractive and contribute to the retention and enhancement of the character of the area.

Well-designed and well-maintained signs, which respect the scale and character of the street, enhance commercial areas. However, when signs do not relate appropriately to their surroundings, when they reach excessive size, and when they feature blatant and discordant designs, they reflect poorly on the overall quality of a commercial area and the environment.

Sign standards are set to assure the proprietor/merchant that precisely the same controls will apply to all other premises. The proprietor is thus protected against undesirable and overpowering advertising structures from competitors and/or adjacent properties. Without reasonable and fairly applied design criteria regarding height, shape, size, number, lighting and movement, signs will distract and dominate the setting.

### **What are the Objectives of this Part?**

The Objectives of this part of the DCP are:

- To enable occupiers of land to identify themselves and their businesses clearly and fairly.
- To promote a high standard of advertising quality, design and finish, and to prevent excessive advertising and visual clutter.
- To ensure the provision of advertising and signs that provides effective communication in suitable locations.
- To promote advertising and advertising structures that are in harmony with their surroundings, including the buildings to which they are attached, and are compatible with the desired amenity and visual character of the area.
- To ensure that advertising is sympathetic to the character of villages and areas of historical significance.
- To ensure that advertising does not detract from the scenic beauty and amenity of the Shire.
- To ensure that advertising does not reduce the safety of any road, pedestrian path or navigable waterway.
- To assist visitors to locate and enjoy the attractions of the Shire.

- To regulate signs (but not content) under Part 4 of the Environmental Planning and Assessment Act.
- To provide time-limited consents for the display of certain advertisements.

### What do terms used in this DCP mean?

In this section, where reference is made to areas, the accompanying illustrations are to be taken as a guide only, indicating typical dimensions which will achieve the maximum permissible area.

In this plan, except in so far as the context or subject matter otherwise indicates or requires:

#### Sign or advertising device

means any painted or fabricated element, including its structure, which may consist of any letter, figure, character or mark.

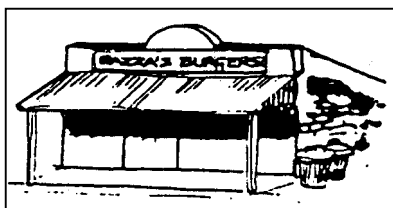
It may include the wall of a building, a freestanding wall or fence, etc., upon which letters and/or graphics are painted or displayed.

#### Advertising structure

means a structure that is principally designed for, or that is used for, the display of an advertisement.

#### Above awning sign

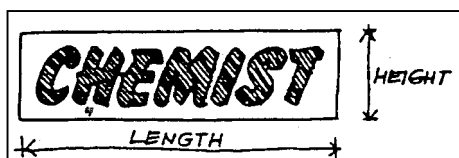
means a sign located on top of an awning or verandah with no part of the sign projecting above the roof, parapet or ridge line or beyond the awning edge, which has an area not exceeding 2.2 m<sup>2</sup>.



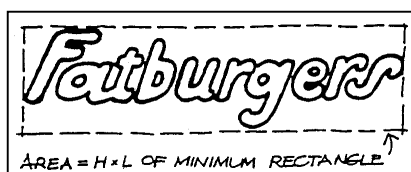
#### Advertising display area

Means the area of an advertising device or structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures. The area is further defined as:

- (a) in the case of a sign with clearly defined edges, its height multiplied by its length;



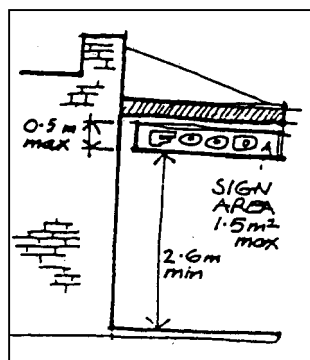
- (b) in the case of a sign without clearly defined edges (eg. a skeleton letter type sign), the area of the minimum rectangle within which the letters or graphics fit;



- (c) the advertising display area of an advertising structure that contains advertising on two or more sides is to be calculated separately for each side and is not the sum of the display areas on all sides.

### **Below awning sign**

means a sign fixed below an awning and located such that the base of the sign is not less than 2.6 m above the footpath at any point, which has an area not greater than 1.5 m<sup>2</sup> and a depth not greater than 0.5m. Signs must be located so as to have the centre at least 3 metres from the centre of any other below awning sign, and must not project beyond the edge of the awning except in the case of an awning wholly within the boundaries of the allotment occupied by the building.



### **Commercial/business identification sign**

means an advertisement whether illuminated or not which -

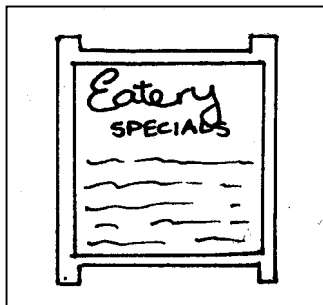
1. has an outline that would fit within a rectangular figure 1.2 m in length and 0.6 m in height; and
2. in respect of any place or premises to which it is affixed contains only –
  - a) a reference to the identification or description of the place or premises, including the address of the place or premises, and a logo or other symbol that identifies the business;
  - b) a reference to the identification or description of any person residing or carrying on an occupation at the place or premises;
  - c) particulars of any occupation carried on at the place or premises;
  - d) such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on thereat;
  - e) particulars or notifications required or permitted to be displayed by or under any Act or any Act of the Parliament of the Commonwealth;
  - f) particulars relating to the goods, commodities or services dealt with or provided at the place or premises;
  - g) particulars of any activities held or to be held at the place or premises; or
  - h) a reference to an affiliation with a trade, professional or other association relevant to the business conducted on the place or premises.

but that does not include any advertising relating to a person who does not carry on business at the premises or place.

### **Chalk board**

means a movable board not greater than 1.5 m<sup>2</sup> in area, used to describe goods or services for sale which vary on a regular basis (eg. restaurant menu, real estate sales) and which is located on private property or affixed to the frontage of the property.

A chalk board must contain a sign written heading indicating the premises to which it refers.



### **Directional sign (ie. Fingerboard sign)**

means any sign directing vehicular or pedestrian traffic to premises which are situated in isolated and/or particularly obscured locations.

Upon application, Council can provide a directory fingerboard sign in appropriate locations. Further detail is provided within Section L6.2 in relation to Fingerboard Signs.

### **Fascia sign**

means any sign located on the fascia of awnings with lettering generally a maximum of 450 mm in height, providing that the height of lettering does not exceed the background dimensions of the fascia.

### **Flush wall sign/ wall advertisement**

means an advertisement that is painted on or securely fixed to an exterior flat wall of a building where the display area of the sign achieves the following:

- on a building elevation of 200m<sup>2</sup> or more, the advertisement is not to exceed 10% of the above ground elevation;
- on an above ground building elevation of more than 100m<sup>2</sup> but less than 200m<sup>2</sup>, the advertisement is not to exceed 20m<sup>2</sup>;
- on an above ground building elevation of not more than 100m<sup>2</sup>, the advertisement is not to exceed 20% of the above ground elevation.
- In accordance with State Environmental Planning Policy No. 64, such signs are limited to one (1) per building elevation, and may be permitted only where:
  - the sign does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion;
  - the sign does not protrude over the parapet or eaves of the building;
  - the sign does not extend over a window or other opening;
  - the sign does not obscure significant architectural elements of the building;
  - a building identification sign or business sign is not displayed on the building elevation.

### **Home occupation sign**

means any advertising device not exceeding 0.3 m<sup>2</sup> in area and bearing only the name of the occupier and/or occupation. The sign must not be located over a public road and must be attached to the dwelling-house<sup>(D)</sup> or dwelling<sup>(D)</sup>.

### **Identification sign**

means any advertising device containing an advertisement which refers only to the name or the proprietor, the name of the premises, the nature of the use and/or the address, including the telephone number.

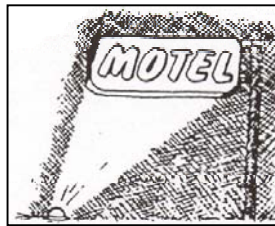
These signs are to be no larger than 0.8m in length and 0.5m in height.



**Indirectly illuminated sign**

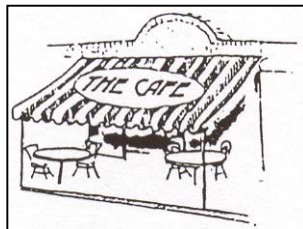
means any advertising device which is illuminated by an external source of light to make the message readable.

Such signs must not have an area greater than 4 m<sup>2</sup> in total per premises.



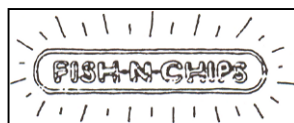
**Integrated sign**

means any sign that is a permanent, integrated, professionally designed component of a building, the location of which is included in the development approval, and may include an awning sign.



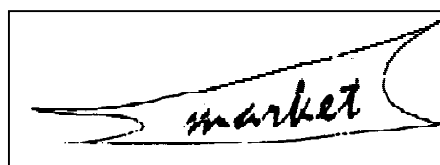
**Internally illuminated sign**

means any advertising device illuminated by an internal source of light to make the message readable. Such signs must not have an area greater than 4 m<sup>2</sup> in total per premises.



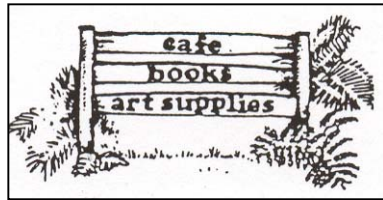
**Kite or banner**

means a single piece of lightweight material attached or supported on one or two sides so as to allow movement caused by the atmosphere.



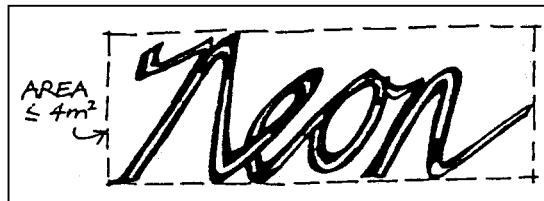
**Multiple identification sign**

means an identification sign containing a list of businesses occupying a shared tenancy or the same premises, which has a total advertising area not exceeding 4m<sup>2</sup>, excluding industrial estates.



### Neon sign

means any illuminated advertising device which gives off a coloured glow when electricity is passed through it, which has a total area not exceeding 4 m<sup>2</sup>.

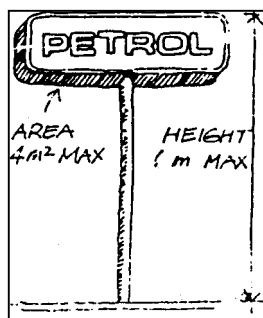


### Pole/ freestanding sign

means any advertising device which is supported by one or more columns, uprights or braces in or upon the ground, and which is not directly attached to any building or other structure. It may include a revolving advertising structure. A maximum of one pole sign per premises is permitted.

A pole sign must not have an area exceeding 4m<sup>2</sup>, and a height not exceeding 6 metres, and must maintain a minimum height above ground level of 2.6 metres to the base of the advertisement area.

In accordance with State Environmental Planning Policy No 64 a pole/ freestanding sign must not protrude above the dominant skyline (including buildings, structures, or tree canopies) viewed from ground level within a visual catchment of 1 km.



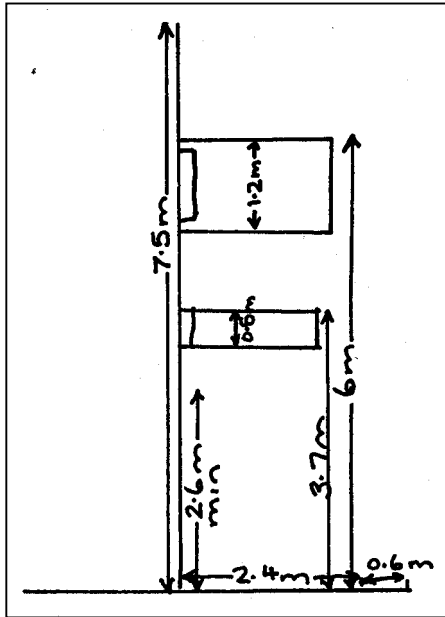
### Projecting wall sign (vertical)

means any advertising device attached to a building where the height of the sign is not less than its width, and having a maximum allowable projection of:

- 0.8 metres, where the sign incorporates a maximum height of 3.7 metres above the natural ground level;
- 0.9 metres, where the sign incorporates a maximum height of 4.6 metres above the natural ground level; or
- 1.2 metres, where the sign incorporates a maximum height of 5.5 metres above the natural ground level.

Any such sign must be a minimum of 2.6 metres above the footpath and have no parts of the sign projecting above the roof, parapet or ridgeline, nor obscuring any architectural

feature of the building. Where such signs have more than 2 faces, one face of the sign must be parallel to the building alignment. No part of the sign may be located within 0.6 metres of the vertical projection of the kerb alignment.

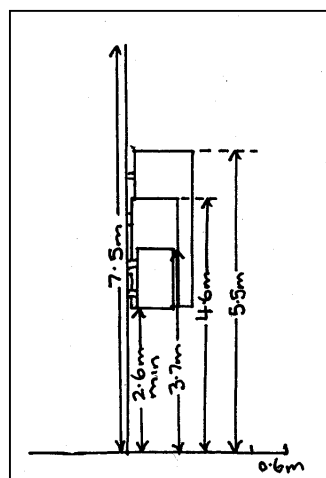


### Projecting wall sign (horizontal)

Means any advertising device attached to a building where the width of the sign is not less than its height, and having a maximum depth of:

- 0.5 metres, where the sign incorporates a minimum height of 2.6 metres, at the base of the sign, and a maximum height of 3.7 metres above the natural ground level;
- 1.2 metres, where the sign incorporates a maximum height of between 3.7 metres and 6.0 metres above the natural ground level.

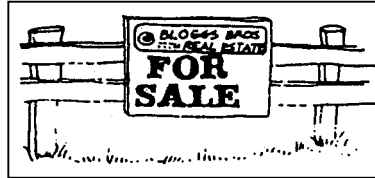
Such signs may extend over the footpath to a maximum distance of 2.4 metres, or to within 0.6 metres of the edge of the kerb, whichever is the lesser, and must be located to achieve a minimum height of 2.6 metres above the footpath to the base of the sign. Any such sign must have no parts projecting above the roof, parapet or ridgeline, nor excluding any architectural feature of the building. Where such signs have more than 2 faces one face of the sign must be parallel to the building alignment.



### **Real estate sign**

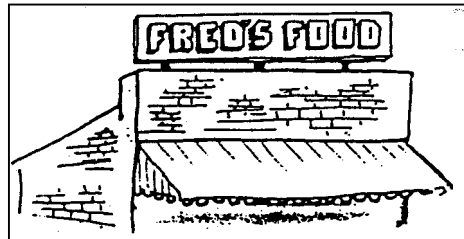
means any advertising device located on or attached to any land, building or other structure, indicating that such land, building or structure is for sale, rent, auction or disposal by other means, and which has an area not greater than:

- 0.75m<sup>2</sup> in residential areas; or
- 2.5m<sup>2</sup> in commercial areas; or
- 3.5m<sup>2</sup> in industrial areas.



### **Roof sign/ roof or sky advertisement**

means any advertising device erected upon or above, or extending above, a roof or parapet of any building or other structure, and which is wholly or partly supported by that building or structure. Such signs are generally prohibited, and in accordance with Clause 21 of State Environmental Planning Policy No. 64 – Advertising and Signage, may not be consented to unless a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, and the display of the advertisement is consistent with that development control plan.



### **Sandwich board sign**

means any portable sign or device having a maximum area of 1m<sup>2</sup> and a maximum width of 0.75m, which must be self supporting and be restricted to one sign per premises.

### **Temporary sign**

means any advertising device which is erected or displayed to advertise community or civic projects, construction projects or other special events on a temporary basis, for a period not exceeding 2 calendar months.

### **Top hamper sign**

A sign attached to the transom of a doorway or display window of a window.

### **Wall sign**

means any advertising device which is painted directly onto an exterior wall of a building or other structure, where the area of such sign does not exceed 6 m<sup>2</sup>.

The face of a wall sign must be parallel to the wall on which it is painted and its area may not exceed the dimensions specified above for a flush wall sign. Such signs are subject to the requirements applicable to 'flush wall sign/wall advertisement' above.

### **Window sign**

means any sign painted or displayed on a shop window or any glazed area of a building, not exceeding a total advertising area of 6m<sup>2</sup>.

## **L2. GENERAL REQUIREMENTS**

### **L2.1 Non-conforming signs - merits-based consideration**

A non-conforming sign, other than a prohibited sign, may be permitted where it is considered that it has merit, and in particular where the following conditions are met:

- (a) the colours harmonise within the sign, and with the sign's surroundings;
- (b) lettering is orderly and the number of words is limited to deal with essential facts;
- (c) the size enables a rationalisation of existing signs, providing one advertising space instead of several small signs; or
- (d) the sign compensates for a road setback, so that the sign can be located away from the immediate roadside but still be visible.

In addition Council will consider:

- (a) whether the design quality of the sign is an embellishment to the environment; and
- (b) whether the amenity of the neighbouring properties and land uses is preserved; and
- (c) whether the design, siting, colour and materials of the sign complement the building colour scheme and facade treatment.
- (d) whether the proposed sign is consistent with the objectives of State Environmental Planning Policy No. 64 – Advertising and Signage.
- (e) whether the proposed sign is consistent with Schedule 1 (Assessment Criteria) of State Environmental Planning Policy No. 64 – Advertising and Signage.

### **L2.2 Information to be provided with any Application**

- Description of the sign and advertising structure, eg. dimensions, whether illuminated, etc.
- Diagram accurately showing full colour scheme, wording and/or graphics, including dimensions of sign and drawn to an appropriate and clearly identified scale.
- Site<sup>(D)</sup> plan accurately showing the location of the sign and advertising structure. Such plans to incorporate dimensions and to be drawn to an appropriate and clearly identified scale (eg. 1:50, 1:100).
- In the case of a freestanding sign, plans must also be provided to clearly identify the height and location of adjacent buildings, and/or tree canopies. Perspective diagrams or photographic imagery must be provided to demonstrate that the sign does not protrude above the dominant skyline (including building structures or tree canopies) when viewed from ground level within a visual catchment of 1 km.
- Where the sign is attached to a building, elevations showing windows, verandahs or other major architectural features in relation to the sign, drawn to an appropriate and clearly identified scale.
- Signs are required to be supported in a suitable manner to withstand wind loadings. In the case of large or complex advertising structures, a registered professional engineer will be required to certify the structural adequacy of the sign and its supporting structure.

### **L2.3 Duration of consent**

In accordance with Clause 14 of State Environmental Planning Policy No. 64 – Advertising and Signage, consents granted for signage under the provisions of the SEPP, are valid for a period of 15 years from the time the consent is granted.

### **L2.4 SEPP 64 DCP requirements**

In accordance with the provisions of State Environmental Planning Policy No. 64 – Advertising and Signage, consent may not be granted for the following types of signs unless a development control plan is in force that has been prepared on the basis of an advertising design analysis or public art policy, for the relevant area or precinct:

- Advertisements on rural or non-urban land (Clause 15)
- Signage incorporating a display area greater than 45m<sup>2</sup> (Clause 19)
- Roof or sky advertisements (Clause 21)
- Special promotional advertisement (Clause 25)
- Building wrap advertisement (Clause 26)

### L3. SIGN TYPES AND LOCATIONS

#### L3.1 Element – Sign Categories

##### Element Objective

To identify those advertising sign types which require development consent, or are exempt or prohibited development, in the various zones and/or land use categories within the shire.

##### Performance Criteria

Where development consent is required as identified by the Sign Category Table below, application is to be made to Council.

Signs identified as exempt or complying development are subject to the Exemption Circumstances and Requirements of Development Control Plan No. 16 – Exempt and Complying Development.

##### Prescriptive Measures

Council has specified 4 zoning groups and the various signs which are likely to be used within these groups. The following Sign Category Table illustrates the zoning groups and the applicable requirements.

Sign category table

Signs	Zones:			
	Commercial Village business Industrial	Rural Residential	Residential Open space Non urban	Other Unspecified Zones*
Above awning	C	x	x	x
Below awning	C	x	x	x
Business identification	D	D	D	D
Chalk board	E	x	x	x
Directional (Fingerboard)	E	E	E	E
Fascia	E, C	x	x	D
Home occupation	E	E	E	E
Identification	D	x	x	D
Indirectly illuminated	D	x	x	D
Integrated	D	x	x	D
Internally illuminated	D	x	x	x
Kite, banner or flag	D	x	x	x
Multiple identification	C, D**	x	x	D
Neon	D	x	x	D
Pole/freestanding	D	x	x	D
Projecting	C, D**	x	x	x
Real estate	E	E	E	E
Road reserve	x	x	x	x
Roof or sky	x	x	x	x
Temporary	E***, C	x	x	x
Top hamper	D	x	x	D
Wall / Flush Wall	E, C, D**	x	x	E, C, D**
Window	E	x	x	D
Street banner	E***	x	E***	E***

\* = Where not otherwise prohibited by this plan

\*\* = Development consent required where not in accordance with the exemption circumstances/requirements of Development Control Plan No. 16

\*\*\* = Exempt subject to the requirements of Part L4.3 of this plan

**Legend**

<i>E</i>	Exempt – Subject to Exemption Circumstances/Requirements of Development Control Plan No. 16
<i>C</i>	Complying Development Certificate required – Subject to Requirements of Development Control Plan No. 16.
<i>D</i>	Development consent required .
<i>x</i>	Sign is prohibited

## **L4 COMMERCIAL AND INDUSTRIAL SIGNS**

### **L4.1 Element – Permissibility**

#### **Element Objective**

*To ensure the display of advertising signs are compatible with the character and function of business precincts and surrounding areas, and with the provisions of this plan.*

#### **Performance Criteria**

Signs must reflect the role and function of the business premises, and achieve the design and siting requirements of this plan.

#### **Prescriptive Measures**

The function and design of advertising signage must accord with the definitions contained within Part L1 of this plan.

Sign type and location within various zones must be consistent with the Sign Category Table provided within Part L3 of this plan.

Consent will not be granted to signs prohibited by this plan.

Signage proposals must demonstrate compatibility with the objectives and assessment criteria (Schedule 1) of State Environmental Planning Policy No. 64 – Advertising and Signage.

### **L4.2 Element – Location, Size and Number**

#### **Element Objective**

*To avoid proliferation of advertising signage and to ensure that signage provides effective communication in appropriate locations.*

#### **Performance Criteria**

Design, siting and number of signs are to be restricted to ensure equity for land uses and to promote a pleasant and uncluttered visual environment.

#### **Prescriptive Measures**

Signs must be located on the land to which they refer, unless otherwise approved in accordance with Part L4 of this plan.

The size and scale of signs must complement the buildings and structures to which they are attached and must be appropriate to the size of the building and the road or pedestrian way.

Freestanding signs are allowed only where building setbacks and road function make them appropriate and where the design is consistent with the definition criteria within Part L1 of this plan.

Signs are allowed in appropriate positions on buildings, such as fascias, or under verandahs where space and building style allow.

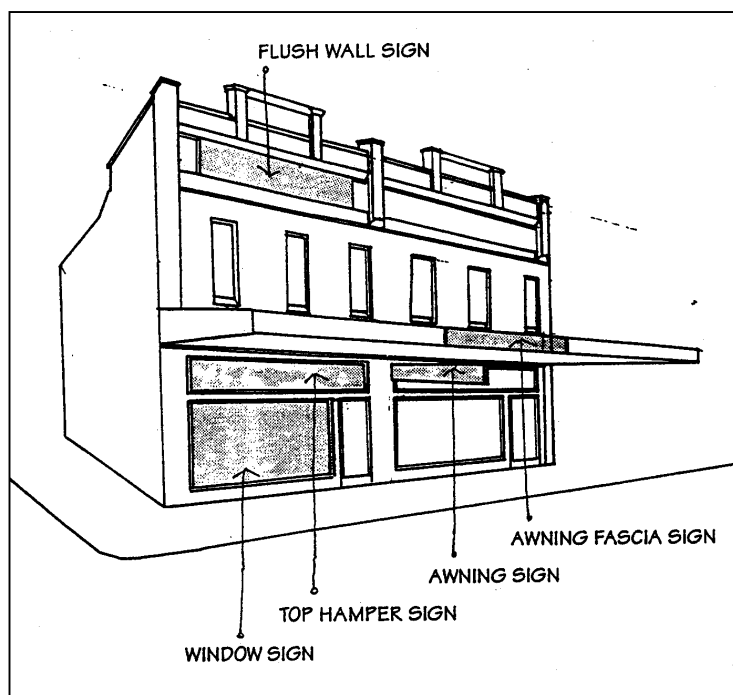
Signs must be incorporated into the architecture of the building (eg. within recessed panels in the facade).

On buildings with more than one shop or business, signs must be coordinated in height, shape, size and colour and must be located and designed in a co-ordinated manner so as to complement the building facade and enhance the visual appearance of the building.

Business premises signs are limited to a maximum of three signs per road frontage, and are to select from three of the following types/combinations:

- Below/above awning sign
- Flush wall sign
- Window or top hamper sign
- Fascia sign

Office premises are limited to one sign for each premises.



#### L4.3 Element – Content, Colours and Materials

##### Element Objective

*To promote advertising signage design that provides clear communication and is compatible with the surrounding locality and the building to which it is attached.*

##### Performance Criteria

Advertising signage is to relate to the business activity carried out at the premises on which it is displayed. Third party signage is inappropriate.

Signs are to be simple, clear and concise.

Signs are to provide essential information.

Graphic symbols may be much more effective than words.

Advertisers are encouraged to include street numbers for ease of identification by customers and emergency services.

Development Control Plans relevant to specific towns and villages within the Shire also contain requirements in relation to advertising signs and acceptable materials and design elements (eg. Development Control Plan No. 11 – Mullumbimby, Development Control Plan No. 12 – Bangalow). Such Development Control Plans are to be consulted where appropriate.

##### Prescriptive Measures

For good visibility, sign colours must contrast with, but complement, the surrounding building colour scheme. Very bright neon colours will not be approved.

Colours and materials must complement the building colour scheme and facade treatment, including any architectural features of the building.

Sign materials must be durable and waterproof. Natural materials are preferred. Signs that fade or deteriorate rapidly become unsightly and will not be approved.

Any sign which is illuminated may be required to be fitted with an automatic timing device to extinguish the illumination during specified hours to avoid light spill into residential areas.

## **L5 HISTORIC AND VILLAGE AREAS**

### **L5.1 Element – Theme and Design**

#### **Element Objective**

*To ensure that display of advertising signage contributes favourably to the character of historic and village areas.*

#### **Performance Criteria**

Co-operative advertising to promote the village as a whole is of mutual benefit to traders and is encouraged. Colours, lettering and style must be appropriate to the historic period of the village or precinct.

Individual signs must reinforce the theme using similar colours, lettering and styles.

#### **Prescriptive Measures**

In accordance with Clause 10 of State Environmental Planning Policy No. 64 – Advertising and Signage, the display of advertisements other than building identification signs, business identification signs or signs which are exempt development under another environmental planning instrument, are prohibited in heritage areas (ie. Bangalow Heritage Precinct).

Advertising signage in village and heritage areas must demonstrate compatibility with the Element Objective of this Part, and the objectives and assessment criteria (Schedule 1) of State Environmental Planning Policy No. 64 – Advertising and Signage.

In historic and rural village areas advertisements and advertising structures must be appropriate to the character of historic or local architecture, the streetscape and the special landscape qualities of the village. Sign proposals for Heritage Precincts must be compatible and in scale with the precinct's historic character. Requirements of specific Development Control Plans must be observed where guidelines for advertising signs are incorporated (eg. Development Control Plan No. 11 – Mullumbimby, and Development Control Plan No. 12 – Bangalow).

Early commercial buildings were often designed to incorporate advertising and, where possible, signs must be located in the position provided.

Traditional materials must be used for advertisements, especially painted wood and flat metal panels.

Sign materials introduced after 1900 must be avoided, eg. plastic, three-dimensional or base-relief metal, styrofoam and similar moulded synthetic materials, reflective and opalescent paints.

Lighting must be recessed or concealed spotlighting.

Lettering must generally be simple, clear and symmetrical, using uppercase lettering and using symbols sparingly.

Modern or highly stylised letter styles are inappropriate.

Use dark or muted colours, eg. maroon, dark green, terracotta, brown, charcoal; highlight with creams, pinks, ochres and earth tones.

Use primary colours sparingly.

## **L6 SIGNS ON PUBLIC LAND**

### **L6.1 Element – Road Reserve Signs**

#### **Element Objective**

*To reduce visual clutter and improve the safety of all users of public road reserves.*

#### **Performance Criteria**

Generally, no signs will be permitted to be located in road reserve areas. However, Council will consider applications from tenants or property owners undertaking activities which are located in isolated or particularly obscured locations. Such signs must be of a high graphic standard and would be constructed at the cost of the tenant or property owner.

Special fees may apply which will include Council's costs for maintenance and indemnity insurance.

Nothing in this policy must act or be interpreted to prohibit or restrict the display of any advertisement, notice or warning authorised by or pursuant to any statute or law, and approved by the Council.

#### **Prescriptive Measures**

The location of, design of and approval for road reserve signs will depend on:

- (a) location, length and width of existing footpaths and roadways;
- (b) location of existing access to properties, underground and other services; and
- (c) individual circumstances;
- (d) ability to achieve compliance with objectives and assessment criteria (Schedule 1) of State Environmental Planning Policy No. 64 – Advertising and Signage.

and must meet the requirements of Council's Local Approvals and Compliance Services Department.

In addition, each application for a road reserve sign will require the agreement of the Local Traffic Committee.

Advertising signs associated with tourist information maps erected by or on behalf of Council may be permitted.

### **L6.2 Element – Fingerboard Signs**

#### **Element Objective**

*To enable identification of, and provide direction to, activities which are located in isolated or obscured locations, that would not otherwise be easily located by residents and/or tourists.*

#### **Performance Criteria**

Fingerboard signs must only be directional/informative and not function as a promotion for the business.

#### **Prescriptive Measures**

Council-erected fingerboard signs are attached to street name poles or similar poles and indicate the type of facility only, eg. caravan park<sup>(D)</sup>, restaurant, hospital.

The cost of a Council-erected fingerboard sign will be borne by the applicant. Council's Construction and Maintenance Services Department is responsible for granting consent for these signs and approving their location.

Signs are limited to the colours and purposes shown in the following table:

Colours	Purposes
Black lettering on white reflective background	Street names Community facilities, eg. school or church
White reflective lettering on blue background	Tourist facilities, eg. club, sporting facilities, caravan park <sup>(D)</sup> , surfing beach
White reflective lettering on brown background	Places of historic or cultural interest, eg. historical building or monument

### L6.3 Element – Street Banners

#### Element Objective

*To enable the promotion of non-permanent local activities or events of a cultural, civic or community nature, in a manner that does not compromise the aesthetic character, or public safety, of the area within which the signage is displayed.*

#### Performance Criteria

Council may permit overhead street banners/temporary signs to be erected in towns in the Shire on a temporary basis to promote special local events of a cultural, civic, community, educational or entertainment nature. Such signs will require a temporary application under the provisions of the Roads Act 1993.

#### Prescriptive Measures

- Applications are limited to non-profit making bodies for advertising local events.
- Banners are to be erected no more than 2 weeks before the event.
- Priority for locations will be on a first come-first served basis, except that previous regular users may have overall priority provided that a minimum of one month's notice is given.
- Advertising is limited to the name and date of the event. No sponsor information or promotion is to be included on the banner;
- The banner and all rope or wire attaching lines must be removed within twenty four (24) hours of the completion of the event.
- The banner must be properly constructed and capable of withstanding strong wind gusts. Nylon rope for attachment is unsuitable as this tends to stretch over a short period of time. The banner must incorporate holes to allow wind to escape.

## **L7 PROHIBITED SIGNS**

### **L7.1 Element – Prohibited Signs**

#### **Element Objective**

*To ensure that public safety or the built form, character and natural environment of the shire are not compromised by inappropriate design or siting of advertising signage.*

#### **Performance Criteria**

Signs must not:

- Adversely effect traffic safety,
- Be so located or of a size that dominates or detracts from the building to which it is attached or located near,
- Damage any tree,
- Affect services, or
- Be excessive in number or detail.

#### **Prescriptive Measures**

The following signs are prohibited in all zones within the Shire:

- Any sign which would adversely affect traffic lights or authorised road signs, by obscuring from the view of pedestrians and/or road users or otherwise adversely affecting the function of such lights or road signs.
- Animated signs including flashing or moving signs.
- Signs on trees, electricity or telephone poles or other inappropriate structures.
- Roof or sky advertisements signs on or above the roof or parapet of a building.
- Signs obscuring architectural features of the building.
- Bunting, except for temporary signs related to local festivals, fairs or celebrations, or other community activities.
- Signs that are too large in relation to the speed of traffic on the roadway.
- Numerous small signs and advertisements carrying duplicate information.
- Any sign not on the land to which it refers or relates unless specifically exempted by Council (see the provisions of part L4 of this plan).
- Signs mounted on or attached to stationary cars or trailers which direct attention to a nearby business.
- Signs with too much information. This is ineffective and may be a danger to road users.
- Advertising billboard signs.
- Signs on waste bins unless for community related purposes approved by Council.
- Any freestanding sign exceeding 6 m in height.
- Any sign located over the footpath which is lower than 2.6 m above the footpath.
- Signs located along main or arterial roads in rural areas, except for Government, Council, identification or home occupation signs.
- All other signs not specifically approved in this policy.
- Advertisements on bridges.
- The display of advertisements (other than business identification signs, building identification signs, or advertisements which are exempt development under the provisions of Development Control Plan No. 16) is prohibited on land, that under an environmental planning instrument, is within any of the following zones or descriptions:
  - Environmentally sensitive area (Environmental Protection Zones)
  - Heritage area
  - Natural or other conservation area
  - Open space
  - Waterway
  - Residential (but not including a mixed residential or business zone, or similar zones)
  - Scenic protection area
  - National Park
  - Nature reserve