



Byron Shire

Development Control Plan
2014

Chapter B10

Signage



BYRON
SHIRE
COUNCIL

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B10.1 Introduction

B10.1.1 Purpose of this Chapter

The purpose of this Chapter is to provide guidelines and controls for **signage** consistent with the objectives and provisions of Byron Local Environmental Plan 2014 and *State Environmental Planning Policy 64 – Advertising and Signage* (SEPP).

Well-designed and well-maintained signs that respect the scale and character of the street and their surrounds can enhance commercial or other areas. However, when signs do not relate appropriately to their surroundings, when they reach excessive size, or when they feature blatant and discordant designs, they reflect poorly on the overall quality of the built and natural environment of Byron Shire.

B10.1.2 Aims of this Chapter

The Aims of this Chapter are:

1. To recognise the legitimate need for business identification and to enable occupiers of land to identify themselves and their businesses clearly and fairly.
2. To facilitate appropriate directional and information **signage** and to assist visitors to locate and enjoy the attractions of the Shire.
3. To minimise visual clutter in the environment by promoting high standards of **signage** and advertising quality, design and finish.
4. To limit the overall amount of advertising through provision of fewer, better designed signs.
5. To promote advertising and **signage** that is in harmony with their surroundings, including buildings to which they are attached, and are compatible with the amenity and visual character of the Shire's landscapes, rural areas, towns, villages and areas of historical and environmental significance.
6. To ensure that **signage** does not reduce the safety of any road, pedestrian path or navigable waterway.
7. To ensure that the costs of Council erected fingerboard signs are borne by the applicant.

B10.1.3 Application of this Chapter

This Chapter applies to all **signage** that is permitted by Byron LEP 2014 and by SEPP 64 – Advertising and Signage. This Chapter does not override or replace the requirements of those environmental planning instruments rather it applies more detailed provisions with respect to certain **signage**.

This Chapter does not apply to **signage** that is Exempt Development specified in Clause 3.1 of Byron LEP 2014 and in SEPP (Exempt and Complying Development Codes).

B10.2 General Requirements for Signage

B10.2.1 Information to be Provided with Application

In addition to the usual requirements, a Development Application seeking consent for **signage** must be accompanied by the following information:

1. a description of the sign and any associated **advertising structure**, e.g. dimensions, whether illuminated, etc;
2. diagram accurately showing full colour scheme, wording and/or graphics drawn to an appropriate and clearly identified scale;
3. **site** plan accurately showing the location of the sign and **advertising structure** in relation to property and road boundaries. Such plans are to show dimensions and to be drawn to an appropriate and clearly identified scale (e.g. 1:50, 1:100);
4. in the case of a freestanding sign, drawings 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;
5. where the sign is attached to a building, elevations showing building façade, windows, verandahs and other major architectural features in relation to the sign, drawn to an appropriate and clearly identified scale;
6. a detailed and justified assessment of the consistency of the proposed **signage** with all relevant Clauses of SEPP 64;
7. a detailed and justified assessment of the proposed **signage** in accordance with each of the assessment criteria in Appendix 1 of this Chapter;
8. signs are required to be supported in a suitable manner to withstand structural and wind loadings. In the case of large or complex advertising structures, a Certified Practising Engineer will be required to certify the structural adequacy of the sign and its supporting structure.

B10.2.2 Duration of Consent

Consents granted for **signage** will typically be conditioned to expire 15 years after the date on which the consent becomes effective.

B10.3 Signage Types and Locations

B10.3.1 Signage on or in the Vicinity of Heritage Items or Heritage Conservation Areas

Objectives

1. To ensure that the design, form, location and size of **signage** does not detract from the character or **heritage significance** of **heritage items** and **heritage conservation areas**.
2. To ensure that new **signage** is visually sympathetic and where possible contributes to the heritage character of the streetscape.

Performance Criteria

Traditional style commercial buildings have flat parapets and other surfaces suitable for placing **signage**. Signs should not be added to end walls, or projecting panels or hung from verandahs. The addition of signs to all visible parts of buildings without due regard to the architectural form and integrity of the building creates a cluttered and untidy appearance.

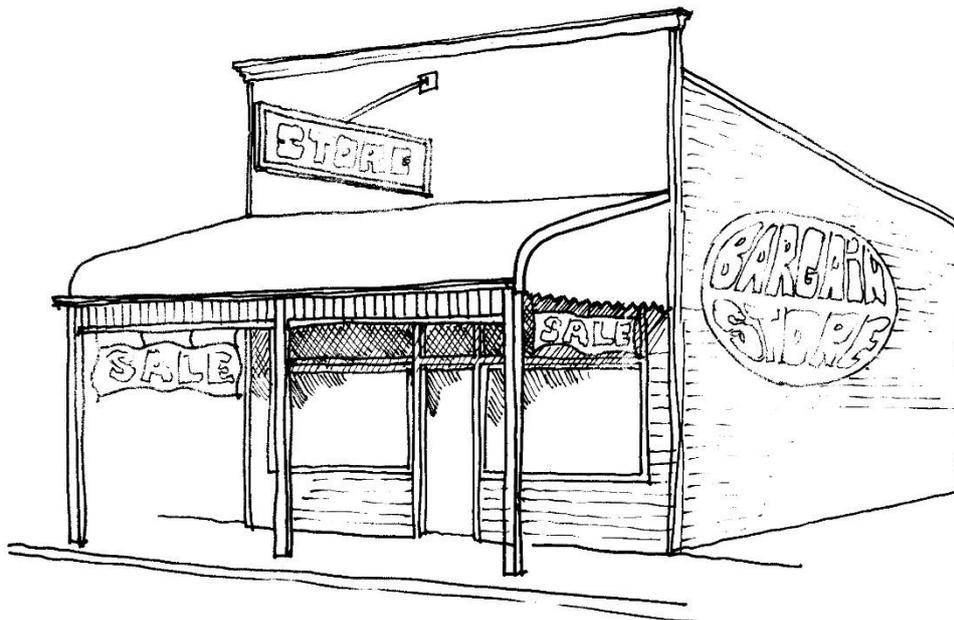


Figure B10.1 – Inappropriate Signage

Signage can be discreet and appropriate without interfering with architectural features.

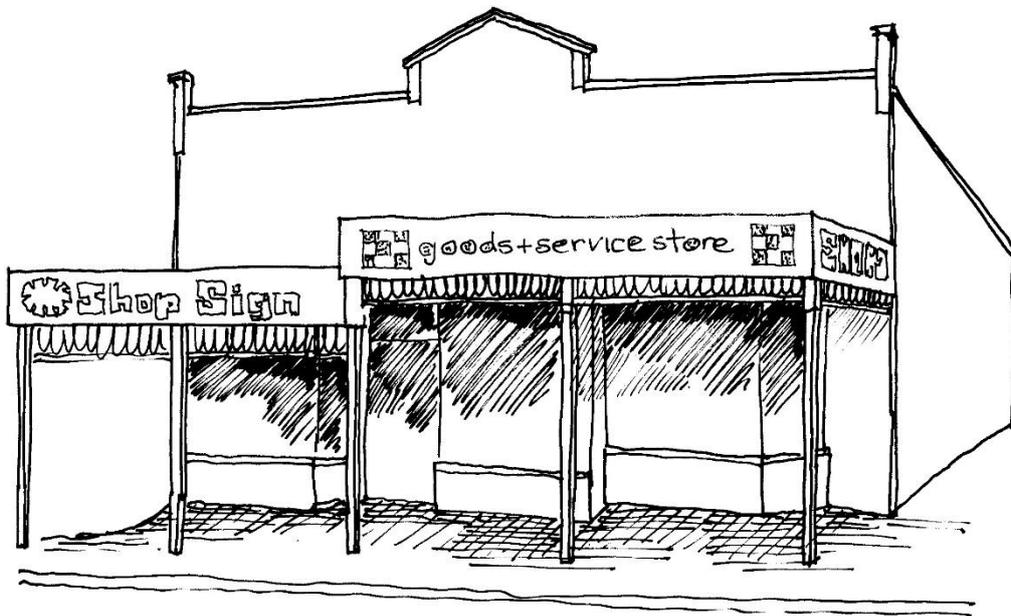


Figure B10.2 – Appropriate Signage

Prescriptive Measures

1. An **advertisement** must not be fixed to a building or site that is a **heritage item** unless the Development Application demonstrates that:
 - a) the building or site has traditionally displayed an **advertisement**; and
 - b) the application demonstrates that the proposed **signage** meets the statutory requirements of SEPP 64 and Byron LEP 2014.
2. **Signage** erected on land containing a heritage item or in a **heritage conservation area** must be designed and located to ensure:
 - a) compatibility with the architectural and heritage characteristics of the **heritage item** or **heritage conservation area**. Avoid signs above parapets or on large projections or fascias;
 - b) compatibility with the local architecture, streetscape, landscape and heritage character of towns and villages in which they are to be located;
 - c) use of traditional materials such as painted timber or flat metal panels is preferred;
 - d) lighting is limited to recessed or concealed spotlighting, internally illuminated signs such as box signs are generally incompatible with the heritage environment;
 - e) lettering must be simple, clear and symmetrical, using uppercase lettering and using symbols sparingly. Modern or highly stylised letter styles are inappropriate;

- f) colours are dark or muted, e.g. maroon, dark green, terracotta, brown charcoal. Highlight with creams, pinks, ochres and earth tones. Use primary colours sparingly; and
 - g) the architectural details of the building and/ or the heritage character of the site are not obscured or diminished.
3. Development applications that propose **signage** on, or within 100m from the boundary of the land containing a **heritage item** or within a **heritage conservation area** may be requested to include an assessment of the impact of the **signage** on the **heritage item** or **heritage conservation area**. Council may require submission of a **heritage Impact Statement** if it considers that the proposed **signage** has potential to create adverse impacts on heritage values or character.

B10.3.2 Signage in Residential, Village and Rural Zones

Objectives

1. To enable legitimate, approved developments and land uses in residential, village and rural zones to be identified appropriately.
2. To ensure that the amenity, landscape, streetscape and character of residential, village and rural zones are not adversely affected by **signage**.
3. To minimise potential for visual roadside clutter.

Performance Criteria

There are no Performance Criteria for this Item.

Prescriptive Measures

1. For Residential or Village Zones the following shall apply:
 - a) only one **business identification sign** or one **building identification sign** associated with a business or building located on the land may be erected on a property
 - b) illumination may only be by means of external recessed or concealed spotlighting;
 - c) the **display area** of **business identification signs** must not exceed 1.5m².
 - d) **Signage** must be compatible with the applicable “Residential Character Narrative” contained within *Part E: Further Controls Applying to Specific Localities* of DCP 2014.
 - e) **Advertising structures** may only be permitted on Council owned land in relation to community events and/or community notices. **Advertising structures** are not permitted on private land.
2. For Rural Zones the following shall apply:

- a) the **display area** of **business identification signs** must not exceed 1.5m²; and height above ground level must not exceed 2m;
- b) the **display area** of **building identification signs** must not exceed 2.5m² and height above ground level must not exceed the height of the eaves of the building;
- c) only one **business identification sign** or one **building identification sign** associated with a business or building located on the land may be erected on a property;
- d) illumination may only be by means of external recessed or concealed spotlighting;
- e) **signage** where permitted shall not be located in a position where it would intrude into the skyline as viewed from a public place;
- f) **signage** where permitted must relate to the style, character and function of development, activity or building(s) on the site;
- g) **signage** must relate to the land on which it is to be displayed, or to premises situated on that land or adjacent land and specify one or more of the following particulars:
 - i) the purpose for which the land or premises is or are used;
 - ii) the identification of a person residing or carrying on an occupation or business on the land or premises;
 - iii) a description of an occupation or business referred to in subparagraph (ii);
 - iv) particulars of the goods or services dealt with or provided on the land or premises.
- h) **Advertising structures** may only be permitted on Council owned land in relation to community events and/or community notices. **Advertising structures** are not permitted on private land.

B10.3.3 Signage in Business and Industrial Zones and on Commercial or Industrial Development in other Zones

Objectives

1. To ensure that **signage** in Business, Industrial and Village zones is compatible with the character and function of the locality in which it is located.
2. To ensure **signage** relating to **commercial premises** and **industries** in other zones is compatible with the character and function of the locality in which it is located.
3. To promote an integrated design approach to **signage**, consistent with the locality's architectural, streetscape and landscape character.

4. To encourage a coordinated approach to **signage** where multiple occupancy or **mixed use** of buildings or sites occurs.

Performance Criteria

There are no Performance Criteria.

Prescriptive Measures

1. **Signage** must reflect the role and function of the premises on which it is erected. The design, siting and number of signs must be restricted to ensure equity for all land users in the locality and must promote a pleasant and uncluttered visual environment.
2. Signs must be located on the land to which they refer, unless otherwise approved in accordance with this DCP. The design, size and scale of signs must complement the buildings and structures to which they are attached and must be compatible with the existing and proposed future character of their locality.
3. All freestanding signs are permitted only where building setbacks are sufficient and Council is satisfied that the **signage** will be compatible with the character and function of surrounding community spaces, pedestrian areas and roads.
4. On buildings containing more than one shop or business, signs must be coordinated in height, shape, size and colour and must be located and designed in a coordinated manner so as to complement the building facade and enhance the visual appearance of the building and its surrounds.
5. Each industrial or **commercial premise** is limited to a maximum of three signs which are to comprise a combination of **signage** types e.g. under awning sign, window sign, and fascia sign. Consideration may be given for a maximum of five (5) signs if premises have more than one street frontage.
6. **Signage** must be simple, clear and concise and must provide essential information. Graphic symbols may be more effective than words. Advertisers are encouraged to include street numbers for ease of identification by customers and emergency services.
7. For good visibility, **signage** colours should contrast with, but complement, the surrounding building colour scheme. Bright fluorescent colours will not be approved. Colours and materials must complement the building colour scheme and facade treatment, including architectural features of the building.
8. **Signage** materials must be durable and waterproof. Signs that fade or deteriorate rapidly become unsightly and will not be approved.
9. Any sign that is illuminated may be required to incorporate an automatic timing device to extinguish the illumination during specified hours to minimise light spill into nearby areas.
10. The following are the maximum **display areas**, maximum dimensions and certain other criteria for various types of **signage**:

Above Awning Sign – **display area** 3.2m²

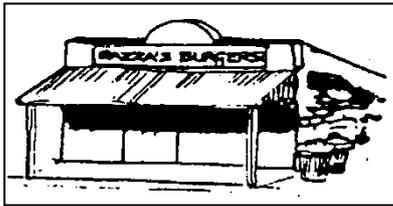


Figure B10.3 – Above Awning Sign

A-Frame Sign - **display area** 1m² on each of the two faces, width 0.75m

Building Identification Sign – **display area** 2.5m²

Business Identification Sign – **display area** 1.5m²

Chalk Board – **display area** 1m², width 0.75m.

Directory Board – **display area** 4m²

Fascia Sign – lettering maximum 450mm high, lettering not to extend outside the fascia

Freestanding Sign (or Pole Sign) – maximum one pole sign permitted for each premises. A pole sign must not have a **display area** exceeding 8m², 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 **display area**. A pole sign must not protrude above the dominant skyline (including buildings, structures, or tree canopies) when viewed from ground level within a visual catchment of 1 km.

Indirectly Illuminated Sign – **display area** 4m² per premises

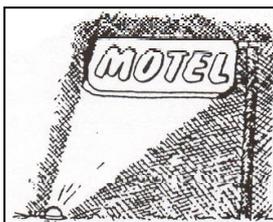


Figure B10.4 – Indirectly Illuminated Sign

Internally Illuminated Sign – **display area** 4m² per premises

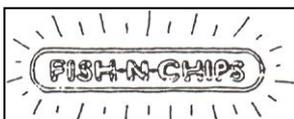


Figure B10.5 – Internally Illuminated Sign

Multiple Identification Sign – **display area** 8m²

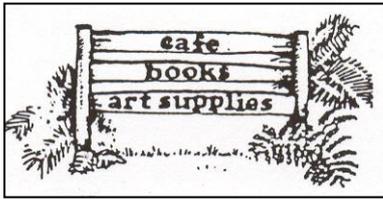


Figure B10.6 – Multiple Identification Sign

Projecting Sign

Vertical (height not less than width) – minimum 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. Maximum allowable projection shall be:

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

Horizontal (width greater than height) – 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. Maximum depth shall be:

- a) 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 ground level;
- b) 1.2 metres, where the sign incorporates a maximum height of between 3.7 metres and 6.0 metres above the ground level.

Under Awning Sign – **display area** 1.5m², depth 0.5 metres, base of sign not less than 2.6 metres clearance to footpath. Positioned so that the sign's centre is not closer than 3 metres to the centre of any other under awning sign. Must not project beyond the edge of the awning except in the case of an awning wholly within the boundaries of the property occupied by the building.

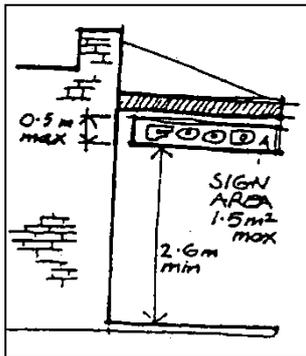


Figure B10.7 – Under Awning Sign

Wall Advertisement (or Flush wall sign)

Only one wall **advertisement** may be displayed per **building elevation**.

The consent authority may grant consent to a wall **advertisement** only if:

- a) the consent authority is satisfied that the **advertisement** is integrated with the design of the building on which it is to be displayed,
- b) for a building having:
 - i) an above ground elevation of 200 square metres or more—the **advertisement** does not exceed 10% of the above ground elevation;
 - ii) an above ground elevation of more than 100 square metres but less than 200 square metres—the **advertisement** does not exceed 20 square metres;
 - iii) an above ground elevation of 100 square metres or less—the **advertisement** does not exceed 20% of the above ground elevation;
- c) the **advertisement** does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion;
- d) the **advertisement** does not protrude above the parapet or eaves;
- e) the **advertisement** does not extend over a window or other opening;
- f) the **advertisement** does not obscure significant architectural elements of the building.

In the case of the display of a wall **advertisement** on **transport corridor land**, subclauses a) to f) do not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the **Guidelines**.

Window Sign – **display area** 25% of total window area at street front elevation.

B10.3.4 Corporate Colours

Objectives

1. To ensure that **signage** that includes corporate colours does not adversely affect the amenity, landscape, streetscape and character of the Shire

Performance Criteria

1. The following controls apply in all zones:
 - a) corporate colours used on buildings are considered to be **signage** and must complement the building to which they are attached;
 - b) corporate colours used on buildings must be compatible with the character of their locality;
 - c) bold primary, fluorescent, reflective and/or strongly contrasting colours, stripes or other repeated patterns that do not respect the character and architectural features of the locality or that allow the building to dominate the streetscape should be avoided.

Prescriptive Measures

There are no prescriptive measures.

B10.3.5 Illuminated Signage

Objectives

1. To ensure that illuminated **signage** does not adversely affect the amenity, landscape, streetscape and character of the Shire.
2. To ensure that illuminated **signage** does not create a traffic hazard

Performance Criteria

1. Lighting intensity and hours of illumination of illuminated **signage** must not adversely impact on the amenity of any residential property, adjoining or within the locality
2. Illuminated **signage** must minimise light spill effects or escape of light beyond the subject property and must not operate so as to distract or affect in any way pedestrians, vehicles or aircraft
3. The light intensity of illuminated **signage** must be capable of modification or control after installation
4. Electrical wiring to, or supporting, illuminated signage is to be safely concealed
5. All illuminated **signage** must comply with *Australian Standard AS4282-2019 – Control of the obtrusive effects of outdoor lighting*. Any Development Application proposing illuminated **signage** must include an assessment of how the proposed **signage** will comply with AS4282-2019.

Prescriptive Measures

1. Council may impose a curfew on sign illumination between 10pm and 7am, or restrict illumination to hours of operation for late night trading premises, where it is considered that the amenity of any residential land would be adversely impacted by the illuminated sign.

B10.3.6 Signage adjacent to Classified Roads

Objectives

1. To ensure that signage does not adversely affect the amenity, landscape, streetscape and character of the Shire.
2. To ensure that signage does not create a traffic hazard on classified roads

Performance Criteria

1. **Signage** adjacent to classified roads must comply with the requirements of the NSW Department of Planning, Infrastructure and Environment document *Transport Corridor Outdoor Advertising and Signage Guidelines*. Any Development Application proposing **signage** adjacent to a classified road must include an assessment of how the proposed **signage** will comply with the guidelines.

Prescriptive Measures

There are no Prescriptive Measures.

B10.3.7 Wording and Content

Objectives

1. To ensure that the built form, character and natural environment of the Shire are not adversely affected by inappropriate design or siting of advertising **signage**.
2. To ensure **signage** does not create a traffic hazard.

Performance Criteria

There are no Performance Criteria.

Prescriptive Measures

1. In the case of a sign with clearly defined edges, the height of text or other content of the sign must not exceed 75% of the total height of the sign;
2. The name or logo of the person or company which owns or leases an **advertisement or advertising structure** must not be greater than 0.25m², and may only appear in the advertising display area (as defined by *State Environmental Planning Policy No. 64 – Advertising and Signage*);

3. Where a business or organisation offers a product or service, the name of the business or organisation must have greater dominance over the product or service advertising; and
4. The wording or content of the **advertisement** must not contain any offensive, sexual or discriminatory messages as regulated by the *Anti-Discrimination Act 1977*.

B10.3.8 Inappropriate Signage

Objectives

1. To ensure that the built form, character and natural environment of the Shire are not adversely affected by inappropriate design or siting of advertising **signage**.
2. To ensure **signage** does not create a traffic hazard or a risk to pedestrians, cyclists and people living with a disability.

Performance Criteria

There are no Performance Criteria.

Prescriptive Measures

The following signs are inappropriate and will not be supported by Council:

- a) animated signs,
- b) billboard signs,
- c) bunting,
- d) neon sign,
- e) roof advertisements,
- f) **signage** mounted on or attached to stationary vehicles or trailers,
- g) **signage** on bridges,
- h) **signage** on trees or electricity or telephone poles.
- i) A frame signs on Council land
- j) Moving signs
- k) Flashing signs
- l) 3-Dimensional signs
- m) Balloons and other inflatable advertising devices

Appendix B10.1 – Signage Assessment Criteria

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 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 screen unsightliness?
- 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?