



**ATTACHMENTS TO REPORTS –
Item 13.2 – Report on the Public Exhibition Of
Draft DCP Provisions for Signage and Outdoor
Advertising**

ORDINARY COUNCIL MEETING

Wednesday 24 May 2017

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Attachments to Reports

Item

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ATTACHMENTS TO REPORT

Item 13.2

Report on the Public Exhibition of Draft DCP provisions for Signage and Outdoor Advertising

Attachment 1

Post exhibition Draft DCP Signage Provisions



ATTACHMENT 1

Chapter 1 Signage and Outdoor Advertising

A1.1 Introduction

Well designed signage, of appropriate location and scale, can make a positive contribution to the visual and functional amenity of a locality which in turn contributes to the appearance and amenity of the Shire as a whole. Poorly designed signage, of inappropriate scale, in inappropriate locations can adversely impact on urban amenity and function. This is particularly the case where signage is illuminated or is of such quantity that a cumulative impact results.

The provisions of this chapter apply to all Signage within Wingecarribee Shire, identifying what is prohibited, permitted with consent or exempt (i.e. Council approval not required provided the applicable standards are met).

Applicants should consult the following documents to determine if the Signage they propose is permitted and whether Council consent is required:

- Wingecarribee Local Environmental Plan 2010 – via the NSW Legislation website, www.legislation.nsw.gov.au ('Browse EPs in Force – W - Wingecarribee')
- State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64) - via the NSW Legislation website, www.legislation.nsw.gov.au ('Browse EPs in Force – S - State Environmental Planning Policies')
- Department of Planning and Environment –Transport Corridor Outdoor Advertising and Signage Guidelines - Assessing Development Applications under SEPP 64 (Department of Planning and Environment) from the Department's website, www.planning.nsw.gov.au
- State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 - via the NSW Legislation website, www.legislation.nsw.gov.au ('Browse EPs in Force – S - State Environmental Planning Policies')
- Department of Planning and Environment – Information Sheet 2.20 for Advertising and Signage Exempt Development Code (Department of Planning and Environment) from the Department's website, www.planning.nsw.gov.au

Most signage is described as Business Identification Signage and Figures 1 and 2 below demonstrate the various types of Business Identification Signs that are addressed within this Plan. Although most Business Identification Signs do not require Council consent as set out in section 1.5 below, free standing business identification signs and Signs for Multiple Premises do require consent. Controls for these signs are set out in section 1.6 below.

Variable Message Signs (VMS) are a static electronic display form of a digital sign. Digital Signage generally and VMS in particular are increasingly being utilised for advertising purposes and specific provisions for the control of Digital Signage are included in Section A1.7 of this Chapter of the DCP.

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FIGURE 1 TYPICAL BUSINESS IDENTIFICATION SIGNAGE ON OR ATTACHED TO A BUILDING

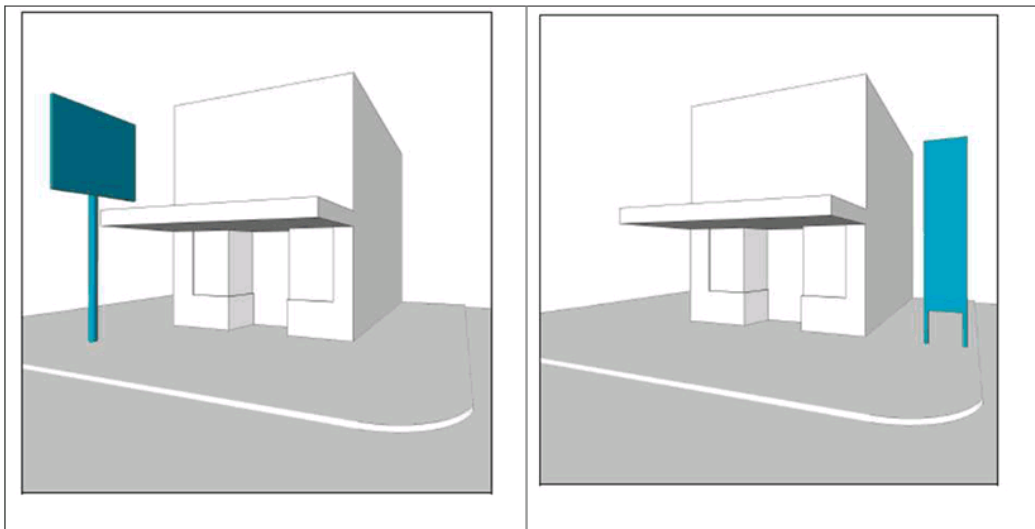


FIGURE 2 TYPICAL FREE STANDING BUSINESS IDENTIFICATION SIGNAGE

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A1.2 Objectives

The following objectives form the context within which the following requirements and controls have been developed.

- a) Signage shall:
 - (i) be compatible with the desired amenity and visual character of an area
 - (ii) provide effective communication in suitable locations
 - (iii) be of high quality design and finish
- (a) Signage shall respect and not compromise the contribution, both individually and collectively, that buildings and other streetscape features make towards the established urban character and environmental quality of the locality.
- (b) Signage shall respect and complement the heritage integrity of the locality.
- ~~(c) Signage shall add to the visual interest and vitality of a locality. Council acknowledges that controls must embrace a degree of flexibility whilst at the same time protecting the prominence of significant buildings, both individually and collectively.~~
- (d) Signage shall only relate to a function which could reasonably be expected to be carried out in that locality.
- (e) Signage shall be simple, clear and effective in conveying its message and should inspire confidence in the business or product being advertised. Signage shall not comprise objects such as cans, bottles or other three dimensional proprietary and like representations.
- (f) Signage shall not offend or adversely affect in any way the amenity of the people who live in, work in, or visit the locality, particularly with regard to, but not restricted to, location, size, bulk, scale, appearance (including colours), wording, illumination or overshadowing.
- ~~(g) Signage shall not be of such quantity as to create an unacceptable level of density and proliferation.~~

Criteria for the Assessment of Signage and Outdoor Advertising Applications (removed & summarised in Section 1.6)

A1.3 General Requirements for All Signage

There are a number of mandatory requirements with which all Signage (irrespective of its type, location, size, design, or other features) shall comply. These are:

- a) All buildings shall be clearly numbered on the face of the building or on the awning.
- b) Signs shall only appear wholly on land where the advertised activity or development is carried out, except signage that is managed by the Tourist Attraction Signposting Assessment Committee (TASAC). NB: TASAC is a group formed by the NSW State Government to have overall responsibility for the planning and implementation of tourist signposting systems in NSW.

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- c) Signs shall relate to the architectural detailing design lines of the building on which it is to be located, and of adjacent buildings, particularly those constructed prior to 1950.
- d) Signs shall maintain the existing architectural 'balance' of the building.
- e) Signs shall be of a high quality design and finish.
- f) Signs shall complement the finishes and colours of the building/place to or in which it is attached/erected.
- g) Signs shall be simple in both design and message presentation and legible in terms of both colours and text style.
- h) Signs shall reflect the quality of the business, services or product to which they relate.
- i) Signs incorporating corporate graphics and colours will be considered, but may be restricted in terms of size, location, colour and quantity, to meet the other objectives of this section of the Plan.
- j) Signs which are illuminated (as in making a sign appear brighter than it otherwise would appear) must:
 - (i) Conceal all cables in the frame of the sign
 - (ii) Must not have animation or moving/flashing images, and
 - (iii) Must comply with Australian standards for the control of outdoor lighting.
 - (iv) If situated on, or within, 50m of a residential, rural or environmental protection zone, only be illuminated as approved by Council. ~~or for no longer than between 7am and 10pm on any day.~~
- k) Signs associated with multiple building or site occupancy, as in shopping arcades and business services occupying first floor office suites, shall adopt a single co-ordinated approach to advertising by means of clear building identification and appropriately located 'shared' directory facilities.
- l) Signs shall achieve a high degree of safety and not represent hazards to passing drivers or pedestrians, transport workers or other property.
- m) Signs shall not be confused with, or inhibit instructions given by, official traffic management facilities and signs.
- n) Signs shall not require the removal of a tree or other vegetation. Signage requiring the pruning of a tree or other vegetation must obtain Council consent.

A1.4 Exempt Signage, i.e. Permitted without Consent

Council consent is NOT required for the following forms of signage as described below, unless:

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- a) It is to be located on an Item of Heritage or draft Item of Heritage or in a Heritage Conservation or draft Heritage Conservation Area. ('Heritage' applies to Archaeological, General or Landscape heritage).
- b) It does not comply with the Section A1.2 (Objectives) and A1.4 (General Requirements) above
- c) It does not comply with any of the following sign-specific standards.

If the proposed signage is not Exempt, a Development Application must be lodged with Council. The Application must include a copy of the proposed art work for the sign as well as details of the dimensions of the proposed sign and a diagrammatic indication of the proposed location of the sign. Further details on signage requiring Council consent are contained in section 1.6 below.

A1.4.1 Advertising structures and the display of an advertisement on it or the display of an advertisement that is not affixed to an advertising structure, being a sign that displays an advertisement that relates to the premises on which it is situated

Advertising structures shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Sign must not cover mechanical ventilation inlet or outlet vents.
- b) Advertisement must relate to an approved use carried out on the land.
- c) Signs that have red, amber, green or blue lighting must not be erected near traffic control signals.

A1.4.2 Building Identification Signs

Building identification signs identify or name the building and are located on the building facade. Building Identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Only one (1) sign per street frontage
- b) Sign must not be more than 2.5m² in area
- c) Sign must be mounted flat against the exterior wall or parapet and not protrude more than 300mm from the face of the building
- d) If illuminated, must comply with illumination controls in 1.4 (General Requirements for all Signage) above.

A1.4.3 Business Identification Signs in a Residential, Rural or Environmental Protection zone

Business identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) One sign per premises.
- b) If a sign for the purposes of a home business, home industry or home occupation, a maximum size of 1m² is permitted
- c) If a sign for a purpose other than home business, home industry or home occupation, a maximum size of 2.5m² is permitted

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- d) Must not be illuminated.
- e) Located wholly within property boundaries of the land to which the sign relates, or is flush mounted to the front fence or front wall of a building as long as the sign does not protrude beyond the physical limits of that fence or building.
- f) If a window sign for the purposes of a home business, home industry or home occupation, maximum size limited to 20% of the window surface or 6m², whichever is the smaller.

A1.4.4 Business Identification Signs in a Business zone

Business identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

One type of Business identification Sign per premises from the following list:

(a) Flush wall sign

- (i) Maximum of four (4) business signs per building and one (1) sign per elevation
- (ii) Maximum size of 5m²
- (iii) Must not project above the top of the wall to which it is attached
- (iv) If illuminated, must comply with controls in Section 1.3 (j) above.

(b) Fascia sign

- (i) Be mounted flat and securely fixed in place
- (ii) Be on a rigid signboard
- (iii) Fit wholly within the current fascia
- (iv) Not be illuminated

(c) Suspended under awning sign

- (i) Maximum length of 2.5m
- (ii) Maximum size of 1.5m²
- (iii) Must be at right angle to the building
- (iv) Must not project beyond the awning fascia
- (v) Must be securely fixed by rigid metal supports
- (vi) Must have a clearance of 2.6m above existing ground level

(d) Top hamper / Above Door sign

- (i) Maximum of one (1) sign for each ground floor tenancy
- (ii) Maximum size of 2.5m²
- (iii) Maximum height of 600m
- (iv) Have a clearance of 2.1m above existing ground level
- (v) Must be securely fixed by rigid metal supports

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- (vi) Must not extend below the level of the head of the doorway or window above which it is attached
- (vii) If illuminated, must comply with controls in section 1.3 (j) above

(e) Premises with no awning

- (i) Maximum height of 3m above existing ground level on front and side walls
- (ii) Maximum display area of 50% of the area of the wall

A1.4.5 Flush Wall Sign in an Industrial Zone

Flush Wall Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Maximum of four (4) signs per building and one (1) per elevation
- b) Maximum size of 16m² or not more than 20% of the surface area of the wall
- c) Must be securely fixed by rigid metal supports
- d) If illuminated, must comply with controls in section 1.3 (j) above

A1.4.6 Any other Business Identification sign in an Industrial Zone

Business identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Maximum size of 1m² per metre of frontage for the first 10m
- b) Must be securely fixed by rigid metal supports
- c) If illuminated, must comply with controls in section 1.3 (j) above

A1.4.7 Directional signs, name plates, advance traffic warning signs, community information signs and law enforcement signs erected by the council or other public authorities

- a) Signs erected over a public road shall be permitted without consent provided that area at least 0.6m from the vertical projection of the kerb line, and suspended at least 2.6m above existing ground level. Otherwise, a development application will be required.

A1.4.8 Property address signs

Property Address Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) One sign per premises.
- b) Maximum size of 1m² in residential zones and 1.5m² in all other zones.
- c) Maximum height of 1.8m in residential, rural or environmental protection zones.
- d) Must not be illuminated in residential, rural or environmental protection zones.
- e) Must be located wholly within property boundaries of the land to which the sign relates, or flush mounted to the front fence or front wall of a

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building as long as the sign does not protrude beyond the physical limits of that fence or building.

A1.4.9 School signs

School Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Maximum 3 signs per street frontage.
- b) Located wholly within the school boundaries.
- c) Must be ancillary to the school.
- d) Maximum size of 0.75 m².
- e) Minimum distance apart of 3.5m.
- f) Maximum height to top of sign of 1.5m above existing ground level.

A1.4.10 Real estate signs, advertising that the premises on which they are displayed are for sale or lease

Real Estate Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Must be located wholly within the property boundaries of the land to which the sign relates, or if on the footpath, must be flush against the property boundary
- b) Must not be erected on public land
- c) Must not be attached to the building if an Item of Heritage or draft Item of Heritage
- d) Maximum of two (2) signs per premises in Residential zones with a combined total surface area of 3m²
- e) Maximum size in Business or Industrial zones of 4.5m² for lots comprising 1-9 dwellings, or 10m² for sites with more than 10 lots.
- f) Maximum size in Environmental Protection zones of 1.5m²
- g) No higher than 5m above existing ground level
- h) Must not be illuminated
- i) For lots comprising 1-9 dwellings, signs must be removed within fourteen (14) days of the final sale transaction, or before construction starts on the land
- j) For sites with more than 10 lots, signs shall be removed when 80% of lots are sold, or by the end of two (2) years
- k) Temporary Open for Inspection or Open House signs are permitted, but must be removed on the day of opening

A1.4.11 Community Notice and Public Information Signs

Community Notice and Public Information Signs is a sign providing information on, or advertising services or activities on a site for, a public or community institution or organisation and shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) There is only one (1) sign facing any road frontage
- b) Maximum area of sign is 3.5m²
- c) The sign is no higher than 5m above existing ground level

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- d) The sign is wholly located within the boundaries of the site
- e) The sign is not illuminated

A1.4.12 Display Flags, Bunting and Site Boundary Wraps

Display flags, bunting and site boundary wraps shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required. Council will consider proposals for advertising flags in lieu of other types of signs in Business zones, and such will be considered on their individual merits and must satisfy the objectives for this section of the DCP.

- a) Display flags, bunting and site boundary wraps used for advertising in business areas shall not be additional to the maximum number of signs permissible under this Plan, i.e. if an applicant seeks approval for an above awning sign and bunting/flag(s)/site wrap, Council will not consent to both types of signage as it would exceed the intended number of signs for that circumstance.
- b) Bunting on the boundary of a property during construction shall be approved by Council and be maintained at all times in a neat and tidy condition.

A1.4.13 Temporary Event Signs or Banners

Temporary Event Signs or Banners advertising a commercial, community or retail event or a private function (including sponsorship of the event or function) shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) not result in more than one banner and one other type of temporary sign facing any road frontage, and
- b) not have a surface area of more than 6m², and
- c) be located wholly within the boundaries of the property or, if attached to a building, fence or wall, not project more than 100mm from the building, fence or wall, and
- d) not be higher than 5m above ground level (existing), and
- e) not be permanently fixed to a building, fence or wall, and
- f) if advertising a commercial or retail event,
 - (i) not be located in a residential zone, and
 - (ii) not be illuminated, and
 - (iii) not be displayed earlier than 14 days before the event, and
 - (iv) be removed within 2 days after the event.
- g) not be a 'fly' poster taped to poles, hoardings or buildings.

A1.4.14 Election Signs

The display of any poster that contains electoral matters is permitted without consent provided the signs only cover electoral matters and show the name of the candidate and the party as well as a picture of the candidate and meet the following controls. If not, a development application will be required.

- a) Be erected not more than 28 days before polling day

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- b) be removed within one (1) week of polling day
- c) not be affixed to power or street light poles
- d) not be erected on public land such as parks, pedestrian areas, footpaths or public buildings

A1.5 Signage as Complying Development

Development under the Commercial and Industrial Alterations Code for projecting wall signs and freestanding pylon and directory board signs can only be carried out on land that is in a Business, Industrial or Special purpose zone. The Code should be consulted for Development Standards for Signage. The Code form part of the State Environmental Planning Policy (Exempt and Complying Development Codes)

A1.6 Signage requiring Council Consent

To reflect the Objectives of this Chapter of the Plan, all Development Applications for Signage or Outdoor Advertising for which Council consent is required will be assessed against the criteria contained within State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64). These criteria address general character and sensitivities of the locality, impacts on streetscape, views and vista, appropriateness of the sign to the building on which it is to be located and any relevant safety aspects.

The following signage requires Council consent. The Application must include a copy of the proposed art work for the sign as well as details of the dimensions of the proposed sign and a diagrammatic indication of the proposed location of the sign.

A1.6.1 Free Standing Business Identification Signs in Business and Industrial Zones

These provisions apply in respect of signs to be located on sites in business or industrial zones where the development, or public access to the development, is set back from the street alignment by three (3) metres or more.

- (a) A maximum of one (1) free standing business identification sign shall be permitted in the area between the building and the street alignment where such sign may be single or double sided and must be framed.
- (b) A free-standing sign may run either parallel to the street or perpendicular to the street frontage.
- (c) A free-standing sign shall be located within an overall sign structure envelope with dimensions not exceeding a height of 4.5 metres, width of 1.5 metres and depth of 300mm.
- (d) No part of the sign structure shall overhang Council's footpath, nor the public road reserve.
- (e) The sign shall be supported by 'simply designed' pole supports, avoiding large exposed supporting frameworks, unless in the opinion of the Council such framework is intentionally designed as an architectural feature.

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A1.6.2 Signage for Multiple Premises

There are a number of different instances where multiple businesses share or belong to one overall commercial development. These include:

- (a) shopping arcades with frontage (at either end) to either a public street, car park or other public area such as a park.
- (b) premises where shops occupy ground floor space (both with or without direct street frontage) and office suites or the like (doctors, professionals etc) occupy upper levels of the same building.
- (c) newer commercial developments where buildings are set back from a public road and most often have frontage to a car park.

In these situations the following controls apply:

- (a) Signage for 'hidden' premises, ie no direct street or public area frontage, shall be included on a single signage structure that shares signage between all businesses that occupy the same development.
- (b) The only additional opportunity for signage in these 'multiple premises' instances is for a directory sign located at a strategic location on the ground level frontage.
- (c) Prominent street numbering on building facades can also assist with the identification of 'hidden' premises. Street numbering is encouraged and does not require planning approval.
- (d) In multiple unit 'shopping complexes' villages etc, where buildings are set back from a public road and have frontage to a car park, pedestrian area or the like, Council may permit a free standing directory sign, which will be assessed on its merits, based on the objectives for signs in commercial zones.
- (e) In multiple unit shopping complexes without premises having frontage to a car parking area or external pedestrian area etc, signage attached to external building facades will be assessed on its merits based on the objectives for signs in commercial zones.
- (f) Signage in respect of development with frontage to a car park or external pedestrian area within view of a public street or place, shall comply with the requirements for signs in business zones as they would apply to premises having frontage to a public street.

A1.6.3 Corporate Signage

Council respects the right for a business with corporate logos and/or colours to use them. However, Council also retains the right to determine the size and location of such signage. Corporate colours and graphics are intended to draw attention to the business and usually comprise bright colours and graphics. These can often be in stark contrast to existing older signage and can impact on the overall character of a business area.

Applications using corporate signage which exceeds the 'Exempt Development' maximum standards will require Council consent. In addition to the general objectives, guidelines and assessment criteria contained in this Section of the Plan, Business Identification Signs

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utilising corporate graphics and colours shall be assessed to determine an appropriate size taking into consideration the following:

- (a) Whether the sign is to be located on an Item or Draft item of Heritage, or within a Heritage or Draft Heritage Conservation Area.
- (b) The dominance of the corporate graphics and colours on the streetscape.
- (c) The age and style of the building and the appropriateness of the sign on the building
- (d) The style and size and of existing signage in the vicinity of the proposed sign
- (e) Where the sign is to be mounted on a wall, fascia or parapet, the size of the sign will be limited. The tradition of indenting and area on a parapet for a Building Identification Sign provides a useful guide as to the proportion of such an area which could be allocated to a Business identification sign.
 - (i) Where such an indentation exists, the Business identification Sign will be limited to that indented area.
 - (ii) Where there is no indentation, the size and scale of the sign will reflect the result which would be achieved if an indented area were used.

A1.7 Digital Signage including Variable Message Signs (VMS)

A1.7.1 Introduction

Digital signs are devices which use digital technology to display bright, high quality electronic images. A central feature of these devices is the use of Light Emitting Diode (LED) technology allowing luminance to be controlled and adjusted automatically.

Digital signs can take the form of 'static' or 'dynamic' electronic displays. Electronic Static Display (ESD) messages are more common than 'dynamic' displays and present images which may change at set intervals. They are often displayed on a range of permanent or portable structures.

Variable message signs (VMS) that are used for advertising purposes are included in the definition of ESDs. Traditionally, in the context of road side signage, VMS are used by Roads and Maritime Services (RMS) for road safety and traffic management purposes.

However, Council has become increasingly concerned with the proliferation of VMS for both public and private purposes on both public and private land.

VMS, due to their bulk, scale, content, presentation and illumination are a visually dominant form of signage, the cumulative impact of which should not be underestimated. Should this proliferation be allowed to continue, it increases the potential for significantly adverse impacts on the amenity of the people who live in, work in and visit the Shire and is contrary to the Signage Objectives of this Plan.

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A1.7.2 Permissibility

A Variable Message Sign (VMS) is prohibited unless:

- a) it meets the Signage Objectives, Assessment Criteria and General Requirements set out in Sections A1.2, A1.3 and A1.4 of this Plan, and
- b) it contains information that pertains only to a public or community event, or for road works or emergency services purposes in compliance with Australian Standard AS1742.3.
- c) except for the purposes of a Council run event, it is wholly located on privately owned land, and the owner of the land provides written authority for a Development Application for a VMS on the subject land to be lodged and assessed by Council, and
- d) if located where SEPP 64 applies, complies with any additional controls which the SEPP imposes.

A1.7.3 Assessment

If a VMS is permissible with Council consent in accordance with A1.7.2 above, it will be assessed in accordance with Section 3.2.2 of the NSW Department of Planning and Environment's document *Transport Corridor Outdoor Advertising and Signage Guidelines*.

An application for a VMS shall comply with the following controls applicable under SEPP 64:

- (a) The speed limit of the road on which the VMS is located is not be greater than 70 kilometres per hour
- (b) The display change frequency rate (dwell time) on a dynamic display shall be no faster than 3 seconds.
- (c) The display remains completely static from between change intervals.
- (d) The level of illumination automatically adjusts according to ambient light levels.
- (e) The sign does not contain any scrolling messages (i.e. displayed text or graphics which moves up, down or across the screen so that a line of text or graphics appears at one edge of the screen for each line that moves off the opposite edge).

A1.8 Replacement of Existing Signage

The replacement of existing signage does not require Council consent provided it will:

- a) Replace only an existing lawful sign
- b) Be exactly the same size as the existing sign
- c) Not change the structure of vessel on which the sign is attached
- d) Not block or interfere with traffic signs



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Signage to which SEPP 64 Applies –removed . SEPP 64 referenced only.**A1.9 Footpath Advertising and Merchandise Displays****A1.9.1 Introduction**

Advertising (A frame / sandwich) boards and merchandise displays can add to the interest of the commercial streetscape, however it is important that such displays do not impede pedestrian access and that the standard of such displays is sufficient to ensure safety and visual amenity.

A1.9.2 Objectives

The objectives of the controls provided for these displays are to ensure that:

- a) advertising boards and merchandise displays are of an acceptable quality to make a positive contribution to the streetscape.
- b) advertising boards and merchandise displays are safe and will not cause injury to members of the public.
- c) access issues for all members of the community are taken into account in relation to public streets, footpath areas and associated spaces.
- d) the area being used is kept in a clean and tidy manner and maintained on a regular basis.
- e) Council is indemnified from public liability, by businesses who use public lands for commercial purposes being appropriately insured with public liability insurance.

A1.9.3 Siting and Operational Requirements

- a) Advertising 'sandwich' boards and merchandise displays may only be located on footpaths, plazas or reserves in a Business zone where the proposed site has a minimum footpath width of 3 metres and is directly outside the premises to which it relates.
- b) Advertising 'sandwich' boards and merchandise displays are only permitted to be located outside the premises to which they relate and only during business hours. After these hours the boards and displays shall be removed.
- c) Where a standard footpath width is provided, advertising 'sandwich' boards and merchandise displays must not be placed any closer than 1800 mm from the shop frontage to which they relate and no closer than 600 mm to the kerb edge, as shown below. This configuration creates a consistent street presentation and predictable and safe 'accessible travel path' for pedestrians consistent with the requirements of Australian Standard AS1428.2:1992 as indicated in B6 of this DCP.
- d) Despite the above requirement, a business may locate advertising 'sandwich' boards and merchandising displays against the shop front provided that the area projects no more than 800 mm from the front of the shop and tactile ground surface indicators, in accordance with the Australian and New Zealand Standard 1428.4:2002, are

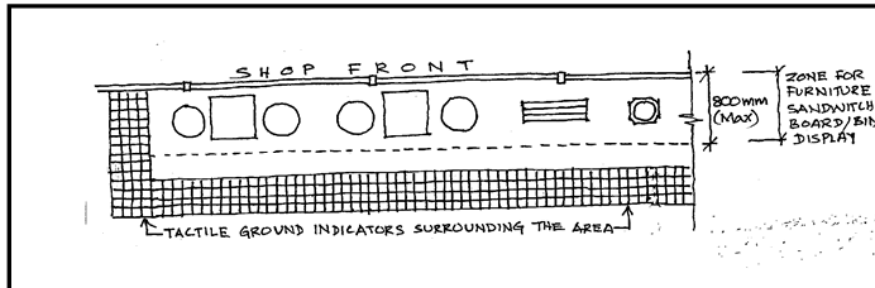
13.2 Report on the Public Exhibition of Draft DCP provisions for
Signage and Outdoor Advertising
ATTACHMENT 1 Post exhibition Draft DCP Signage Provisions



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installed to totally surround the designed area as approved by and at no cost to Council, as shown below.



- e) Where larger plaza areas or extended footpath blisters are available, advertising 'sandwich' boards and merchandising displays can be located adjacent to the kerb as long as the other dimensional requirements of this section are met.
- f) Advertising 'sandwich' boards and merchandising displays must not obstruct vehicular traffic that is legally entitled to cross the footway.

A1.9.4 Design of Merchandise Display Bins

- a) Display bins must be constructed from durable materials which complement the style and character of the shop and make a positive contribution to the streetscape.
- b) Temporary structures such as cardboard boxes are not permissible, nor are clothing racks and similar methods of display.
- c) Goods for display or sale shall not be affixed to any premises, footpaths, traffic sign, awning, street furniture, or pole.
- d) The stand or display unit shall be of stable construction with no part protruding past the main body of the stand and not involve sharp corners. Multiple stacking of storage units is also not permitted.
- e) The stand or display unit shall have a surrounding base with a minimum depth of 450mm to enable sight-impaired people using canes or guide dogs to locate the unit as a potential obstacle.
- f) The combined height of the goods and the display structure shall not exceed 1.5m.
- g) The display and/or sale of goods must be directly related to the primary approved uses of the adjoining business.
- h) Goods for display or sale may only be placed outside the premises to which they relate and only during business hours. After these hours the bins shall be removed.
- i) No advertisement shall be located on bins or other merchandising structure.
- j) Goods being displayed shall be non-perishable and meet relevant health regulations.
- k) All displays of goods shall be well organised and kept neat and tidy.



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A1.9.5 Application Requirements

The approval of a 'sandwich board' or the outdoor display of goods requires the submission an application for a licence. The application shall include:

- (a) A plan drawn to a scale of 1:100, detailing:
 - (i) The outdoor area to be used (boundaries, dimensions, etc),
 - (ii) Location and size of sandwich board,
 - (iii) Location, size and number of bins,
 - (iv) How the area will be maintained for public access,
 - (v) The relationship to the existing business premises.
 - (vi) An illustration of the design, materials and colours for the bins.
- (b) Payment of the necessary fees as required by Council.
- (c) Written evidence of adequate insurance cover as required by Council.