

A4 - ADVERTISING SIGNS CODE

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A4 - ADVERTISING SIGNS CODE

A4.1 INTRODUCTION

A4.1.1 *Aims of this Section*

- Promote a high standard of signage quality and prevent excessive advertising and visual clutter by encouraging the rationalisation of existing and proposed signs.
- Ensure that advertising signs do not detract from the scenic beauty and amenity of the Shire.
- Ensure that advertising and advertising structures are compatible and compliment the character of a building site or area.
- Promote adequate and effective advertising and recognise the legitimate need for signs to provide for directions, business identification and promotion.
- Provide appropriate opportunities for advertising signs for the Tourist Industry to give effect to the Tweed Shire Tourism Strategy.
- Ensure that advertising signs do not reduce the safety of any road, pedestrian path or navigable waterway.
- Ensure that advertising signs are constructed and maintained in a safe and tidy condition.
- Ensure that a fair and consistent approach is taken by Council in dealing with advertising sign applications.

A4.1.2 *Land to which this Section Applies*

This Section applies to all land within the Tweed Shire.

A4.1.3 *How does this Section relate to other Sections and Environmental Planning Instruments?*

Within Part A

This Section is generally consistent with the other Sections from Part A of this DCP. Where there is an inconsistency then the higher standard/requirement shall prevail.

Between Part A and Part B

In the event of any inconsistency between this Section and a Section from Part B of this DCP, the provisions of the Section from Part B shall prevail.

Some advertising signs are considered exempt development. Applicants should familiarise themselves with Section A10 – Exempt and Complying Development of this DCP before lodging an application for determination.

Where an inconsistency arises between this Section and any environmental planning instrument applying to the same land, the provisions of the environmental planning instrument prevails. An environmental planning instrument means a State Environmental Planning Policy, a Regional Environmental Plan or a Local Environmental Plan.

A4.1.4 How to use this Section

In preparing an application for development there are a number of specific steps that should be followed:-

- Step 1:** Familiarise yourself with the general development principles and objectives of this Section (Clause A4.2) to identify the general requirements for the design and construction of advertising signs.
- Step 2:** Check the zoning of the site under Tweed LEP 2000 and familiarise yourself with the specific development principles and objectives of this Section (Clause A4.3).

These objectives will play an important part in Council's assessment of your application. If you are unsure of the zoning of your land check with Council staff.

- Step 3:** Identify the type of sign you require from Clauses A4.4 – A4.6 inclusive.
- Step 4:** Familiarise yourself with Section A10 – Exempt and Complying Development of this DCP to identify whether the sign is exempt development or whether a development application is required.
- Step 5:** If necessary, refer to Clause A4.7 on how to make an application.
- Step 6:** Discuss your final application with Council staff, then lodge it for determination. Compliance with the provisions of this Section does not necessarily imply that Council will grant consent to an application.

A4.2 GENERAL DEVELOPMENT PRINCIPLES AND OBJECTIVES**A4.2.1 Preamble**

Tweed Shire Council appreciates the need for clearly legible and well located signs throughout the Shire for direction, locality information and advertising purposes.

Whilst acknowledging this need, Council is also mindful of the unique natural beauty of the Shire and the importance of maintaining and enhancing the built environment.

How signs are designed and where they are placed can either enhance or spoil these environmental qualities. Well designed and maintained signs which respect the environment and character of the locality will be appreciated by both residents and visitors whilst enhancing the commercial activity.

On the other hand, signs and supporting structures of excessive size featuring blatant and discordant designs, reflect poorly on the advertisers as well as the locality.

A4.2.2 Signs and New Buildings

If you are proposing to construct a new building, it is required that the provision of advertising signs be part of the design process as this will minimise potential conflicts when the building is actually occupied.

A4.2.3 Maximum Number of Signs per Business

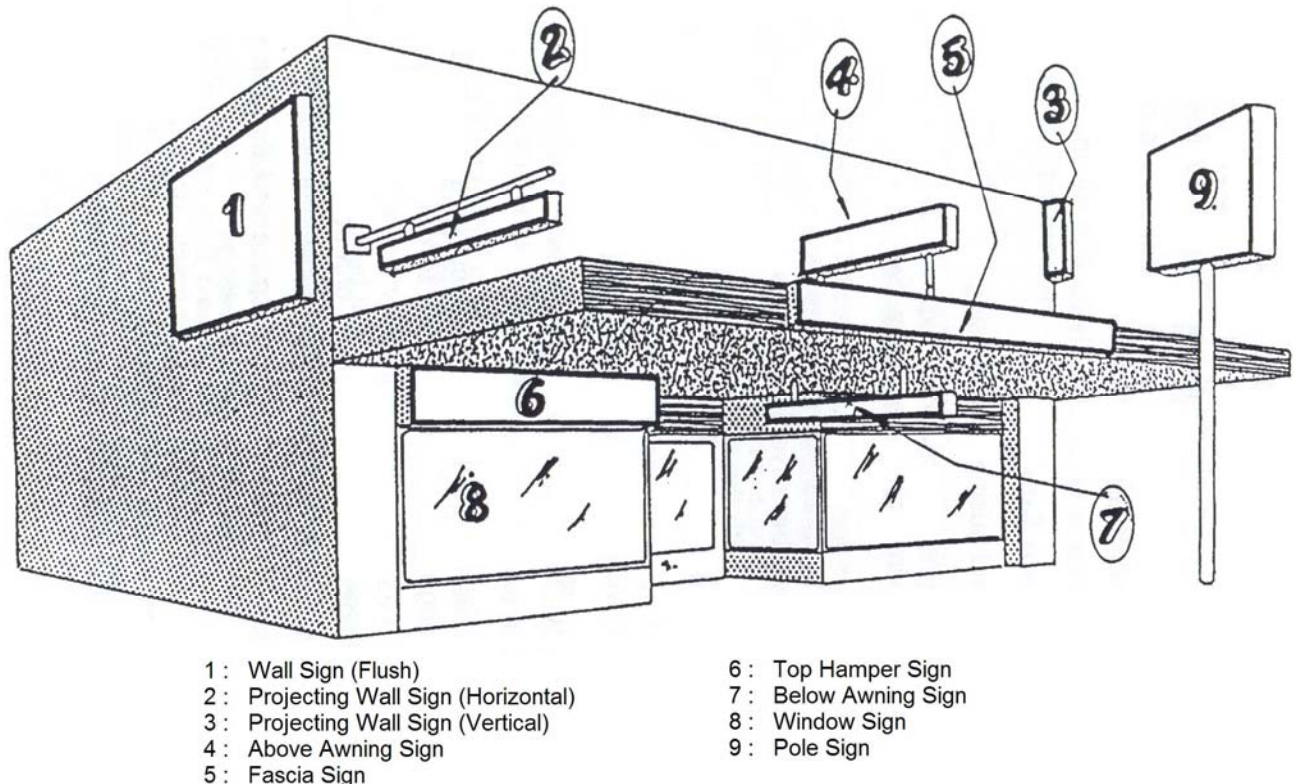
Figure 1 of this Section shows some of the signs that are dealt with in Section A4. Careful consideration should be given to the type of sign best suited to your

needs as the maximum number of signs that Council will permit per business premises is five (5).

A4.2.4 Maximum Area of Signs per Business

As well as the maximum number of signs referred to in the preceding paragraph, the maximum area per business for all signs shall not exceed the area as expressed in square metres and will be calculated by multiplying the first 10 metres of the frontage of the premises by 1 and each metre thereafter by 0.5.

Figure 1 - Common External Signs Types



A4.3 SPECIFIC DEVELOPMENT PRINCIPLES AND OBJECTIVES

Specific development principles and objectives with regard to the design and construction of advertising signs for different land uses are provided in Clause A4.3. It is these development principles and objectives that Council will use in dealing with specific sign applications.

Other considerations may need to be taken into account and include, but are not limited to, the provisions of Tweed Local Environmental Plan 2000 and State Environmental Planning Policy No 64 – Advertising and Signage.

A4.3.1 District Business Centres/Town Centres

- To permit adequate identification and business advertising.
- To recognise that advertising signs can help to express the character of the commercial and entertainment environment, creating a lively daytime and evening atmosphere.
- To ensure there is equal access to limited advertising space and that the number and positioning of signs do not crowd the advertiser's message.

- To ensure that signs are in keeping with the scale and character of the building they are on and do not detract from the architecture.
- To encourage a co-ordinated and co-operative approach (through a traders' association or the like) for the provision of advertising signs.

A4.3.2 Business Centres Adjoining Residential Areas

- To permit adequate identification and business advertising.
- To enhance the valued environmental character of the local centre or establish an image for the centre. Advertising signs should be used to create a lively daytime and evening atmosphere.
- To ensure that signs are in keeping with the scale and character of the building to which they are affixed and no detracting from the architectural treatment.
- To ensure there is equal access to limited advertising space and that the number and positioning of signs do not crowd the advertiser's message.
- To encourage a co-ordinated and co-operative approach (through a traders' association or the like) for the provision of advertising signs.
- Not to compromise the desired urban character of surrounding land uses (including residential, religious and public uses).

A4.3.3 Trade and Industrial Centres

- To permit the adequate display of information concerning the identification of premises, the name of the occupier and the activity conducted on the land.
- To place advertising signs so that they enhance the architectural and landscape presentation of the trade or industry and appear proportional to the scale of the building or space within which they are located.
- To improve the appearance of buildings with the design and placement of signs.
- To encourage a co-ordinated approach to advertising where there is multiple occupancy of sites.

A4.3.4 Residential Areas

- To preserve the residential amenity of the locality.
- To minimise the visual impact of signs.
- To ensure that service/shopping uses in residential areas do not interfere with the residential amenity.

A4.3.5 Rural Areas

- To preserve the rural amenity of the locality within which the sign is to be displayed.
- To eliminate the proliferation of signs.
- To ensure that those signs which are displayed are in character with the existing and likely future amenity of the rural locality.
- To minimise the visual impact of signs.

- To prevent distraction to motorists and a reduction in traffic safety on roads.
- To co-ordinate tourism signs.

A4.3.6 Environmental Protection Areas

- To ensure that the sign meets the objectives of the zone as set out in Tweed Local Environmental Plan 2000.
- To ensure that those signs which are displayed are in character with the existing and future amenity of the locality.
- To minimise the visual impact of signs by only allowing reflective signs where it can be demonstrated that they are compatible with the scenic value of the locality.
- To prevent distraction to motorists and a reduction in traffic safety on roads.
- To co-ordinate tourism signs.

A4.3.7 Heritage and Conservation Areas

- To ensure that advertising signs are designed and located so as to compliment the building or area which has been identified as significant.

A4.4 TYPES OF SIGNS

Clause A4.4 provides definitions and descriptions of the various types of signs. They are a guide only and it is important that proposals for advertising signs satisfy both the general and specific development principles and objectives of this Section, as outlined in Clauses A4.2 and A4.3.

Advertisement

means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water

Advertising structure

means a structure used or intended to be used principally for the display of an advertisement

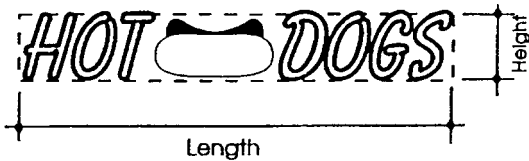
Advertising area

means:

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



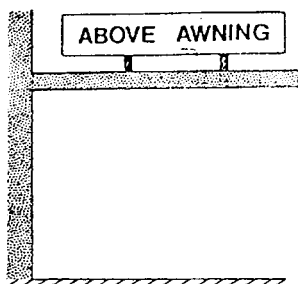
- (b) in the case of a sign without clearly defined edges (eg. a skeleton type letter sign, the area of the minimum rectangle within which the letters or graphics fit:



AREA = Height x Length of Minimum Rectangle

Above awning sign

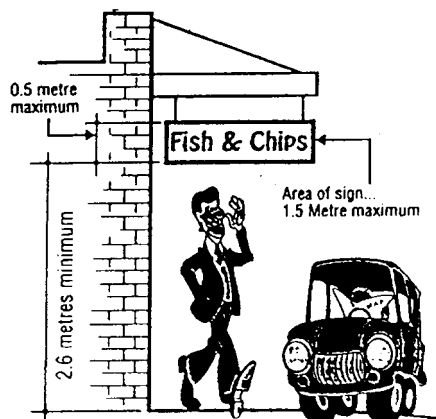
means a sign located on top of an awning or verandah with no part of the sign projecting above the roof, parapet or ridgeline or beyond the awning edge.



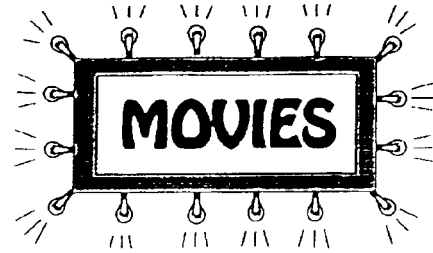
Below awning

means a sign fixed below an awning which:

- shall not exceed 2.5 metres in length
- shall not exceed 0.4 metres in length
- shall not exceed 0.5 metres in depth
- shall be erected approximately horizontal to the ground and at no point less than 2.6 metres from the ground
- shall be erected at right angles to the building to which the awning is attached
- shall not project beyond the edge of the awning

**Animated sign (flashing sign)**

Any advertising device with movement, flashing or colour changes requiring electrical or manufactured sources or power. The term also includes glitter or tinsel type signs.

**Billboard**

A structure erected or used primarily for the display of advertising matter. The term includes any framework, signboard, noticeboard, advertising panel or the like and any painted (or the like) display of advertising matter on any wall, fence or roof.

A billboard may have a border not exceeding 0.5 metres in width if the border is or one colour and contains no advertising material. Where a billboard is erected on the wall of a building it -

- Shall not extend laterally beyond the wall;
- Shall not project above the top of the wall;
- Shall not project more than 0.5 metres from the wall;
- Where it is less than 2.6 metres above the ground, shall not project more than 0.05 metres over a public place; and
- Shall not cover any window or architectural projection or feature.

Bunting

An advertising device consisting of a continuous 'string' or lightweight coloured material, secured so as to allow movement caused by the atmosphere that does not project above the line of the building.

Commercial sign

means an advertisement whether illuminated or not which -

- (a) has an outline that would fit within a rectangular figure 1.2m in length and 0.6m in height; and
- (b) in respect of any place or premises to which it is affixed contains only -
 - (i) a reference to the identification or description of the place or premises;
 - (ii) a reference to the identification or description of any person residing or carrying on an occupation at the place or premises;
 - (iii) particulars of any occupation carried on at the place or premises;
 - (iv) such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on thereat;
 - (v) particulars or notifications required or permitted to be displayed by or under any Act or any Act or the Parliament of the Commonwealth;
 - (vi) particulars relating to the goods, commodities or services dealt with or provided at the place or premises;
 - (vii) a notice that the place or premises is or are for sale or letting, together with particulars of the sale or letting;
 - (viii) particulars of any activities held or to be held at the place or premises; or
 - (ix) a reference to an affiliation with a trade, professional or other association relevant to the business conducted on the place or premises.

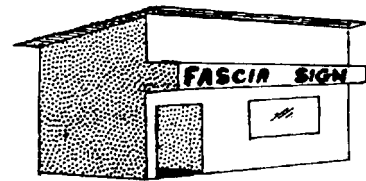
Chalkboard

means a movable board not greater than 1.5m² 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.

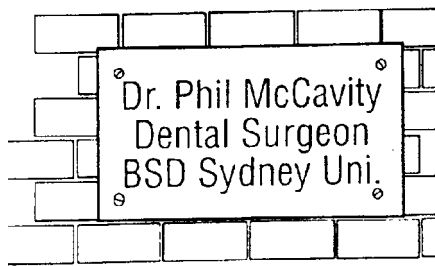
A chalk board must contain a sign written heading indicating the premises to which it refers.

Fascia sign

means any sign located on the fascia of awnings and lettering shall not exceed the background dimensions of the fascia.

**Home occupation/home office sign**

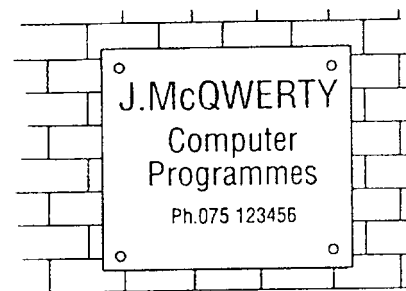
means any advertising device not exceeding 0.3m² in area and bearing only the name of the occupier and the occupation.



Max. Area 0.30 sq.m.

Identification sign

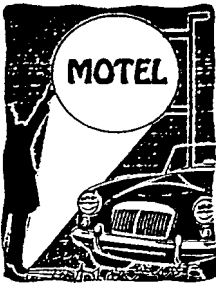
Any sign (which does not exceed 0.72m² in area) containing an advertisement which refers only to the name of the proprietor, the name of the premises, the nature of the use of the address including the telephone number. Identification signs do not include Home Occupation Signs.



Max. Area 0.72 Sq. m.

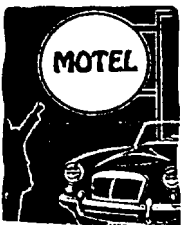
Indirectly illuminated sign

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



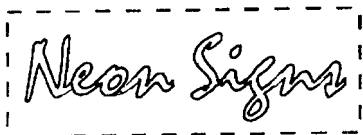
Internally illuminated sign

means any advertising device illuminated by an internal source of light in order to make the message readable.



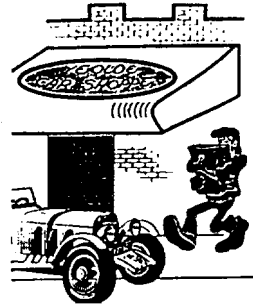
Neon sign

means an illuminated advertising device which gives off coloured glow when electricity is passed through it.



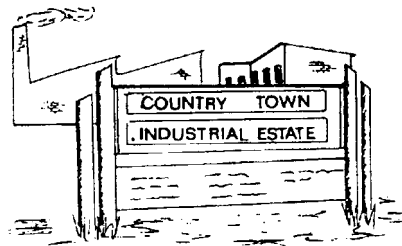
Integrated sign

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



Multiple identification signs

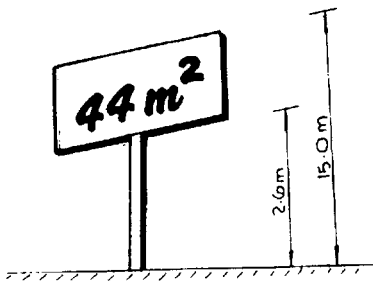
An identification sign containing a list of business occupying a shared tenancy or the same premises.



Pole 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 may have an area not exceeding 44 m² and a height not exceeding 15 metres.

**Projecting wall sign (horizontal)**

means the various requirements of a vertical projecting wall sign apply, excluding reference to the height above ground level and maximum height of the sign. Where a horizontal wall sign is located between minimum 2.6m and 3.7m above ground, its maximum depth shall be 0.5m; or if between 3.7m and 6.0m, maximum depth may be 1.2m. Such signs may extend over the footpath to a maximum distance of 2.4m, or to within 0.6m of the edge of the kerb, whichever is the lesser.

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 0.8m up to a height of 3.7m or 0.9m - height 4.6m or 1.2m - height 5.5m. Any such sign must be a minimum of 2.6m 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 and the sign does not rotate, one face of the sign must be parallel to the building alignment. No part of the sign may be located within 0.6m of the vertical projection of the kerb 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 a maximum area as follows:

House or unit up to 2.17m²

Commercial up to 4.34m²

Rural property up to 4.32m²

Sub-divisions:

Less than 2ha up to 8.64m²

2ha to 10ha up to 17.28m²

Larger than 10ha up to 35.00m²

Industrial or Commercial

Properties 25.00m²

Residential units

Less than 10 units 8.64m²

More than 10 units 20.00m²



Roof sign

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.

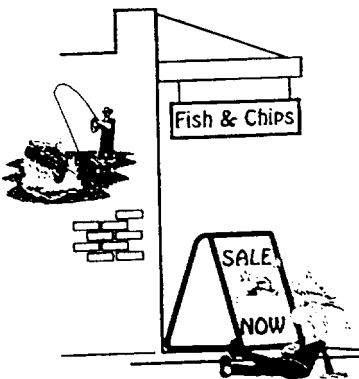
Temporary sign

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.

Sandwich board or A-frame sign

means any portable sign or device being a maximum size of 900 mm x 1200 mm. Such signs are prohibited within road reserves and public areas in the Tweed Shire unless they are part of a co-ordinated urban design strategy to market a shopping centre and where pedestrian access is not significantly reduced by their use. These signs must:

- have a design theme which is compatible with other street furniture;
- be professionally made and painted;
- be placed so that pedestrian areas are uncluttered and access and egress from shops is unimpeded;
- be aimed at informing the pedestrian. Large A-frame signs directed to drivers are prohibited as their size and scale of lettering leads to clutter and ineffective signs.
- These signs may be permitted on private property in lawn or garden areas provided pedestrian access is unimpeded.

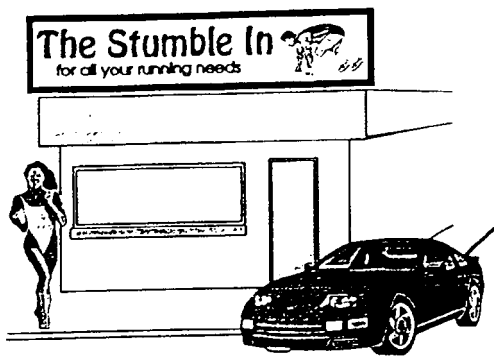
**Window sign**

means any sign painted or displayed on a shop window or any glazed area of a building.



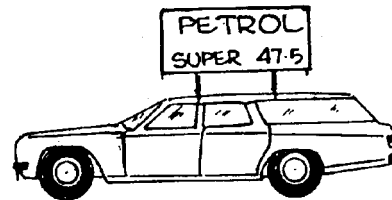
A4.5 SIGNS WHICH ARE PROHIBITED

- (a) Roof or sky sign or any other advertisement projecting above the wall or parapet of a building to which it is affixed. It is considered that these signs are unnecessarily obtrusive, often adversely affecting the appearance and character of the building and surrounding area.



- (d) Any sign capable of movement by any source of power or atmospheric conditions.

- (e) Signs mounted or attached to stationery cars and trailers



- (b) Animated Sign or any tinsel, glitter or flickering sign that interferes with the amenity of people residing in the area and/or distract motorists' attending and reducing road safety

- (f) Portable footpath signs on road reserves, arcades or the like except those that meet the criteria set out in Section 6 of this code under "Sandwich board or A-Frame Signs."

- (c) Any advertisement, poster, etc, affixed to a tree, lightpole or powerpole is prohibited, except by special application

A4.6 SIGNS WITHIN ROAD RESERVE

Council may consider applications for signs to be erected on the roadsides or overhanging roads. Such signs would be constructed at cost to the applicant and be of high graphic standard.

Location and design of an approval for a road reserve sign will depend on the individual circumstances, the location, length and width of existing footpaths and roadways, the location of existing access to properties, underground and other services. This policy does not prohibit or restrict the display of any advertisement, notice or warning authorised by or pursuant to any statute or law.

Because of the competing demands for fingerboard signs and the need to minimise signage clutter at major street intersections, these types of signs will only be approved in exceptional circumstances. It is strongly suggested that alternative methods of advertising the location of businesses be fully investigated and discussed with Council staff as appropriate.

DIRECTION SIGNS

Permanent

Purely directional signs to recognised tourist facilities may be permitted on a Council pole or pylon structure. Signs to be painted brown with white lettering. Applicants would pay for the cost of the signs. Where more than one (1) tourist facility is located on a particular road then only one integrated structured will be permitted.

Fingerboards



On application to Council, consideration will be given to approving the erection of a single fingerboard type sign on Council's road or street signpost as follows:

- (i) in the Urban Areas the sign must relate to a public building or facility;
- (ii) in the Rural area approval will only be given for signs relating to isolated recreational or tourist developments.

The applicant is to supply the sign for erection by Council and it must be constructed in accordance with Council's Drawing No. A4-33.

ROADSIDE SIGNS

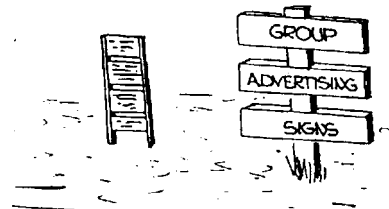
Industrial estates

Applications will be considered for signs to be erected on Council type directory structures on public land, where possible on main road ingresses to approved industrial estates.

Initial cost of the sign is to be borne by the applicants.

Group Advertising Structures

Council, on application, will consider the erection of a group advertising sign adjacent to arterial roads where three or more recognised commercial or tourist facilities are located in the locality. Council will be responsible for the erection and maintenance of the structure including the sign frames. Advertisers must comply with Council's requirements and be responsible for the supply and maintenance of the sign.



SIGNS OVERHANGING ROAD

Such signs must be attached to the business premises to which it relates.

There must be a constructed footpath.

The sign must relate to the business carried out on or to the products sold or manufactured at the premises.

The sign must not project over the carriageway of any road. The sign must be attached to a building or an awning or bracketed out over the footpath from a support in private property (supports in public roads for such signs are not allowed).

There must be a minimum vertical clearance of 2.6m beneath the sign.

STREET BANNER

Council may permit overhead street banners to be erected in towns in the Shire to promote special local events of a cultural, recreational or education nature. The following provisions shall apply to such temporary signs:

- i) applications to be limited to advertising local events;
- ii) the banners to be erected no more than two weeks before the event;
- iii) erection to comply with the requirements of the Council;
- iv) Banners to be removed within two days after the advertised event.

A4.7 DEVELOPMENT APPLICATIONS

The design and construction of outdoor advertising structures and advertisements are either considered exempt development or require Council's development consent. A check of Section A10 – Exempt and Complying Development of this DCP should enable applicants to decide what Council permissions are required.

If applicants are unsure as to appropriate size, shape and definition of the sign they are proposing to erect, an examination of Clause A4.4 of this Section should alleviate any confusion.

In addition, Clause A4.5 Signs which are Prohibited, gives a clear indication of the signs that are prohibited within Tweed Shire.

Development applications for the design and construction of advertising signs shall contain such information as may be required but will generally include particulars or dimensions, type, colour, material, location, construction and method of attachment of the advertisement or advertising structure. Naturally, delays can be avoided if the proposed sign complies with the requirements of this Section. A review of the checklist in Appendix A should identify any potential problems with your application.

APPENDIX A – ADVERTISING STRUCTURES AND SIGNS CHECKLIST

		YES	NO
1.	Is the type of advertising proposed appropriate to the general character of the area?		
2.	Is the proposed advertising in a business zone covered by a specific development control plan for the business centre?		
3.	Does the proposal contain concise and informative advertising which relates specifically to the nature of the business carried out on the premises?		
4.	Is the size of the proposal in scale with the building?		
5.	Does the proposal fit within the structure of the building?		
6.	Would the proposal be visually obtrusive?		
7.	Would the proposal conflict with the visibility of traffic control information?		
8.	Would the proposal restrict pedestrian movement?		
9.	Does the proposal interfere with the amenity of adjoining properties?		
10.	Does the proposal interfere with the existing advertising in scale and type?		
11.	Does all advertising meet the requirements of the Sign Code?		

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