

CHAPTER 4 SIGNAGE

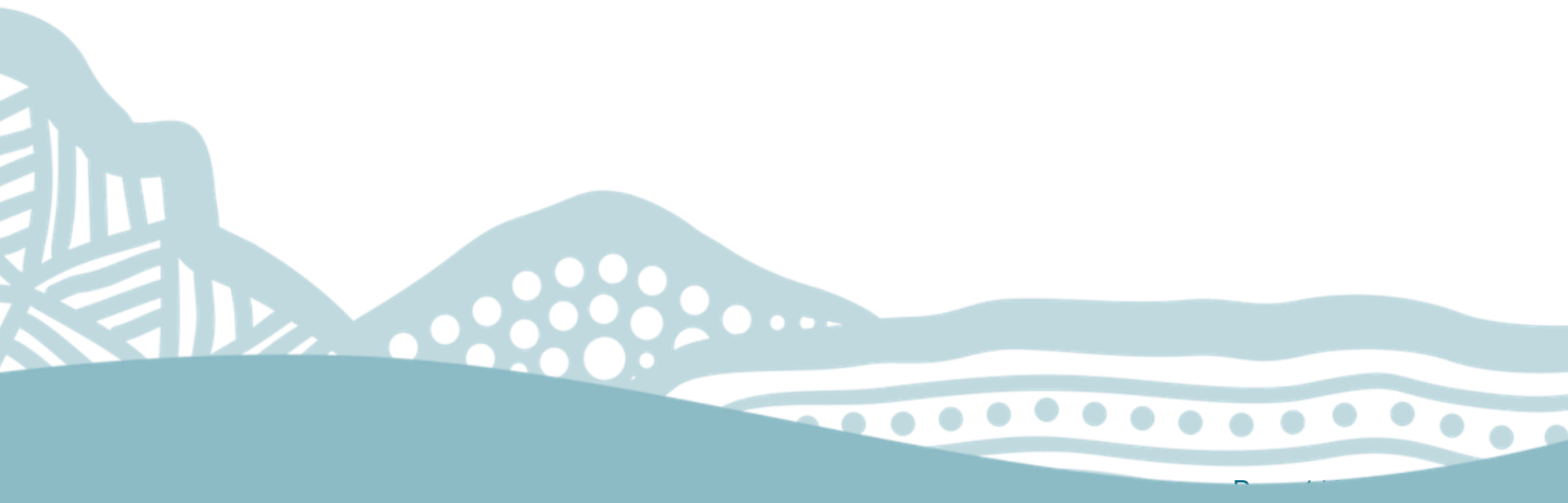


TABLE OF CONTENTS

Chapter 4 Signage	113
1 Introduction	115
1.1 Application	115
1.2 Exempt Development	116
1.3 Aims of Chapter 4.....	116
1.4 Objectives of Chapter 4.....	116
2 Development Guidelines	117
APPENDIX C4	119
Table C4.1 Signage requirements	119

1 INTRODUCTION

1.1 Application

This chapter applies in preparing and assessing applications for signage in any zone where permitted with consent under the Kyogle Local Environmental Plan 2012 (Kyogle LEP 2012). The Kyogle LEP 2012 states that signage comprises three components; **building identification signs, business identification signs** and **advertising structures**, and provides the following definitions;

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

Building identification sign means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.

Business identification sign means a sign:

- a) That indicates:
 - i) The name of the person or business, and
 - ii) The nature of the business carried on by the person at the premises or place at which the sign is displayed, and
 - b) That may include the address of the premises or place and a logo or other symbol that identifies the business,
- but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

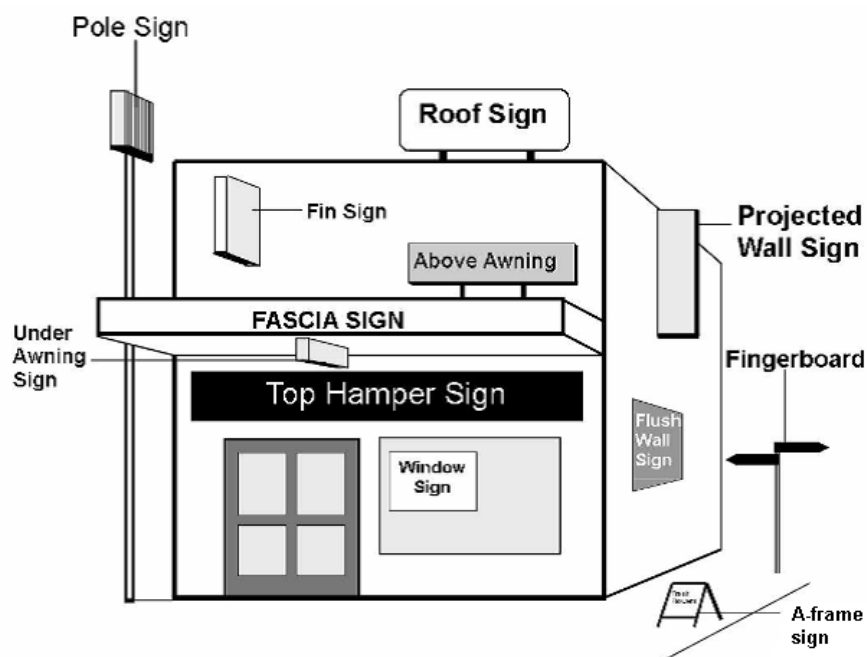


Figure C4.1 Signage types

1.2 Exempt Development

Certain signage is permitted as Exempt Development (development that does not require development consent, subject to certain requirements). Reference should be made to Schedule 2 of the Kyogle LEP 2012 and any relevant State Environmental Planning Policy.

1.3 Aims of Chapter 4

- a) To provide guidelines to assist the design of signage, the preparation of development applications for signage and the assessment of those applications.

1.4 Objectives of Chapter 4

- a) To facilitate development of signage as required to provide identification of businesses, buildings, events, facilities, destinations and attractions.
- b) To ensure signage is compatible with the desired amenity and character of its surroundings.
- c) To ensure signage does not create undesirable visual impact on its setting or host premises, in particular; rural areas, heritage items and heritage conservation areas.
- d) To ensure signage does not create unsafe conditions in regard to the use of buildings or movement of traffic and pedestrians.
- e) To ensure signage provides effective communication in suitable locations and is of high quality design and construction.

2 DEVELOPMENT GUIDELINES

Note: the Acceptable Solutions in the table below represent one way to meet the corresponding Performance Criteria. Applicants that choose not to, or that cannot meet an Acceptable Solution must demonstrate how they meet the corresponding Performance Criteria.

Performance criteria	Acceptable solution
Design and appearance	
P1 The appearance, size, location, height and character of signage is appropriate for its purpose, is compatible with its surroundings and does not create undesirable impacts on amenity or visual character	A1 Signs meet requirements in Table C4.1 in Appendix C4
P2 Signs do not restrict access or visibility or create obstructions or unsafe conditions	A2.1 Signs do not restrict or obstruct access or visibility for vehicles, pedestrians or cyclists A2.2 Signs do not restrict or obstruct emergency evacuation routes A2.3 Signs do not cover, windows, doors or ventilation inlets or outlets A2.4 Signs do not unduly distract motorists
P3 Supporting structural elements are not visually obtrusive	A3 Structural elements provide required structural support while minimising bulk and size of signage structure
Where located on the site of a heritage item or within a heritage conservation area	
P4 Signage does not impact adversely on the heritage significance of heritage items or the heritage conservation area	No Acceptable Solution is provided: demonstrate how the proposal achieves the Performance Criteria
Additional guidelines for illuminated, iridescent and reflective signs	
P5 Illuminated, iridescent and reflective signs do not: <ul style="list-style-type: none"> • create undesirable visual impact • create impacts on amenity of surrounding properties • distract motorists or create safety issues 	No Acceptable Solution is provided: demonstrate how the proposal achieves the Performance Criteria

Performance criteria	Acceptable solution
<p>Additional guidelines for flashing, intermittently illuminated or moving signs</p> <p>Note: these signs are not encouraged and will only be considered in exceptional circumstances and where satisfying the following criteria</p>	
<p>P6 Flashing, intermittently illuminated or moving signs do not:</p> <ul style="list-style-type: none"> • create undesirable visual impact • create impacts on amenity of surrounding properties • do not distract motorists or create safety issues 	<p>No Acceptable Solution is provided: demonstrate how the proposal achieves the Performance Criteria</p>
<p>Additional guidelines for signs in rural areas</p>	
<p>P7 Signs do not impact negatively on rural landscape character</p>	<p>A7.1 Signs are not affixed to trees or power poles</p> <p>A7.2 Signs are located at the entrance to the premises or property</p> <p>A7.3 Signs are affixed to the front boundary fence or gate</p> <p>A7.4 Freestanding signs are not utilised</p>
<p>Additional guidelines for signs on (or on land fronting) classified roads</p>	
<p>P8 Signage complies with the provisions of the <i>Transport Corridor Outdoor Advertising and Signage Guidelines 2007</i></p>	<p>No Acceptable Solution is provided: demonstrate how the proposal achieves the Performance Criteria</p>

APPENDIX C4

Table C4.1 Signage requirements

Sign Type	Definition	Requirements
Awning Sign- above awning	Sign attached to upper side of an awning	<ul style="list-style-type: none"> • Maximum area 1.5m² • Does not project beyond the awning or above the parapet or ridge line of roof • Maximum height above awning 0.9m
Awning Sign- under awning	Sign attached to the underside of an awning	<ul style="list-style-type: none"> • Maximum area 1.5m² • Minimum 2.6m clearance to ground • Must not project beyond awning line
A-frame signs (sandwich board)	Portable sign generally comprising two faces for placement on footpath or road verge outside premises	<ul style="list-style-type: none"> • Maximum area of each face 1.2m x 0.7m • Only utilised during business hours • No more than 1 sign per premises • Approval of road authority required where located in road reserve
Blade Sign	Freestanding sign founded in ground and with a vertical dimension exceeding the horizontal	<ul style="list-style-type: none"> • Maximum area 6m² • Maximum height 4m • Minimum front boundary setback 3m
Fascia Sign	Sign attached to the fascia or return of an awning	<ul style="list-style-type: none"> • No maximum size • Does not project above, below or beyond the fascia
Fingerboard	Sign mounted to post or other structure that provides locational information and is generally orientated toward the destination	<ul style="list-style-type: none"> • Maximum area 0.2m² • Minimum 2.6m clearance to ground
Fin Sign	Sign erected on or above the canopy of a building	<ul style="list-style-type: none"> • Maximum area 2m² • Does not project higher than roof or ridge line of building
Pole or Pylon Sign	Sign erected on a pole/s or pylon/s independent of any building or other structure	<ul style="list-style-type: none"> • Maximum height 5m above ground • Minimum 2.6m clearance to ground • Maximum area 8m² • Minimum front boundary setback 4m
Roof Sign	Sign erected on or above the roof or parapet of a building	<ul style="list-style-type: none"> • Maximum area 8m² • Does not project higher than peak height of roof

Sign Type	Definition	Requirements
Top Hamper Sign	Sign attached to the transom of a doorway or display window of a building	<ul style="list-style-type: none"> • Does not extend below the head of the doorway or window to which it is attached • Does not exceed width of building
Panel Sign	Sign that is free standing or mounted to fence, gate or other ancillary structure	<ul style="list-style-type: none"> • Maximum area: <ul style="list-style-type: none"> ▪ on land in a rural zone- 2m² ▪ on land in RU5- 1.5m² ▪ on land in residential zone- 0.75m² ▪ on land in business zone- 2m² ▪ on land in industrial zone- 4m² ▪ on land in recreation zone- 2m² • Minimum front boundary setback (where not attached to boundary fence or gate) 2m
Wall Sign- Flush	Sign painted or applied to wall of building or structure	<ul style="list-style-type: none"> • Maximum size 6m²
Wall Sign- Projecting	Sign attached to the wall of building	<ul style="list-style-type: none"> • Maximum area 2m² • Maximum height 5m • Minimum 2.6m clearance to ground • Does not project more than 1m from wall or within 0.6m of vertical projection of kerb or road line
Window Sign	Painted or applied to the window of a building	<ul style="list-style-type: none"> • Does not cover more than 30% of the window or 8m², whichever is the lesser