



ADVERTISING AND INFORMATION SIGNAGE

DEVELOPMENT CONTROL PLAN No. 21

SEPTEMBER 2001

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PART 1 - INTRODUCTION

Advertising and information signage is intentionally a highly visible feature of the urban environment. Well designed and located signs can be useful and can complement local character. Poorly designed and inappropriate signs can detract from the environment and the character of an area.

The purpose of this plan is to provide a policy which balances the need for advertising and information signage with the broader public interest for maintaining and enhancing the local character of buildings, towns and the surrounding areas in which advertising and information signage is located.

1. Citation

This plan is called Blue Mountains City Council Development Control Plan No. 21 – Advertising and Information Signage.

This plan was adopted by Council on 18 September 2001 and commences on 1 October 2001.

2. Land to which the Plan applies

This plan applies to all land within the City of the Blue Mountains Local Government Area.

3. Objectives of the plan

The objectives of this plan are:

1. To provide a consistent approach to the control, location and design of advertisements and information signage.
2. To encourage advertising signs which are compatible with the desired amenity and visual character of an area.
3. To ensure that signage is of a high quality design and finish.
4. To ensure signage is adequate and effective and recognises the legitimate need for signs providing directions, business identification and promotion.
5. To prevent the proliferation of signage and to encourage the rationalisation of existing and proposed signs.
6. To ensure signs are not located where they may be hazardous to pedestrians or motorists.

4. Relationship to other planning instruments

This plan should be read in conjunction with Blue Mountains Local Environmental Plan No 4 (LEP 4) and Local Environmental Plan 1991 (LEP 1991).

Components of this plan have been prepared in accordance with State Environmental Planning Policy 64 – Advertising and Signage.

5. Definitions

A-frame sign/ sandwich board sign means a portable free standing double sided panel used for the purposes of advertising and generally located on the footpath outside the subject premises.

Advertising sign means a sign, notice, device or representation for promotional purposes or the conveying of directions, whether or not the display includes the erection of a structure.

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

Above Awning Sign means a sign that is attached to and displayed above the awning.

Awning Fascia Sign means a sign painted on the fascia or return end of an awning.

Building Identification Sign means a sign that identifies or names a building, and that may include the name of a business or building, the street number of a building, the nature of the business and a logo or other symbol that identifies the business, but does not include general advertising of products, goods or services. A building identification sign may include other classes and types of signs elsewhere defined in this Plan provided the content complies with this definition.

Bunting means kites, flags, pennants, banners and the like, attached onto, above or in the vicinity of a building or place, secured so as to allow movement by the atmosphere.

Business identification sign means a sign:

- (a) that indicates:
 - (i) the name of the person, and
 - (ii) the business carried on by the personat 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 include any advertising relating to a person who does not carry on business at the premises or place. A business identification sign may include other classes and types of signs elsewhere defined in this Plan provided the content complies with this definition.

Defined village centre means land zoned for commercial purposes being land zoned General Business 3(a) or (b) under LEP 4.

Discretionary Sign means

- (a) a sign that is not visible from outside the site where it is located; or
- (b) a public notice displayed by a public authority; or
- (c) a sign located behind the glass line of a shop window.

Flashing Sign means a sign illuminated at frequent intervals by either an internal or external light, whether or not included in any other class of advertising structure.

Floodlit sign/Illuminated sign means a sign illuminated by an internal or external light whether or not included in any other class of advertising structure.

Freestanding sign: means a sign that is mounted on the ground on one or more supports and is independent of a building and may include a pole sign, pylon sign or a bulletin board containing multiple messages, such as businesses located within a building or complex.

Hamper sign means a sign that is attached to or erected on the transom area of a doorway or display window of a building.

Inflatable sign means a sign erected temporarily as a promotional tool and includes inflatable balloons, animals and other objects.

Poster means a placard or paper sign, posted or displayed as an advertisement or announcement, and visible from a public place.

Projecting wall sign means a sign that is attached to the wall of a building (other than a transom of a doorway or a ground floor display window) and projecting horizontally from the wall.

Real Estate Sign means a sign posted on a property advising the premises are for sale or rent.

Roof or Sky Sign means a sign erected on or above the roof, parapet or eaves of a building.

Under Awning Sign means a sign attached to the underside of an awning (other than the fascia or return end of the awning).

Temporary sign means temporary signage being a banner, flags and the like advertising cultural, social, religious, recreational or political events for non-profit organisations and includes a 'special promotional advertisement' as defined under SEPP 64 – Advertising and Signage.

Wall sign or wall advertisement means a sign that is painted on or fixed flat to the front or side wall of a building.

6. Approval requirements

Proposed new signage should be considered with and have regard to the overall design of the building and the surrounding area in which it is located, including any existing signage. All signs, excluding temporary signs as defined above, whether requiring approval or not shall relate only to the business undertaken on the land and/or within the building. (In the case of signs overhanging the Council's roadway or an A-Frame on the footpath, the signage needs to adjoin the relevant business).

Signs which do not require consent – As-of-Right Signs (Exempt Development)

The following signs are listed as 'Exempt Development' under Council's Development Control Plan No 33. These signs do not require development consent provided that they meet the standards of DCP 33 (refer to Part 3.2 of this DCP) and are consistent with the design criteria contained in Part 3 of this document.

- business identification sign
- discretionary sign
- flush wall sign
- real estate sign
- temporary sign
- free standing signs (industrial zones only).

In addition, signs showing street names, town entry signs, directional signs and the like, as detailed in Part 3.4 of this DCP, 'Street Signage in Public Places' may be erected without the need to obtain development consent.

All other signage requires the consent of Council. Please refer to Appendix 1 of this document - 'How to make an application'.

A-Frame and Sandwich Board Signs

While not requiring Development Consent under the Environmental Planning and Assessment Act, 1979, approval is generally required for the placement of A-frame and sandwich board signs on Council footpaths, under the provisions of the Local Government Act, 1993, and the Roads Act. Council's Local Approvals Policy however, exempts certain signs from the need to obtain approval where they are located in defined village centres.

The criteria under which such signs are exempt from the need to obtain approval under the Local Government Act and Roads Act are included in Part 3.3 of this DCP.

Unacceptable signage

The following signs will **not generally be supported** by Council:

- Bunting (other than that associated with the advertising of a cultural, social, religious, recreational or political event for non-profit organisations);
- Flashing and moving sign;
- Above awning signs;
- Roof signs;
- Projecting wall signs above awning level;
- Large inflatable signs used for commercial promotions.

Replacement of existing signs

Alterations to approved existing advertisements or advertising structures, that would otherwise require consent, including relocation, will require a Development Application or the modification of an existing consent pursuant to Section 96 of the Environmental Planning and Assessment Act 1979. Approval in writing must be given by Council prior to alteration or relocation of any sign.

Heritage items

Any sign proposal on land or a building located within a Heritage Conservation Area or on a designated heritage item within Council's planning instruments requires the consent of Council.

Summary of permitted, unacceptable and prohibited signage

Table 1 outlines Council's requirements for new and replacement of signs that are:

- Permitted only with development consent;
- Permitted only with approval under the Local Government Act 1993;
- Unacceptable signage, and
- Prohibited signage.

in the various land use zones under Blue Mountains LEP 4 and LEP 1991.

The Table must be read in conjunction with Parts 3 of this Plan which contains a classification of signs and design criteria.

Merit based assessment

A merit based assessment may be considered where the size and/or topographical features or physical constraints of a site, location and purpose of a building and/or business warrants deviation from the guidelines and controls proposed. In these cases Council will need to be satisfied that the signage proposed will not compromise the objectives of the DCP.

TABLE 1 – REQUIREMENTS FOR VARIOUS SIGNAGE TYPES

ZONE (LEP 4, LEP 1991)	PERMITTED ONLY WITH DEVELOPMENT CONSENT*	PERMITTED ONLY WITH APPROVAL UNDER LOCAL GOVERNMENT ACT AND ROADS ACT	UNACCEPTABLE SIGNAGE	PROHIBITED SIGNAGE
Town centres – general business areas (3a, 3b, 3c)	<ul style="list-style-type: none"> - business identification sign - building identification sign - painted awning fascia sign - floodlit / illuminated sign - freestanding sign - hamper sign - projecting wall sign - under awning sign - flush wall sign or wall advertisement (exceeding 2.5m² in area) 	<ul style="list-style-type: none"> - A-frame/sandwich board sign** 	<ul style="list-style-type: none"> - above awning sign - bunting - flashing sign - roof or sky sign - inflatable sign - sign affixed to awning fascia 	
Industrial areas (4a, 4b, Light Industrial)	<ul style="list-style-type: none"> - business identification sign - building identification sign - painted awning fascia sign - floodlit / illuminated sign - freestanding sign - hamper sign - under awning sign - flush wall sign or wall advertisement (exceeding 2.5m² in area) 	<ul style="list-style-type: none"> - A-frame/sandwich board sign 	<ul style="list-style-type: none"> - above awning sign - bunting - flashing sign - roof or sky sign - inflatable sign - sign affixed to awning fascia 	

DEVELOPMENT CONTROL PLAN 21 – ADVERTISING AND INFORMATION SIGNAGE

ZONE (LEP 4, LEP 1991)	PERMITTED ONLY WITH DEVELOPMENT CONSENT	PERMITTED ONLY WITH APPROVAL UNDER LOCAL GOVERNMENT ACT AND ROADS ACT	UNACCEPTABLE SIGNAGE	PROHIBITED SIGNAGE
	-			
Residential 2a1, 2a2, 2b1, 2b2, 2c1, 2c2, 2d zones, Residential Bushland Conservation zone	- building identification sign - business identification sign	- A-frame/ sandwich board sign		- all other signs
Rural Conservation, Residential Investigation, Bushland Conservation, Rural zones	- building identification sign - business identification sign	- A-frame/ sandwich board sign	- all other signs	
Environmental Protection, National Park, Environmental Protection – Acquisition, Recreation- Environmental Protection and Regional Open Space zones under LEP 1991.	- building identification sign - business identification sign			- all other signs
Recreation zones under LEP 4				
Other zones (Recreation zone under LEP 1991, Special Uses, etc)	- business identification sign - building identification sign - painted awning fascia sign - floodlit / illuminated sign - flush wall sign or wall advertisement - hamper sign - projecting wall sign - under awning sign	- A-frame/sandwich board sign	- Above awning sign - bunting - flashing sign - freestanding sign - roof or sky sign - inflatable sign - sign affixed to awning fascia	
Listed Heritage Items (excluding Heritage Conservation Areas)	- business identification sign (not illuminated or flashing) - building identification sign - discretionary sign - window sign	- A-frame/sandwich board sign	- all other signs	

DEVELOPMENT CONTROL PLAN 21 – ADVERTISING AND INFORMATION SIGNAGE

ZONE (LEP 4, LEP 1991)	PERMITTED ONLY WITH DEVELOPMENT CONSENT*	PERMITTED ONLY WITH APPROVAL UNDER LOCAL GOVERNMENT ACT AND ROADS ACT	UNACCEPTABLE SIGNAGE	PROHIBITED SIGNAGE
Heritage Conservation Areas	<ul style="list-style-type: none"> - business identification sign (not illuminated or flashing) - building identification sign - discretionary sign - window sign 	<ul style="list-style-type: none"> - A-frame/sandwich board sign 		<ul style="list-style-type: none"> - all other signs

• While these types of signs generally require Development Consent, certain categories and types of signs may be exempt from the need to obtain consent providing they comply with the relevant criteria under the provisions of DCP 33 – *Exempt and Complying Development* as reproduced in Part 3.2 of this DCP.

•• Certain A-Frame / Sandwich board signs located in Defined Village Centres can be displayed without the need to obtain approval under the Local Government Act, providing they comply with the relevant criteria specified in Council's Local Approvals Policy as reproduced in Part 3.3 of this DCP.

PART 2 – AREA SPECIFIC GUIDELINES

GENERAL ASSESSMENT CRITERIA

Council shall consider the following matters when determining an application to erect or display an advertisement or advertising structure:-

- 1. The objectives of this plan**
- 2. 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?
- 3. Special areas**
 - Is the proposal compatible with 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?
- 4. 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?
- 5. 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 protrude above buildings, structures or tree canopies in the area or locality?
- 6. 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?
- 7. 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?

8. 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?

9. Safety

- Would the proposal reduce the safety for users of 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?

SPECIFIC GUIDELINES AND CONTROLS

Different levels of outdoor advertising are appropriate for areas of different character and land use. The following section provides specific guidelines and controls for each main land use type in the Blue Mountains Local Government Area.

TOWN CENTRES AND BUSINESS/COMMERCIAL AREAS

Town centres and business/ commercial areas in the Blue Mountains are generally characterised by low-scale commercial buildings set along a single 'main street' or the Great Western Highway. Given the relatively small size of these areas and the low scale nature of buildings (single or double storey), it is essential that signage does not dominate the visual character or streetscape of a town centre. The number and design of all signage needs to complement the unique quality, character and setting of each of the town centres in the Blue Mountains in which it is to be located.

Generally, signage is most prominent within commercial and business areas and advertising has the potential to be uncoordinated and poorly located on building facades, which amounts to a visually 'cluttered' streetscape.

Opportunities exist for the effective and practical placement of signage in all commercial areas.

Poorly located signage**Well located signage****Comparison of signage treatment -**

Provisions
<p>Signage design and placement:</p> <ul style="list-style-type: none"> Where a building is set back from the street alignment, only one freestanding sign will be permitted, unless the site is unusually large. Where there is more than one owner or tenant, advertising space on the structure should be shared. Signs should generally be confined to the ground level of the building, the awning fascia or suspended under the awning. Where the visibility of particular premises is restricted, variations to sign siting will be considered for site identification purposes.
<p>Total signage area:</p> <ul style="list-style-type: none"> All signs shall comply with the design criteria in Part 3. A maximum of one under awning sign is permitted per 6 metres of street frontage with a maximum of 2 signs per business.

INDUSTRIAL AREAS
<p>Industrial areas vary greatly in architectural expression, scale and siting of buildings, landscaping and mix of uses.</p> <p>The management of sign design and location can contribute greatly to the visual quality of an industrial area as well as ensuring adequate advertising exposure for each business.</p>
Provisions
<p>Signage design and placement:</p> <ul style="list-style-type: none"> Signs should not visually dominate the area of building walls and parapets or of landscaped surroundings. Self-contained estates or multi-unit buildings should be identified at the entrance by one or two directory boards, identifying the name of the estate or units, and the occupants. Maintenance of these signs should be the responsibility of a body corporate or the owner. Signs for each unit in a multiple occupancy building should be of a uniform shape, size and general presentation and as a rule should be situated on the building's facade to which it applies. No more than one sign should be erected for each approved factory unit or occupancy. Separate signs for individual product promotion are not supported.
<p>Total signage area:</p> <ul style="list-style-type: none"> All signs shall comply with the design criteria in Part 3 One sign at the street frontage of a building and one A-frame sign per building is considered sufficient. Signage shall have a maximum area of 8m². Where the building has more than one frontage, the maximum dimensions for the wall signs, permitted on any side elevations, will be assessed within the context of the size, scale and character of the subject building.

RESIDENTIAL, RURAL, BUSHLAND/NON-URBAN AREAS AND OTHER ZONES
<p>Signage is often required in residential areas to advertise the location of a variety of commercial and non-commercial uses such as home businesses and occupations, restaurants, holiday accommodation, schools etc. Generally signage, other than Business or Building Identification signs, are considered unacceptable and in most circumstances are prohibited under the provisions of State Environmental Planning Policy No. 64.</p> <p>It is essential, that the character and visual amenity of these areas are not degraded by a proliferation of inappropriate and poorly located signage. By ensuring that signs are kept to a maximum size and are appropriately located, the visual character of residential, rural, bushland/non-urban areas can be preserved for the future.</p>

Provisions
<p>Existing uses</p> <ul style="list-style-type: none"> • Signage relating to local shops and lawfully established non-conforming uses shall be determined on its individual merit. Signage must have regard to the scale of development to which it relates and to the character of development in the vicinity. More specifically, such advertising should; <ul style="list-style-type: none"> * not be permitted on walls adjoining neighbouring residential properties * generally be located on the street-facing wall of buildings or address the street frontage * be below the roof eaves line or parapet line, and relate to the architectural appearance of the building and its environs.
<p>Signage design and placement:</p> <ul style="list-style-type: none"> • Signs should be discreet and professionally designed and be consistent with the design and style of surrounding development and character. Colour schemes of signs should complement the colour schemes of surrounding properties and not be excessively bright or dominant. • A business or building identification sign in a residential area may be erected on a pole or posts and should be oriented parallel to the street and where possible be located on private property only. • Signs must not be placed where they are hazardous or obstructive to traffic.
<p>Total signage area:</p> <ul style="list-style-type: none"> • All signs shall comply with the design criteria in Part 3. • Only one business or building identification sign is permitted per property. In LEP 1991 residential zones signs may have a maximum area of 0.7m² and must relate to home industry or home occupation. In LEP 4 residential areas signs may have a maximum area of 0.75m² and must relate to a home business or home occupation. • Schedule 1 of LEP 4 permits some forms of commercial development under the Residential 2(c1), 2(c2) and 2(d) zones. Signage in these areas requires Council consent and must not exceed 0.8m² in area. • For approved commercial businesses a maximum of two signs are permitted per site and no more than one of these may be a freestanding sign. The total signage area must not exceed 8m².

HERITAGE ITEMS AND CONSERVATION AREAS

The following provisions apply to properties identified as a Heritage Item or located within an identified Heritage Conservation Area under Council's adopted LEPs in addition to those above.

These areas include individual buildings and sites, streetscapes and precincts of architectural, historic, scientific or landscape importance.

It is essential that signage within Heritage Conservation Areas or in close proximity to heritage items does not detract from the heritage fabric and significance of the locality.

Provisions and guidelines

Signage design and placement

- Signage should never dominate the architectural features of a heritage listed building. Advertising should preferably be placed in locations on the building, which would traditionally have been used for advertising space. Opportunities for advertising therefore may be somewhat limited
- No signs are permitted to break up the parapets or rooflines of buildings. Historic signs may have their own significance and should not be obstructed or obscured by new signage.
- The size of signs may vary according to the design and history of the building or its environment.
- Significant sign proposals (i.e. more than the basic performance standards) should be demonstrated to be consistent with an analysis of the heritage significance of the item.
- Internally illuminated signs are generally inappropriate and signs should be illuminated by floor lighting. Exceptions may be considered for buildings and items constructed during the period when neon was used.

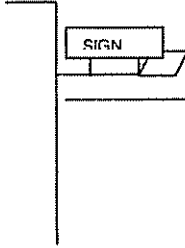
Total signage area:

The number of signs per site are restricted to:

- Permanent signs on shop windows shall not cover more than 25% of the window area between the window sill and door head.
- Awning-fascia signs shall have a maximum height of 175mm with lettering a maximum of 150mm in height.

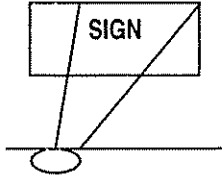
PART 3 – SIGN TYPES AND DESIGN CRITERIA

3.1. GENERAL SIGN TYPES

SIGN TYPE AND DESCRIPTION	DESIGN CRITERIA
ABOVE AWNING SIGN	
 <ul style="list-style-type: none"> A sign attached to and displayed above the awning, or located above the awning flush to the wall. 	<ul style="list-style-type: none"> This form of signage is considered unacceptable in all areas.
AWNING FASCIA SIGN	
<ul style="list-style-type: none"> A sign painted on the fascia or return end of an awning. 	<ul style="list-style-type: none"> Sign shall be painted on and not be a separate structure affixed to the fascia or return end of an awning.
BUNTING	
<ul style="list-style-type: none"> Includes kites, flags, pennants, banners and the like, attached onto, above or in the vicinity of a building or place, secured so as to allow movement by the atmosphere. 	<ul style="list-style-type: none"> This form of signage is considered unacceptable in all areas other than that associated with the advertising of a cultural, social, religious, recreational or political event for a non-profit organisation.
DISCRETIONARY SIGN	
<ul style="list-style-type: none"> A sign that is not visible from outside the site where it is located; or a public notice displayed by a public authority; or an advertisement behind the glass line of a shop window. 	<ul style="list-style-type: none"> Permissible within all zones; Maximum area of 2.5m²; Requires Development Consent if located within a Heritage Conservation Area; Windows located on the ground floor are considered most appropriate for this type of signage.
FLASHING SIGN	
<ul style="list-style-type: none"> A sign illuminated at frequent intervals by either an internal or external light and whether or not included in any other class of advertising structure. 	<ul style="list-style-type: none"> This form of signage is considered unacceptable in all areas.

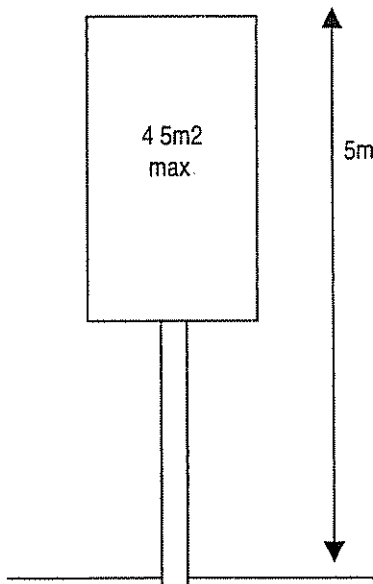
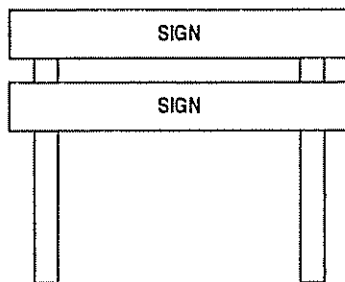
FLOODLIT / ILLUMINATED SIGN

- A sign illuminated by an internal or external light and whether or not included in any other class of advertising structure.



- Lighting must be located to avoid light spill into a residential area or residential properties in commercial areas;
- Council may require illuminated signs to be fitted with an automatic timing device to extinguish the light during specified periods.

FREESTANDING SIGN



- A sign that is mounted on the ground on one or more supports and is independent of a building and may include a bulletin board containing multiple messages, such as businesses located within a building or complex.
- Service stations employ freestanding signs which may advertise the presence of the service station and present a range of information such as fuel types and prices, oil and fuel brand names, banking and convenience store facilities.

Generally

- Shall not project beyond the boundary of the premises or over a public place;
- Shall not obstruct or cover any window or architectural feature;
- Sign must not protrude above the dominant skyline (which includes any buildings, structures or tree canopies), when viewed from ground level within a visual catchment of 1 kilometre. A maximum height of 5 metres from ground level to the top of the sign is permissible;
- Maximum width of sign not more than 2 metres;
- May be double sided;
- Each side is not to exceed 4.5m² in area.

Freestanding signs at service stations

- In the case of freestanding signs relating to a service station the maximum height of a freestanding sign is not to exceed 6 metres from ground level to the top of the sign with a maximum width of 2 metres;
- The location, design and illumination of freestanding signs at service stations is not to adversely affect the amenity of adjacent development, the character of the locality and not to obstruct any traffic lights and traffic signs.

HAMPER SIGN

- | | |
|--|---|
| <ul style="list-style-type: none"> • A sign that is attached to or erected on the transom area of a doorway or display window of a building | <ul style="list-style-type: none"> • Shall not extend below the level of the head of the doorway or window it is attached to; • Shall be located on the Ground floor and shall not project above the ceiling level; • Shall not be more than 3m² in area; • Shall be painted or fixed flat to and not project more than 50mm from the surface of the wall; • Shall not be internally illuminated. |
|--|---|

MURALS

- | | |
|--|--|
| <ul style="list-style-type: none"> • An artwork painted on the wall of a building not depicting advertisements for goods or a business premises | <ul style="list-style-type: none"> • Murals are the subject of separate development consent and are to be assessed on their merits. Issues such as the appropriateness of the artwork to the character and setting of the building and contribution the mural makes to the overall locality must be taken into consideration. |
|--|--|

POSTERS

- | |
|--|
| <ul style="list-style-type: none"> • Posters will not be permitted to be placed in public places (on trees, poles or other structures). |
|--|

PROJECTING WALL SIGN



- | | |
|---|---|
| <ul style="list-style-type: none"> • An advertising sign attached to the wall of a building (other than the transom of a doorway or a ground floor display window) and projecting horizontally at 90° from the wall. | <ul style="list-style-type: none"> • Projecting wall signs will not generally be permitted unless they can be demonstrated to be an architectural style, which is particularly suited to that building and to the design theme of that and adjoining buildings; • Shall not be located above the awning of a building; • Minimum clearance of 2.6 metres from the ground level to the underside of the sign; • Maximum width of sign 1.2 metres; • Maximum depth of sign 0.5 metres; • Not to be within 0.6 metres of the vertical projection of the kerb; • Maximum of 1 sign per 6 metres of street frontage with a maximum of 2 signs per business. Signs shall be spaced at least 6 metres apart from other under awning signs on the same or adjoining property |
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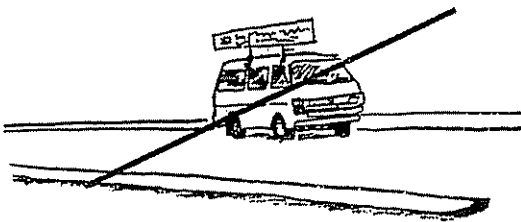
REAL ESTATE SIGN

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| <ul style="list-style-type: none"> • A sign posted on a property advising the premises are for sale or rent | <ul style="list-style-type: none"> • One sign per agent with a maximum of two signs on one property; • Sign is to be located wholly within the property for sale or attached flush to a boundary fence; • On residential and rural premises signs shall not exceed 1.5m² in area and returns shall not exceed 180mm; • On commercial and industrial premises signs shall not exceed 2.5m² in area and returns shall not exceed 250mm; • The sign is to be removed within five working days of the sale or lease of the property. |
|--|---|

ROOF OR SKY SIGN

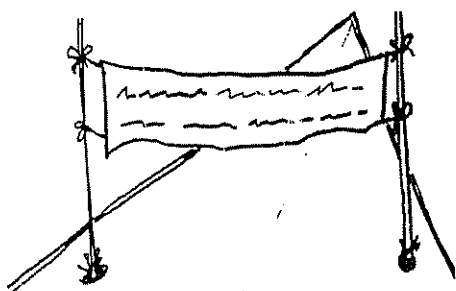
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| <ul style="list-style-type: none"> • A sign that is displayed on, or erected on or above the roof or parapet or eaves of a building. | <ul style="list-style-type: none"> • This form of signage is considered unacceptable in all areas |
|---|--|

SIGNS ON VEHICLES



- | | |
|--|---|
| | <ul style="list-style-type: none"> • Council will <i>not</i> permit the placement of signs on vehicles parked in public places. • The provisions of the <i>Local Government Act 1993</i> and the <i>Environmental and Assessment Act, 1979</i> will be used, when necessary, to take action against persons responsible for the placement of these signs. |
|--|---|

TEMPORARY SIGN



- Temporary signage being a banner, flags and the like advertising cultural, social, religious, recreational or political events for non profit organisations and includes a 'special promotional advertisement' as defined under State Environmental Planning Policy No. 64 – Advertising and Signage.



- Must relate only to a cultural, social, religious, recreational or political event for a non-profit organisation;
- Cannot include any advertising of a commercial nature other than sponsors' names which should be subsidiary to the details of the event;
- Be displayed no more than 28 days before an event and removed within 7 days after the event;
- All signs must be safely constructed and securely fixed to prevent a public nuisance or a hazard to traffic;
- Maximum of one sign per property;
- Shall not exceed 6 metres x 1 metre.

Note:

The approval of Council or the RTA is required for the placement of temporary banners across roadways and on bridges, including the Clock Arch in Katoomba Street.

In the case of the Clock Arch, the sign will not be approved if wind loadings placed on the clock structure by the sign may be too high.

UNDER AWNING SIGN

- A sign attached to the underside of an awning (other than the fascia or return end of the awning).
- Shall not exceed 2.5 metres in length
- Shall not exceed 0.5m in depth
- Shall be erected horizontal to the ground at right angle to the building and no closer than 2.6 metres from the ground
- Shall not project beyond the awning
- Shall be securely fixed by metal support posts
- Maximum of 1 sign per 6 metres of street frontage with a maximum of 2 signs per business. Signs shall be spaced at least 6 metres apart from other under awning signs on both the same or adjoining property.

WALL SIGN OR WALL ADVERTISEMENT	
<ul style="list-style-type: none"> A sign that is painted on or fixed flat to the front or side wall of a building 	<ul style="list-style-type: none"> Shall not project more than 300mm from the face of the wall; Shall not project beyond the corner of the building or above the parapet or eaves; Shall not be displayed on the same elevation that a building or business identification sign is also displayed; A maximum of 1 wall sign per elevation Shall be located to complement the architecture of the building; Shall not cover any window or architectural projections; Shall not have an advertising area greater than 4.5m² in total; Where the sign projects more than 50mm from the face of the wall, the sign shall have a minimum clearance of 2.6 metres from the ground level to the undersign of the sign; Shall not be illuminated internally

3.2 EXEMPT SIGNAGE

The following table has been reproduced from Council's *Development Control Plan 33 – Exempt and Complying Development*.

WHAT CAN BE ERECTED AND USED OR CARRIED OUT?	EXEMPTION REQUIREMENTS
Business identification sign	<ul style="list-style-type: none"> • Not within a heritage conservation area. • LEP 1991 zones – <ul style="list-style-type: none"> ➤ One sign per property relating to a home business or home occupation; ➤ Maximum area of 0.3m²; ➤ Located at or below the level of an awning or, where there is no awning, below the parapet or eaves of the building or the bottom of any first floor window whichever is the lower; ➤ Has a depth no greater than 300mm; ➤ A pole sign being no higher than 2m above the ground. • LEP No. 4 General Business & Industrial zones:- <ul style="list-style-type: none"> ➤ Located from the awning level to the ground; ➤ Has a depth no greater than 600mm; ➤ One under awning sign per property or one per 6m length of front of building; ➤ No sign is to be larger than 3m² and the total area of all signs is not to exceed 6m², exclusive of window signs. • LEP No. 4 Residential zones:- <ul style="list-style-type: none"> ➤ One sign per property relating to a home business or home occupation; ➤ Indicates the name and occupation of the resident only; ➤ Maximum area of 0.75m²; ➤ Has a depth no greater than 300mm; ➤ Located at or below the level of an awning or, where there is no awning, below the parapet or eaves of the building or the bottom of any first floor window whichever is the lower; ➤ In the case of a pole sign being no higher than 2m above the ground.
Discretionary sign	<ul style="list-style-type: none"> • All zones. • Not within a heritage conservation area • Maximum area of 2.5m².

DEVELOPMENT CONTROL PLAN 21 – ADVERTISING AND INFORMATION SIGNAGE

Flush wall sign	<ul style="list-style-type: none"> • Industrial and business zones only. • One per allotment • Maximum area 2.5m². • Relate only to use of premises.
Pylon sign (free standing sign)	<ul style="list-style-type: none"> • Industrial zones only. • One per allotment • Structurally adequate. • A maximum area of 2.5m².
Real estate sign	<ul style="list-style-type: none"> • One sign per agent and a maximum of two signs advising that premises are for sale or rent. • Signs on residential and rural premises a maximum area of 1.5m² and returns not exceeding 180mm. • Signs on commercial and industrial premises a maximum area of 2.5m² and returns not exceeding 250mm. • Sign to be removed within 5 working days after the sale of the property. • Sign to be located wholly within the property for sale or attached flush to a boundary fence.
Temporary sign	<ul style="list-style-type: none"> • All zones. • Must relate to cultural, social, recreational or political events for non-profit organisations. • Include no advertising of a commercial nature other than the sponsor's name. • Be displayed no more than 28 days before an event and removed within 7 days after the event. • All signs must be safely constructed and securely fixed to prevent a public nuisance or a hazard to traffic. • Only to be erected on private property. • A maximum of one sign per property. • Sign to have a maximum area of 1.5m² and returns not exceeding 180mm or in the case of temporary banners shall have dimensions not exceeding 6m x 1m.

3.3. A-FRAME SIGNS

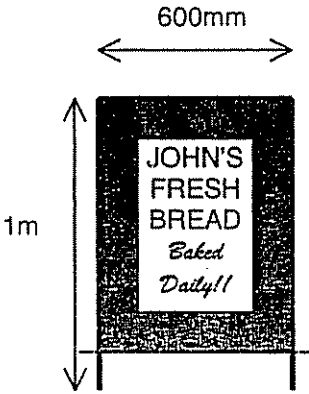
Consent requirements

The provisions of the Local Government Act 1993 permit the placement of signage in a public place (i.e. on Council controlled land) subject to Council approval. Council's Local Approvals Policy, however, exempts specified A-frame and sandwich board signs from the need to obtain Council approval, if located within a 'defined village centre' (i.e. land zoned for commercial purposes being General Business 3(a) and (b) under LEP 4).

The placement of an A-frame or sandwich board sign relating to an approved commercial use outside a defined village centre (i.e. any land not zoned 'General business 3(a) or (b) under LEP 4 or land zoned under LEP 1991) will require Council approval under the provisions of Section 68 of the Local Government Act 1993.

A frame signs are subject to detailed restrictions and controls due to safety, public liability and visual impact issues. The following Table provides planning controls and design criteria for the placement of A-frame and sandwich board signs.

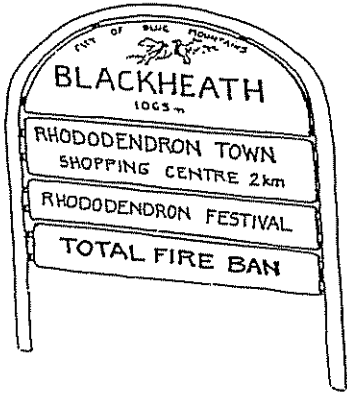
A-FRAME OR SANDWICH BOARD SIGNS	
Number of Signs	<ul style="list-style-type: none"> An approved commercial use may be permitted to have a maximum of one (1) A-frame or sandwich board sign. For premises with an approval for the use of the footpath for restaurant seating or the display of goods, an A-frame/sandwich board sign shall only be displayed when the footpath is not being used for the approved restaurant purpose or display of goods.
Location of Signs	<ul style="list-style-type: none"> A-frame/sandwich board signs should be positioned no nearer than three (3) metres from a similar sign. A sign generally shall be located immediately adjacent to, and extending no further than 700 mm on the footpath in front of the premises, ensuring maximum practical pedestrian movement across the footpath. At least 2.5 metres of unobstructed footpath shall be maintained. A lesser distance may be acceptable in low pedestrian traffic locations where this clearance is not achievable. In certain shopping centres, the location of A-frame/sandwich board signs may be determined by existing street furniture (including seats, garden beds, waste bins, signposts and poles) and any approved outdoor displays. Placement of signs on road median strips will not be permitted. Notwithstanding the above, an authorised Council officer will retain the discretionary authority to have any sign removed if, in the officer's opinion, the sign is unsuitable or creates an obstruction or danger to the public.


<p>Size, Structure and Stability of Signs</p> <p>The sketch below is indicative of the location and dimensions for A-frame/sandwich board signs:</p> 	<ul style="list-style-type: none"> • A sign may be either an A-frame or self-standing double-sided panel. • The sign shall be generally no higher than one metre and each panel should not exceed 900 mm high by 600 mm wide. <p>Note: Some leeway will be given to existing signs or to existing corporate-type signs in common use that exceed these sizes to a minor degree.</p> <ul style="list-style-type: none"> • The sign shall be positioned and be stable so that at no time does it present an obstruction or risk to public safety. It is the responsibility of the proprietor to remove the sign during inclement or windy weather.
<p>Lettering and Artwork</p>	<ul style="list-style-type: none"> • All A-frame and sandwich board signs shall be prepared in a professional manner. • A chalkboard insert within a standard structure/panel is permitted on the condition that the perimeter artwork, colour and lettering are consistent with the shopfront. • The text of the sign displayed shall relate only to the business conducted or goods sold at the premises.
<p>Management</p>	<ul style="list-style-type: none"> • A-frame or sandwich board signs must be maintained in good condition and in accordance with the terms of this policy. • A sign must remain in an approved location. • A sign must not present an obstruction or risk to public safety at any time. • A sign must be removed from the street outside approved trading hours. • A sign must not be displayed unless the proprietor holds an appropriately worded indemnity and the minimum acceptable public liability insurance cover which remains current at all times that a sign is displayed. Details of the minimum current insurance are to be obtained from Council. • A copy of the public liability insurance is to be maintained at the premises and be available for inspection. • Council accepts no liability for any injury/damage caused by a sign. • A Council officer will carry out inspections from time to time to ensure that the sign meets the terms of this policy (including appropriate indemnity insurance). Signs that do not meet the terms of this policy are prohibited and are liable to be impounded under the Impounding Act 1993.

3.4 STREET SIGNAGE IN PUBLIC PLACES

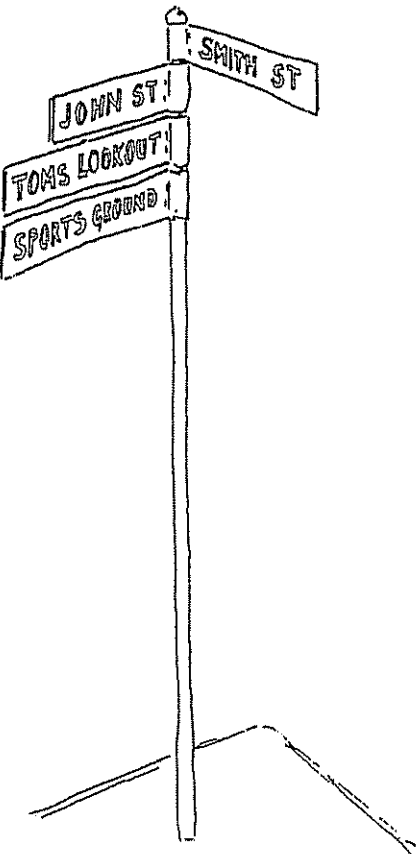
A public place is defined as a public street, a public park or area of open space or a main road. The following sign types are generally the responsibility of Council and the following Table provides controls and guidelines for their location and design.

The design of street signage may vary from that shown below providing the design is in accordance with an adopted/approved civic design scheme.

TOWN ENTRY SIGNS	
	<ul style="list-style-type: none"> • Signs are placed at the east and west entry points of each town as determined; • Have a top panel that shows the town name, altitude, Council name and logo; • Have a second panel that shows the town identity as determined by Council following public submissions; • Have a third panel available to display town festival or special events; and • Have a fourth panel available for Rural Fire Brigade purposes

TOWN DIRECTION SIGNS	
	<ul style="list-style-type: none"> ▪ These signs cannot be used on the Great Western Highway, Hawkesbury Road, Darling Causeway or Bells Line of Road; • To be placed at locations determined by Council to ensure maximum visibility and assist the travelling public; • Funded by Council or private contribution as locations are determined; • Display the name or significant public facilities, shopping centres, business houses, and/or generic terms such as 'motel', 'guest house', 'restaurant', depending on the availability of space; • Erected and maintained by Council with costs, where applicable, paid by the business houses shown on the signs.

ACCREDITED "I" (INFORMATION) SIGNS	
	<ul style="list-style-type: none"> • "I" signs may only be used to indicate the location of an accredited information centre; • Unaccredited information centres may not use the "I" logo

STREET SIGNS	
	<ul style="list-style-type: none"> • These signs will be placed and maintained by Council; and • have no more than 4 panels per post; and • can carry the following panels <p>Street name</p> <ul style="list-style-type: none"> • blue with white lettering; • Letters uppercase and 100mm high on local roads, 150mm high on the Great Western Highway. <p>Directional signs</p> <ul style="list-style-type: none"> • Blue with white lettering or Council approved colour scheme; • Signs on RTA controlled roads will need to comply with RTA state-wide policy; • These signs will be used by Council to provide direction to broad based facilities such as shopping centres, industrial areas etc; • To help facilitate access to off-highway businesses Council can also install freestanding signs that have been designed specifically for the purpose and approved by Council; • Council will request the RTA to place the name of shopping centres on signs on the Highway; • Sign content cannot include individual business names but will describe the business site e.g. <i>Katoomba Industrial Park</i>; • Signs will have large, easy-to-read lettering. <p>Tourism signs</p> <ul style="list-style-type: none"> • Brown with white lettering; • Letters uppercase and 100mm high on local roads, 150mm high on the Great Western Highway; • Only those signs nominated in the adopted Blue Mountains Tourism Signposting Strategy will be posted by Council; • Signs will be coordinated with the RTA and NPWS.

	<p>Community facilities</p> <ul style="list-style-type: none"> • Green with white lettering; • Letters uppercase and 100mm high on local roads, 150mm high on the Great Western Highway; • These signs will be used for Council operated community facilities such as ovals, community centres, pools, waste depots, cemeteries, parks, camping areas, child care centres, halls, libraries and caravan parks. <i>This could include internationally recognised symbols for those facilities;</i> • These signs may also be used for non-profit community organisations such as schools, churches, state owned facilities and child care centres; • Signs for non-profit organisations will be erected and maintained at the full cost of the organisation; • These signs will not be used for private businesses <i>unless it is a significant business generating over 100 vehicle movements per day or it is not practical or feasible to use a Town Direction Sign</i>
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APPENDIX 1 – HOW TO MAKE AN APPLICATION

Development applications are required for all permissible advertising signs and structures, other than those identified as exempt development (see Table 1). Where the sign involves the erection of a structure, such as a freestanding sign, engineering details may also be required to enable assessment of a Construction Certificate under the Environmental Planning and Assessment Act 1979. The application form makes provision for such joint application where necessary. Enquires should be made to the Council where in doubt.

Applications should show details of the structure and appearance of the sign (colours, lettering, size, location, building elevation, any illumination proposed), together with a description of any other signs approved and to remain on the premises. The sign should also be prepared with reference to the assessment criteria contained in Part 2 of this plan.

Fees will apply to an application in accordance with the Schedule of Fees under the Environmental Planning and Assessment Act. All signs for the same premises included on the one set of documentation will be considered as a single application.