



**Ashfield
Council**

Interim Development Assessment Policy 2013

PART C2

Signage and Signage Structures

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PART C2 - SIGNAGE AND SIGNAGE STRUCTURES

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SECTION 1 - PRELIMINARY

Introduction

The Ashfield Local Environmental Plan (LEP 2013) is Council's main planning control for development in the Ashfield Council Local Government Area..

Part C2 of Ashfield Interim Development Assessment Policy 2013 supports the LEP by providing additional objectives and development standards, to enhance the function and appearance of signage in the Ashfield Council LGA,.

Part C2 applies to all land in the Ashfield Council Local Government Area..

Advisory Note:

“Signage” is a generic term used in LEP 2013 which applies to “advertising structure”, “building identification sign”, “business identification sign” and other types of signs

Ashfield LEP 2013 permits certain types of signs as “Exempt development” (no approval required) The LEP also prohibits ‘signage’ not directly associated with the business activity carried out on the premises. Signage that does not “fit” in the above categories will require approval.

Aims

This Part of Ashfield DAP 2013 aims to -

- (a) ensure that outdoor signs :
 - convey advertisers' messages and images while complementing and confirming the development on which it is displayed and enhancing the character of the surrounding locality;
 - minimises adverse effects on the area in which it is located in terms of appearance, size, illumination, overshadowing, loss of amenity etc;
 - does not lead to visual clutter through the proliferation of signs;
 - does not dominate a building or its architectural features, and enhances any architectural details of a building;
 - is proportional to the size of the building or space to which it is attached; and
 - is compatible with the character of the area in which it is proposed.
- (b) simplifies as far as possible the need for obtaining various approvals that may be required by Council:
 - development consent
 - construction certificates
 - approval to erect signage over a public road (under the Roads Act, 1993).
- (c) explains clearly Council's requirements and considerations in relation to the various types of advertising available.

How to use this Part of Ashfield Interim Development Assessment Policy 2013

Ashfield Interim Development Assessment Policy 2013 is a multi-layered document. The objectives and development standards of this Part of Ashfield Interim Development Assessment Policy 2013 cannot be read in isolation. A development application must consider all relevant Parts of Ashfield Interim Development Assessment Policy 2013.

Part A contains an index of the parts and sections in the Ashfield Interim Development Assessment Policy 2013 and guidelines on how to use the Policy; including the steps you need to follow before you prepare your development application.

Relationship of Part C2 to other planning documents

Council will assess a development application according to:

- (a) Section 79C of the Environmental Planning and Assessment Act, 1979;
- (b) State Environmental Planning Policies;
- (c) Ashfield Local Environmental Plan 2013;
- (d) Ashfield Interim Development Assessment Policy 2013;
- (e) Section 94 Contribution Plans;
- (f) Ashfield Stormwater Management Code;
- (g) Policies, legislation or studies adopted or recognised by Council that are relevant to the development application.

Note 1:

Please refer to **State Environmental Planning Policy No.64 - Advertising and Signage** that needs to be complied with in addition to the requirements of this Part. This State policy has specific requirements for certain types of advertising structures and may also add prohibitions on advertising if the advertising is proposed to be displayed in certain circumstances, such as on environmentally sensitive or environmentally significant land, on freeways or tollways, or is a roof or sky advertisement.

Visit <http://www.planning.nsw.gov.au/> (click on Policy and Legislation and then Legislation and Planning Instruments then go to State Environmental Planning Policies) for more details. **The Outdoor Advertising Guidelines * for Transport Corridors (2007)** accompanying the State Policy are also a useful resource:

http://www.planning.nsw.gov.au/planningsystem/pdf/dop07033_outdooradvertising_transportcorridors_guidelines.pdf

Note 2:

If you are proposing a major or complex development, or if your proposal is likely to have significant heritage impacts, you should make an appointment to see our pre-lodgement

development advisory panel or use our heritage advisory service before you lodge your development application. Call Council on **9716 1800**.

Note 3:

Exempt Development

Please check **Schedule 2** of **Ashfield LEP 2013** to find out whether your signage proposal is 'exempt' (no application required) . See **Table 1** of this Part. See also **State Environmental Planning Policy (Exempt and Complying Codes 2008 (Subdivision 36A)** which conditionally allows replacement of lawful business identification signs (signage structures and content) without approval – see:

http://www.austlii.edu.au/au/legis/nsw/consol_reg/seppacdc2008721/

SECTION 2 – SIGNAGE - DEFINITIONS

2.1 **“signage” means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:**

- (a) an advertising structure,
- (b) a building identification sign,
- (c) a business identification sign,

but does not include a traffic sign or traffic control facilities.

“advertisement” has the same meaning as in the Environmental Planning and Assessment Act. **Note.** The term is defined as 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” has the same meaning as in the Act. This being defined as “a structure used principally for the display of an advertisement.”

“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.

SECTION 3 WHAT TYPES OF SIGNAGE NEEDS COUNCIL APPROVAL?

3.1 Signs can involve one or more of the following approvals (depending on the type of sign and the location):

- a development application (under the Environmental Planning and Assessment Act 1979);
- a construction certificate if it involves the erection of a structure (under the Environmental Planning and Assessment Act 1979);
- approval to erect a structure or carry out a work over a public road (under the Roads Act, 1993).

3.2 Council's consideration as to whether to give approval to an application will largely be the same regardless of the type of approval and reference will be made to this Part.

- Council staff will be able to advise applicants which approvals are necessary and what fees apply.
- Applicants do not have to make this decision.
- Only one application form needs to be filled out.

3.3 Table 1 below is to be used in determining whether an application needs to be made to Council. Broadly:

(a) whether development consent is required depends on the provisions of Ashfield LEP 2013, State Environmental Planning Policy No. 64 and State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (see above)

- the provisions of **State Environmental Planning policy No.64 Advertising and Signage** also need to be checked depending on the type of sign proposed.
- a construction certificate is required if the sign involves the erection of a structure - unless this Part states that particular structures do not need approval;
- roads approval is necessary for any advertisement which is within public road space - unless this Part states that particular advertisements on roads do not need approval.

3.4 Signage not affected by the “Codes SEPP” or “SEPP 64” are controlled by the Ashfield LEP 2013. Third party signs that are ‘advertising structures’ such as large billboards advertising widely accessible products are prohibited in the following land use zones

- **R2** Low Density residential
- **R3** Medium Density Residential
- **B1** Neighbourhood Centre
- **B2** Local Centre Zone
- **B4** Mixed Use
- **B6** Enterprise Zone
- **IN2** Light Industrial
- **SP2** Infrastructure [except where permitted in “SEPP 64” advertising and signage]
- **RE1** Public Recreation
- **RE2** Private Recreation

Note: Refer to Ashfield LEP 2013 for locations where other types of signs such as “business identification signs” and “building identification signs” area are permissible.

3.5 Section 4 of this document indicates Council requirements and considerations where signs require approval.

TABLE 1 FOLLOWS

TABLE 1 - IS APPROVAL FROM COUNCIL REQUIRED?			
Type of sign	Is Development Consent Required?	Is a construction certificate required?	Is Approval under the Roads Act, 1993 Required?
Advertisement not visible from outside site	Refer to Schedule 2, Ashfield LEP 2013. to determine whether or not the development is Exempt. Otherwise Council approval is necessary	Refer to Building Code of Australia	No
Business identification signs (excluding residential zones)	Refer to Schedule 2, Ashfield LEP 2013. to determine whether or not the development is Exempt. Otherwise Council approval is necessary	Refer to Building Code of Australia	Yes, if within the public roadway.
(a) Business identification signs <u>in residential zones</u>	Refer to Schedule 2, Ashfield LEP 2013. to determine whether or not the development is Exempt. Otherwise Council approval is necessary	Refer to Building Code of Australia	Yes, if within the public roadway.
Business identification signs proposed on items of environmental heritage or draft items of environmental heritage (all zones)	Yes	Refer to Building Code of Australia	Yes, if within the public roadway.

TABLE 1 - IS APPROVAL FROM COUNCIL REQUIRED?			
Type of sign	Is Development Consent Required?	Is a construction certificate required?	Is Approval under the Roads Act, 1993 Required?
<p>Change of message/replacement of an existing business identification sign</p>	<p>Exempt Development in certain circumstances: See extract below from State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (italics)</p> <p>Subdivision 36A Signage (replacement/change of content of identification signs) Exempt Development Criteria</p> <p><i>“2.72A Specified development</i> <i>The replacement of:</i> <i>an existing building identification sign or the content of such a sign, or</i> <i>(b) an existing business identification sign or the content of such a sign, is development specified for this code.</i></p> <p><i>2.72B Development standards</i> <i>The standards specified for that development are that the development must:</i> <i>replace a lawful sign, and</i> <i>(b) not be greater in size than the sign that is replaced, and (c) not be a sign that is flashing or animated, and (d) not involve any alteration to the structure or vessel on which the sign is displayed, and</i> <i>(e) not obstruct or interfere with traffic signs.</i></p> <p>Note. <i>The <u>Summary Offences Act 1988</u> regulates or prohibits certain business signs.”</i></p>	<p>No, provided there is no change to any lawful structure.</p>	<p>No</p>

TABLE 1 - IS APPROVAL FROM COUNCIL REQUIRED?			
Type of sign	Is Development Consent Required?	Is a construction certificate required?	Is Approval under the Roads Act, 1993 Required?
<p>Real estate sign</p> <p>Being an advertisement that contains only a notice that the place or premises to which it is fixed is or are for sale or letting (together with particulars of the sale or letting) and that is not displayed for more than 14 days after the letting or completion of the sale.</p> <p><i>Notes</i></p> <p><i>Real Estate Institute policy states signs should be removed 10 days following leasing or settlement</i></p> <p><i>Illuminated real estate signs are prohibited</i></p>	<p>Refer to Schedule 2, Ashfield LEP 2013. to determine whether or not the development is Exempt. Otherwise Council approval is necessary</p>	<p>Refer to Building Code of Australia</p>	<p>Yes, if within the public roadway.</p>
<p>Sign on or behind the glass line of a shop window/door visible from a public place</p>	<p>Signs using office stationary materials such as coloured cardboard, office paper, and the like with hand drawn messages are considered unauthorised fly posters and are prohibited</p>	<p>N/A</p>	<p>N/A</p>

TABLE 1 - IS APPROVAL FROM COUNCIL REQUIRED?			
Type of sign	Is Development Consent Required?	Is a construction certificate required?	Is Approval under the Roads Act, 1993 Required?
Type of signs	Is Development Consent Required?	Is a construction certificate required?	Is Approval under the Roads Act, 1993 Required?
Temporary signs, for religious, cultural political, social or recreational events	Refer to Schedule 2, Ashfield LEP 2013. to determine whether or not the development is Exempt. Development. Otherwise, Council approval is necessary	Refer to Building Code of Australia	Yes, if within a public roadway.

SECTION 4 - COUNCIL REQUIREMENTS IF APPROVAL IS NEEDED**A signage plan for your property**

4.1 Customer research has indicated that advertising is most effective when:

- there are as few signs as possible. Each sign is then more visible.
- the signs are on a window or generally lower down on a building.

Too often additional signs are added to a building or property without taking away older existing signs. When this happens the end effect is a lot of clutter and ineffective advertising. Council favours the rationalisation and/or the reduction of the number of signs per premises. Therefore, an application to Council should include the removal of unnecessary signs. Any Council approval for new or additional signs may require removal of unnecessary signs as a condition. Avoid the use of "corporate branding and logos" on directional and way finding signs.

When considering a sign application, Council would like to see that thought has been given to the overall effect on the building or property. A diagram which has worked out the best design and position of all existing and proposed signs is a good way to do this and will usually be requested. This need not mean much work for small premises (a sketch plan is satisfactory). Larger premises having more signs may need more detailed diagrams. Diagrams will generally need to show dimensions and existing building features as well as existing signs.

If there are a number of tenancies in a building, the sign should include opportunities for different messages.

Think about your shopping centre

4.2 Very often different shopping centres are competing for the same customer. Just like any individual business, a shopping centre which presents itself well will have a better chance to retain and attract customers.

Think about signage in relation to how it will look in your shopping centre. Is the size, colour, lettering and message going to be unattractive in your particular centre? Avoid garish or flashing neon signs including neon signs in windows wherever possible.

Does your centre have a particular character or feel that should be reinforced, well-preserved buildings, a speciality in a particular kind of good or service?

It is important to obtain the right balance between individuality and contrast, and an overall attractive-looking centre. Good design skills are needed.

Design to fit your building

4.3 A business will generally present better to customers if the signage fits the design of the building.

In developing a signage plan:

- divide the building up into well-proportioned areas where a sign might best be displayed;
- identify any particular architectural features on the building that could either be good places for signs, or should be left free of signs to maintain the appearance of the building.
- Minimise the extent of business identifications signage and corporate branding on building structures and within parking areas

While the dimensions and shapes in the signage plan should be generated by the features of the building, they should also recognise standard industry sizes for certain types of signs.

Buildings and areas of heritage interest

- 4.4** The Ashfield Local Environmental Plan identifies certain buildings as individual Heritage Items as well as localities as Heritage conservation Areas. These buildings and areas are sufficiently valued by the community to be worth conserving. Applications are usually required for signage in these areas and on individual heritage items unless the proposal is exempt or complying development.

Regardless of heritage listing in the Ashfield Local Environmental Plan, many other buildings and areas may also have a distinguished historical design. Signage should respect the architecture, age and historical merit of such buildings as illustrated in the **Attachment** (see page 22) of this document.

Signage should be placed in locations on the building which would traditionally have been used as advertising areas:

- a solid parapet above a cornice;
- the horizontal panel below a cornice;
- verandah (ground or upper floor) fascia as well as the possible side panel (valance) formed by the roof profile.
- spandrel panels below windows;
- ground or first floor windows;
- notice boards or plaques on ground floor piers;
- small signs limited to individual architectural elements such as a rendered area;
- on side upper storey walls;
- party walls able to be viewed above adjacent buildings.

Signs should not cover up architectural features. Projecting wall signs and pole/pylon signs are not appropriate for heritage conservation areas or heritage items.

Special studies have been made of the Haberfield and the Summer Hill Shopping Centres ("Main Street Studies") for more information please go to - http://www.ashfield.nsw.gov.au/page/main_street_studies.html

Special (landmark) signs

- 4.5** Some signs which would not comply with the provisions of this Part might still have merit. Special individually designed signs can provide useful landmarks and

identification for an area.

There can only be very few of these signs - otherwise their "uniqueness" will be lost. Ashfield Council may consider such signs - but they must:

- be special cases;
- not adversely impact on amenity of residential areas, the streetscape or detrimentally affect heritage significance
- be well designed as an integrated structure, not simply as an advertising hoarding;
- enhance, not detract from the visual amenity of the area or building appearance;
- not create a precedent for too many other similar signs.
- comply with the provisions and guidelines relating to **State Environmental Planning Policy No. 64**. (visit <http://www.planning.nsw.gov.au/> (click on *Policy and Legislation* and then *Legislation and Planning Instruments* then go to *State Environmental Planning Policies*)

Traffic safety

- 4.6** Signs should not risk distracting **drivers or risk being confused with traffic control signs or lights. Size, lettering, colour and illumination will be considerations** in this regard.
Flashing lights and blue, red, green and amber colours are not favoured.
The Roads & Traffic Authority is able to remove any sign considered dangerous to traffic safety. Signs along main roads may be referred for comment to the Local Traffic Committee.

Content - what is acceptable?

- 4.7** Signs will not be approved where the wording or graphics is deemed to be objectionable to the general public. All signs related to sex shops, brothels and the like require Council approval.

Street numbering

- 4.8** The street number of the premise should be displayed as part of the signage, unless otherwise displayed on the property. This assists customers, makes good business sense and demonstrates community pride. The fascia of any footpath awning has good visibility from the street; locations visible to footpath users are also desirable.

Consideration of neighbours

- 4.9** Size, positioning, colouring and illumination of signs should be considerate of possible impact on neighbours.
- a) "neighbours" are not necessarily adjacent properties. Large signs and illuminated signs in particular can be seen from some distance and you must consider the greater potential impacts - this includes shadowing effects and possible blocking of views and outlook by sign structures.

- b) new signs should not reduce the visibility of existing signage on other property.

Note that in relation to item (a) above, any approval of a sign by Ashfield Council does not guarantee future public visibility of that sign.

Access from neighbouring property

4.10 Where the erection or continued maintenance of signs will involve access over a neighbouring property:

- a) the applicant will need to obtain the agreement of the owner of any affected property prior to the application being lodged with Council; and
- b) this agreement will need to be formalised by an easement or the like on the land title of the affected property.

Requirements for different types of signs

4.11 Please refer to the following table. Please also refer to State Environmental Planning Policy No.64 - Advertising and Signage which needs to be complied with for all types of signs referred to in that Policy - see **Notes** Page 5 and visit <http://www.planning.nsw.gov.au/> (click on *Policy and Legislation* and then *Legislation and Planning Instruments* then go to *State Environmental Planning Policies*)

TABLE 2 FOLLOWS

<p>TABLE 2 - REQUIREMENTS FOR DIFFERENT TYPES OF SIGNS WHERE AN APPROVAL FROM COUNCIL IS REQUIRED</p>
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Advertising Structure	Requirements
<p>“A” Frame sign ancillary to business identification (Sandwich board)</p> <ul style="list-style-type: none"> Re-locatable, ground-level board or structure. 	<p>Not acceptable, other than real estate "Open for Inspection" signs where there is public risk insurance undertaken to cover liability of up to \$5 million</p>
<p>Signage Panel</p> <ul style="list-style-type: none"> Any advertising structure, other than those described elsewhere, which is not illuminated. Includes a billboard. 	<ul style="list-style-type: none"> generally not to project 50mm beyond the wall. must be flush with the wall if below 2600mm high adjacent to footpath. not to project above the top of the wall. not to cover any window or architectural feature. free standing panels (i.e. hoardings) not acceptable; (refer also Pole Signs). shape and size to suit architectural features of the building.
<p>Awning Sign: Under-awning</p> <ul style="list-style-type: none"> Signs attached to the underside of an awning (other than the fascia or return end). <i>(See also Fascia Signs)</i> 	<ul style="list-style-type: none"> erected horizontal to the ground. not less than 2.6m from the ground. not to project beyond the awning. securely fixed.
<p>Awning Sign: Above-awning</p> <ul style="list-style-type: none"> Signs attached to the upper side of an awning (other than the fascia or return end and not including projecting wall signs). <p><i>(See also Fascia signs)</i></p>	<ul style="list-style-type: none"> generally not acceptable. possible on some historic buildings or where it can be considered as a "landmark" sign (refer to 4.7). not to project beyond the awning fascia securely fixed.
<p>Blinds</p> <ul style="list-style-type: none"> Signs attached or painted on weather protection blinds attached to a building or awning (street blinds). 	<ul style="list-style-type: none"> generally only acceptable where attached to an awning (i.e. not favoured on windows). minimum distance of 2300mm to the underside of the blind hooks and rollers (a canvas flap may extend 300mm below the roller).
<p>Bunting</p> <ul style="list-style-type: none"> Decorations, including flags, made from material or the like. 	<ul style="list-style-type: none"> not favoured as a permanent means of advertising. temporary use for special events acceptable. approval will generally be time limited. see also requirements for projecting wall sign.
<p>Fascia Sign</p> <ul style="list-style-type: none"> Sign attached to the fascia or return of an awning 	<ul style="list-style-type: none"> generally shall not project beyond the fascia or return end of the awning to which it is attached. illuminated signs on fascias will be considered on merit.

Signage Structure	Requirements
<p>Flashing Sign</p> <ul style="list-style-type: none"> • Illuminated (for any part of the advertising area) at frequent intervals by an internal source of artificial light and whether or not included in any other class of advertising structure • Includes a sign where the whole or part of the image appears to move by way of lights. 	<ul style="list-style-type: none"> - generally not acceptable on grounds of annoyance to occupants and passers-by (which could be some distance from the sign location). - well-designed "moving image" signs may be acceptable in special circumstances; (refer to 4.7).
<p>Flush Wall Sign</p> <ul style="list-style-type: none"> • Attached to the wall of a building or structure other than a hoarding and not projecting horizontally more than 50mm. 	<ul style="list-style-type: none"> - must not project above or beyond the wall to which it is attached. - shape and size to relate to the architectural features of the building.
<p>Illuminated Sign</p> <ul style="list-style-type: none"> • Illuminated (for any part of the advertising area) by an external light source and whether or not included in any other class of advertising structure. Includes floodlit signs. 	<ul style="list-style-type: none"> - external lighting mediums must be at least 2.6m above the ground, if projecting over a public road. - to include suitable screening to avoid nuisance and light spillage to adjoining properties and potential danger to drivers or pedestrians. - illuminated signs on fascias will be considered on merit. - avoid garish neon signs on buildings/in windows wherever possible.
<p>Inflatable Sign</p> <ul style="list-style-type: none"> • Air or gas filled structures. Includes blimps and balloons. 	<ul style="list-style-type: none"> - not generally favoured. - may be possible where considered to be a "landmark" sign (refer to 4.7). - full structural stability confirmed by a certificate from a practising structural engineer. - public risk insurance, indemnifying Council, to the amount of \$5 million. - controlling company to provide continuous 24 hour service including contact telephone number. - shall not overhang the public roadway.
<p>Moving Sign</p> <ul style="list-style-type: none"> • Signs capable of movement by any source of power or wind (whether or not included in any other class of advertising structure). 	<ul style="list-style-type: none"> - not generally favoured. - should be at least 2.6m above the ground. - may be possible in special circumstances where there is no nuisance to traffic or pedestrians and where it can be considered as a "landmark" sign (refer to 4.7).
<p>Newsagent Placards</p> <ul style="list-style-type: none"> • Temporary advertising displaying headlines, publications, etc. for sale within the premises. 	<ul style="list-style-type: none"> - must be in frames affixed to (not propped against) the wall. - must not project more than 75mm.

Signage Structure	Requirements
<p>Painted Wall Sign</p> <ul style="list-style-type: none"> • Painted onto the wall of a building. 	<ul style="list-style-type: none"> - size and shape to relate to architectural features of building. - not allowed on unpainted masonry on heritage items or buildings in conservation areas. - Must be repainted regularly.
<p>Pole or Pylon Sign</p> <ul style="list-style-type: none"> • Erected on a pole or pylon independent of any building or structure. 	<ol style="list-style-type: none"> 1. Pole/pylon signs should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area. Refer to Section 9 of this document for development submission requirements. 2. They should also not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance. <ul style="list-style-type: none"> Pole/pylon signs – assessment criteria (a) Signs attached directly to buildings are preferred to pole signs given that freestanding pole signs can be dominant/visually disruptive in the streetscape. (b) Applicants will need to justify the need for pole/pylon signs in preference to conventional signs fixed to buildings. (c) Pole/pylon signs will only be considered for larger sites with a primary street frontage exceeding 25 metres in width. (d) Freestanding pole/pylon signs are not acceptable if the primary building is located within 5 metres of the street frontage. (e) Freestanding pole/pylon signs will only be considered where signage fixed to a building may be ineffective (see above) and where strict compliance with the provisions of SEPP 64, the guidelines accompanying SEPP64 and the provisions of Council's DCP are all achieved. (f) Pole/pylon signs will only be considered in circumstances where an overall reduction in the number of signs on a property is implemented to reduce advertising "clutter" if present (all signs proposed to be removed are to be shown on plans). (g) Maximum permissible height for any freestanding pole/pylon sign is 6 metres and the maximum advertisement area outline is 3.3 m². (h) Advertisement area of a pole/pylon sign is to be of a simple, regular shape and dimension (e.g. rectangular, square, circular). Avoid multiple messages. (i) Only one pole/pylon sign will be permitted for each property. (j) Pole/pylon signs must not project over the roadway/footpath. (k) The area of any sign should appear in proportion with height of the pole (l) Side protrusions and 3-dimensional shapes for pole/pylon signs are not preferred; (m) Pole/pylon signs should display the street number (preferably at the top) - this assists customers and also makes good business sense. (n) Pole/pylon signs should be located adjacent or close to the front property boundary but not overhanging the public footpath) so that a "sign envelope" is established to create some uniformity in positioning of signs along the street which will also improve "readability" for the public.

Signage Structure	Requirements
<p>Projecting Wall Signs</p> <ul style="list-style-type: none"> • Attached to the wall of a building and projecting horizontally more than 50mm. • Can include flags, pennants and the like. 	<p>These types of prominent signs can be visually obtrusive and lead to unsightly self-defeating advertising “clutter” if there are too many of them “competing for attention”. They can also detract from the architectural qualities of a building. Flush wall signs fixed to buildings or painted signs are better solutions.</p> <p>Projecting Wall Signs –</p> <ul style="list-style-type: none"> - must be designed to relate to the architectural features of the building . Refer also to "landmark" signs (Sec. 4.7) - maximum projection from wall 0.75m - maximum area 0.6m² - if a flag sign below awning level, all parts shall be at least 2100mm above footpath level. - be well designed as an integrated structure - should enhance, not detract from the appearance of the building or area; - not create a precedent for too many similar signs or create / add to existing advertising “clutter” in the streetscape - use appropriate colours and wording styles <p>Note: Projecting internally illuminated wall signs affecting <i>heritage listed properties</i> need a carefully considered design. In conservation areas and/or on heritage items signs should preferably be painted on the building or be flush wall signs on painted sign boards externally lit by concealed or low profile spotlights. These types of wall signs are preferred because they are generally less obtrusive and are a more traditional solution for older buildings. Fascias of awnings can be treated in the same way with small spotlights bracketed off the awning roof to light the fascias.</p>
<p>Poster Signs</p> <ul style="list-style-type: none"> • Bills, banners or posters attached to walls, power poles, street name signs, public furniture, etc. 	<p>Only permitted if -</p> <ul style="list-style-type: none"> ○ temporary (see definition in Section 3); ○ attached with property owner's consent; ○ placed on appropriate public boards <p>Advisory Note: Other than temporary signs (see definition in Section 3) no fly/bill posters, can be placed on walls, power poles, street name signs, public furniture, etc.</p> <ul style="list-style-type: none"> ○ Unauthorised fly posters and billposters will be removed. Council will request the owner of any property upon which such signs are displayed to remove them.

Advertising Structure	Requirements
<p>Roof/Sky Sign</p> <p>Erected on or displayed above the roof or parapet of a building.</p>	<p>Not favoured but may be possible in exceptional circumstances if designed to improve the architectural features /finish of the building. Refer to State Environmental Planning Policy No 64 for specific requirements and read Section 4.7 of this Part - "Landmark" signs</p>
<p>Window/Glass Door Sign</p> <ul style="list-style-type: none"> • Attached to, displayed or painted on a window or glass door or behind the glass line but still visible from a public place. 	<ul style="list-style-type: none"> - Fixed internally to the window / glass door (except for painted signs) - not to cover so much of the window/door area that an opaque appearance is presented. Council approval is required if to be placed externally on the window / glass door or coverage exceeds 30% of window/glass door area. Signs (other than painted signs) to be placed in a frame. <p>Note: No signs, including fly posters, can be posted on the outside of windows. Signs using stationary materials such as coloured cardboard, office paper, and the like, with hand drawn messages are regarded as unauthorised fly posters/bill posters and are prohibited.</p>

SECTION 5 - TIME-LIMITED APPROVAL

- 5.1** When granting development consent (if required) for a sign, Council may include a condition limiting the duration of that approval where it considers the existence and/or design of the sign should be reviewed after a period of time. The condition would require a new application to be made to Council at the end of the stipulated time period.
- 5.2** In particular, signs involving flags, bunting, balloons or non-standard designs are likely to be time-limited to allow future assessment as to maintenance and continued acceptability or appropriateness of design.
- 5.3** Council may require on-going engineering certification of any structure where it considers this necessary to ensure continued stability and safety.

SECTION 6 - HOW TO MEASURE THE AREA OF A SIGN

- 6.1** The area of an advertisement in the form of a sign is the area within the outline of that sign. The objective is to have some control on the overall size and appearance of the sign.
- 6.2** Where a sign is double-sided (i.e. an advertisement on both sides and within the same plane) the area of one side only need be counted.

SECTION 7- LANGUAGE

- 7.1** All advertising and signage must be displayed in English but may include a translation in another language. Any translated message must be accurate and complete, and using wording and/or numbering that is not larger than the English message.

SECTION 8 - SIGN MAINTENANCE AND PROFESSIONAL SIGN WRITING

- 8.1** Council discourages signs prone to deterioration and will take action to require removal of deteriorating, redundant, unsafe, unsightly or objectionable signage. It is the responsibility of property owners to maintain signs in good condition. Painted signs should be repainted regularly. If you are thinking of installing any type of sign consider obtaining professional advice to achieve a high quality result.

SECTION 9 - DEVELOPMENT APPLICATIONS - DATA REQUIREMENTS FOR LARGER POLE/PYLON SIGNS

Applicants for pole/pylon signs that will be 6 metres or greater in height must clearly demonstrate as part of their development submission that any pole/pylon sign proposed will not be visible from a heritage conservation area or protrude above the dominant building skyline or tree canopy in the locality. In order to achieve this aim, applicants may be asked to lodge with their application a (“3ds”) data file showing 3 dimensional rendering of pole/pylon

signs over 6 metres in height. This can then be “loaded” into Council’s current computer modelling, animation and rendering software for the Ashfield Council Local Government Area to validate compliance with the above objectives. Check with Council “upfront” to see whether you need to supply this information with your application.

ATTACHMENT: ILLUSTRATED GUIDE - SIGNAGE AND PLACES OF HERITAGE SIGNIFICANCE

Character

These areas are sufficiently valued by the community to be worth conserving. Development which enhances their character should be encouraged. Heritage areas may include individual buildings or sites, streetscapes or precincts of architectural, historic, scientific or landscape importance, as well as areas where there is a concentration of a particular use.

They may be listed as heritage items - historic buildings, sites or conservation areas in the statutory plan - or designated under other legislation.

Objectives

- Outdoor advertising should be designed and located in a manner which conserves the heritage places which have been identified as significant: protecting and enhancing what is valued about the building or the place.

Appropriate sign opportunities

Opportunities for advertising, as well as acceptable media used, may be more limited than in other areas.

Where possible, the planning authority should undertake a heritage or conservation study of its area which should include a visual analysis identifying, among other things, the location, character and intrusiveness of existing advertising and preferred locations (and standards) for future advertising. Detailed requirements for placement may be site-specific (for example, specific items of environmental heritage).

Historically, signs were rarely placed on pilasters, architectural moulding or across rustication (incised decorative patterns). They were placed so as to allow the architectural details of buildings to remain prominent.

Generally, sign panels can be determined by dividing a building up into a grid and identifying locations on:

- a solid parapet above a cornice;
- the horizontal entablature or panel below a cornice;

- verandah (ground or upper floor) fascia as well as the possible side valence panel formed by the roof profile;
- spandrel panels below windows;
- ground or first floor windows;
- notice boards or plaques on ground floor piers;
- string courses;
- small signs limited to individual architectural elements such as a rendered block ;
- on side upperstorey walls;
- party walls able to be viewed above adjacent buildings.

These locations are shown in figure 1

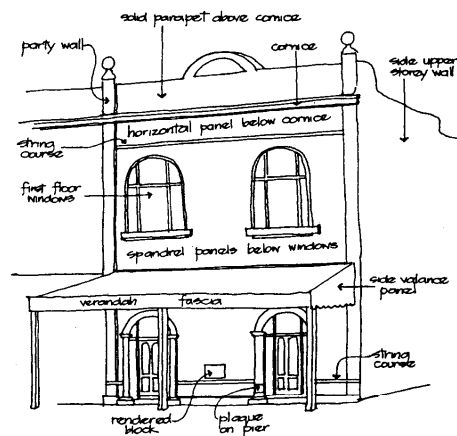


FIGURE 1 IDENTIFYING SIGN PANELS

Modern signs can, at times, be accommodated as follows:

- projecting from a building at first floor window level;
- hanging beneath a verandah roof;
- projecting from a building without a verandah above the ground floor window head or on a ground or first floor pier;

- on windows;
- on a plaque beside the entrance door;
- as a freestanding pole sign or low level sign (below ground floor window sill level) in front of or beside the building;
- as a panel on a front fence.

Performance standards: matters for consideration

- Generally, signs on individual buildings or within areas of special significance should be discreet and should complement the building or area. The architectural characteristics of a building should always dominate. For example, signs should not be placed on cast-iron, first floor verandahs, balustrades or in front of cast-iron verandah frieze work.
- Advertising should be placed in locations on the building or item which would traditionally have been used as advertising areas. If the building or item has no such locations, advertising will usually be inappropriate (see figures 2 and 2a).

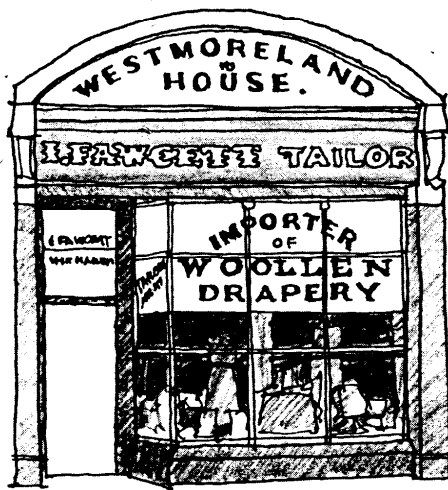


FIGURE 2 TRADITIONAL SIGNS

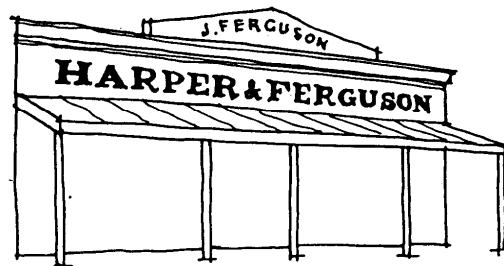


FIGURE 2a TRADITIONAL SIGN LOCATIONS

- Sky-sign opportunities will be rare. No signs should break an historic parapet or roofline of a building (see figure 3). A possible exception is single-storey verandah roof-lines, where signs sometimes project above verandah spouting or across the verandah roof.
- Side-walls provide opportunities, but should be carefully considered (see figure 3).

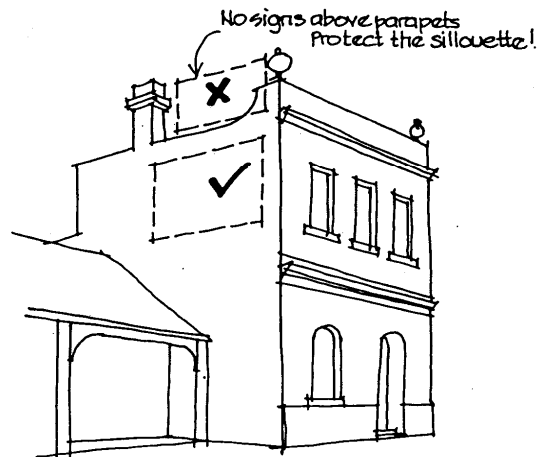


FIGURE 3 UPPER LEVEL OPPORTUNITIES

- It is not usually necessary to attempt to create or recreate an 'historic' character in the advertising, but modern standardised 'trademark' advertising will not usually be appropriate. This is unless the presentation is modified by placing the modern sign in a panel with a perimeter margin and surrounding wall surface printed in sympathetic heritage colours.
- The number of signs should be restricted as follows:
 - up to three sign locations on a building with a verandah and two on a building without a verandah;
 - one hanging under-verandah sign per premise.
- In general, there are no standard sizes for signs in heritage areas. They may vary according to the design and history of the building or its environment (see figure 4).
- Permanent signs on shop windows should not cover more than 25% of the window area, between the windowsill and door-head.
- The verandah-fascia sign should have a maximum height of 175mm with lettering 150mm.
- As the external colours applied in different historic periods varied and were more limited in range than today, it is wise to research appropriate colour ranges for buildings in heritage areas.
- Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters and ornamental scrolls as relevant to the period of the building.
- Fluorescent and iridescent paints are inappropriate.
- Signs are preferably illuminated by floodlighting. Large backlit signs will be appropriate only on buildings and items constructed during the period when neon was used. Small neon signs hanging inside the windows of shops can be appropriate because they are more in the nature of a window display than of a dominant townscape element. There are exceptions to the use of internally illuminated, neon and flashing signs where they are an accepted component of the social history of the area, e.g. Melbourne and Sydney's Chinatown.

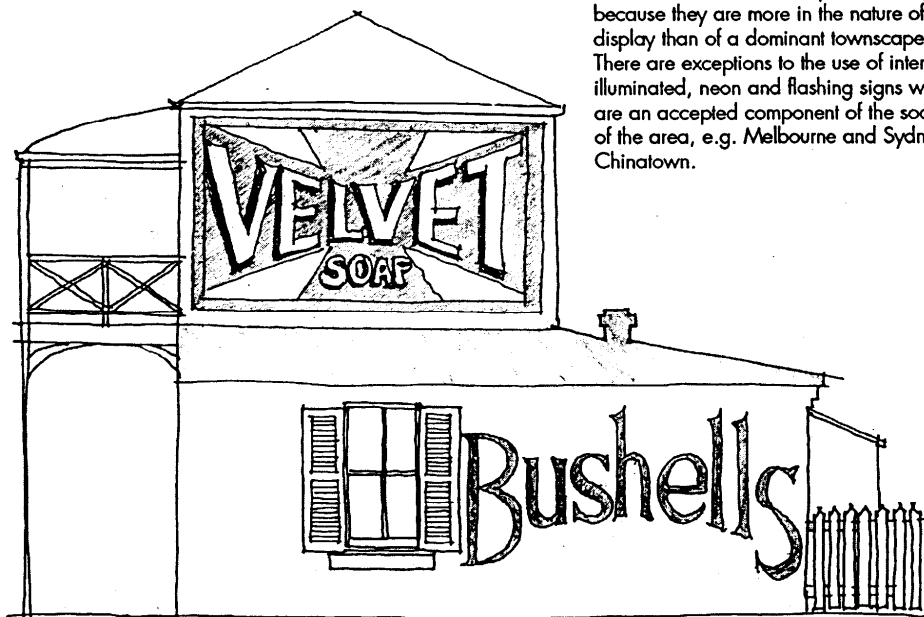


FIGURE 4 HISTORIC SUPER-GRAPHICS