

## **ADVERTISING STRUCTURES**

### *Objective*

To provide guidelines for proponents of outdoor advertising relating to urban design, safety and approval procedures.

### *Scope*

This policy applies to all advertising structures within Gilgandra Shire.

### *Policy*

Council requires a Development Application (or an application for a Local Activity Approval) to be lodged if the proposed advertising does not comply with the **Exempt Development** criteria listed in this policy document or **Column 2 of the Matrix – Without Development Consent**.

A Local Activity Approval is required for signs proposed for public land and a Development Application is necessary for signs proposed on private land.

All applications should nominate the location, type and details of the sign, i.e. dimensions, wording, etc.

### **Relation to other policies**

State Environmental Planning Policy No.64 Advertising & Signage overrides the provisions of this policy. When preparing or assessing a development application for advertising signage in rural zones, environmental protection zones, or signage which is visible from or within 250 metres of a classified road, the provisions of SEPP 64 should be considered.

Where an advertising structure is within 250 metres of, and visible from, a classified road and is greater than 20 m<sup>2</sup>, or higher than 8 metres above the grounds, the local council must obtain concurrence from the Roads and Maritime Services prior to issuing consent.

The SEPP prohibits the display of an advertisement within the following zones or descriptions:

- heritage area
- conservation area
- open space
- waterway
- residential (but not including mixed residential/business zones)
- national park
- nature reserve

with the exception of business identification signs, building identification signs, signage on vehicles, and signage which is 'Exempt Development' under the Exempt and Complying SEPP.

### Exempt Development (from Exempt and Complying SEPP)

The erection and display of an advertising structure and advertisement, or the display of an advertisement that is not on an advertising structure (but not an illuminated sign in a residential zone) that satisfies any of the following requirements:

- a) The advertisement displays a message relating to the premises or goods and services that are available from the premises on which the advertisement is situated and the advertisement and any structure together have an area not exceeding:
  - (i) 0.75 m<sup>2</sup> in a residential or rural zone, or
  - (ii) 8 m<sup>2</sup> in an industrial zone, with a maximum height of 4.6m, or
  - (iii) 25% of the front elevation of a building on which it is displayed in a commercial business zone, with a maximum height of 3m or the height of the underside of any awning measured at the line at which it is attached to the building, whichever is the greater. If the advertisement or advertising structure is above a public road it must be at least 2.6 metres above ground level.
- b) The advertisement is behind a shop window.
- c) The advertisement is a temporary advertisement for a social, cultural, political or recreational event that is displayed no more than 28 days before the event. The advertisement must be removed within 14 days after the event.
- d) The advertisement is a public notice displayed by a public authority giving information about a service.
- e) The advertisement is a real estate sign advertising that the premises on which it is displayed are for sale or lease, and the advertisement and any structure have a total maximum area of 2.5 square metres on residential or rural premises, or 4.5 square metres on commercial or industrial premises.
- f) The advertisement replaces one of the same, or a larger, size lawfully displayed on the same structure.
- g) The advertisement and any structure are not visible from outside the site on which they are displayed.

**Matrix of Advertising Structures**

Signs not outlined as exempt or complying development are outlined for each zone under the Gilgandra Local Environmental Plan 2011, specified in the table below:

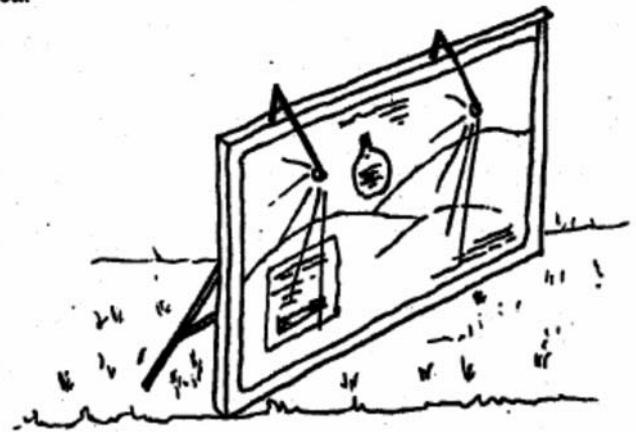
<b>Column 1</b> Zoning	<b>Column 2</b> Without Development Consent	<b>Column 3</b> Only With Development Consent	<b>Column 4</b> Prohibited
<b>RU1 Primary Production</b>	<ul style="list-style-type: none"> <li>• Election signs</li> <li>• Home occupation signs</li> <li>• Real estate signs</li> <li>• Flag sign</li> <li>• Bunting</li> <li>• Temporary signs</li> </ul>	Any advertising not listed in 2	
<b>RU5 Village</b>	<ul style="list-style-type: none"> <li>• Election signs</li> <li>• Home occupation signs</li> <li>• Real estate signs</li> <li>• Window sign</li> <li>• Awning sign</li> <li>• Flag sign</li> <li>• Bunting</li> <li>• A frame sign</li> <li>• Heritage interpretive sign</li> <li>• Temporary signs</li> </ul>	Any advertising not listed in Column 2.	
<b>R1 General Residential</b>  <b>(Residential Use)</b>	<ul style="list-style-type: none"> <li>• Election sign</li> <li>• Home occupation sign</li> <li>• Real estate sign</li> <li>• Temporary signs</li> </ul>	Any advertising not listed in Column 2 and 4.	<ul style="list-style-type: none"> <li>• advertising billboard</li> <li>• blimp/balloon sign</li> <li>• illuminated sign</li> <li>• pole/pylon sign</li> <li>• portable business sign</li> </ul>
<b>(Non- residential; existing business use)</b>	<ul style="list-style-type: none"> <li>• Window sign</li> <li>• Flag sign</li> <li>• A frame sign</li> <li>• Real estate sign</li> <li>• Temporary signs</li> </ul>	Any advertisement not listed in Column 2	
<b>R5 Large Lot Residential</b>	<ul style="list-style-type: none"> <li>• Election signs</li> <li>• Home occupation signs</li> <li>• Real estate signs</li> <li>• Temporary signs</li> </ul>	Any advertising not listed in Column 2.	
<b>B2 Local Centre</b>	<ul style="list-style-type: none"> <li>• A frame signs</li> <li>• home occupation signs</li> <li>• real estate signs</li> <li>• Temporary signs.</li> <li>• Heritage interpretive signs</li> </ul>	<ul style="list-style-type: none"> <li>• advertising billboard</li> <li>• animated sign</li> <li>• awning sign (above)</li> <li>• banner/flag sign</li> <li>• blimp/balloon sign</li> <li>• bunting</li> <li>• pole/pylon sign</li> <li>• portable business sign</li> <li>• window sign</li> </ul>	<ul style="list-style-type: none"> <li>• Fascia Signs</li> </ul>
<b>B6 Enterprise Corridor</b>	<ul style="list-style-type: none"> <li>• Portable business signs</li> <li>• Temporary signs</li> </ul>	Any advertising sign not listed in column 2 and 4.	<ul style="list-style-type: none"> <li>• Animated signs</li> <li>• flag signs</li> <li>• bunting</li> <li>• blimp balloon signs</li> </ul>

Column 1 Zoning	Column 2 Without Development Consent	Column 3 Only With Development Consent	Column 4 Prohibited
<b>IN1 General Industrial</b>	<ul style="list-style-type: none"> <li>• Awning sign (below)</li> <li>• Election sign</li> <li>• Fascia sign</li> <li>• Real estate sign</li> <li>• Wall sign</li> <li>• Window sign</li> <li>• Heritage interpretive signs</li> <li>• Temporary signs</li> </ul>	Any advertising sign not listed in column 2 and 4.	
<b>RE1 Public Recreation</b>	<ul style="list-style-type: none"> <li>• Election sign</li> <li>• Fascia sign</li> <li>• Window sign</li> <li>• Advertisements on/near sporting fields</li> <li>• Heritage interpretive signs</li> </ul>		
<b>RE2 Private Recreation</b>	<ul style="list-style-type: none"> <li>• Wall sign</li> <li>• Heritage interpretive signs</li> <li>• Temporary signs</li> </ul>		<ul style="list-style-type: none"> <li>• Advertising billboard</li> <li>• Animated sign</li> <li>• Bunting</li> <li>• Election sign</li> <li>• Portable business sign</li> </ul>
<b>E2 Environmental Conservation</b>		All signs	
<b>E3 Environmental Management</b>	<ul style="list-style-type: none"> <li>• Home occupation sign</li> <li>• Real estate sign</li> <li>• Election sign</li> <li>• Public notice</li> <li>• Heritage interpretive signs</li> </ul>	Any advertising sign not listed in column 2 and 4.	<ul style="list-style-type: none"> <li>• Advertising billboard</li> <li>• Animated sign</li> <li>• Awning sign</li> <li>• Banner/flag sign</li> <li>• Blimp/balloon sign</li> <li>• Bunting</li> <li>• Election sign</li> <li>• Illuminated sign</li> <li>• Pole/pylon sign</li> <li>• Portable business sign</li> <li>• wall sign</li> <li>• window sign</li> </ul>
<b>W1 Natural Waterways</b>	N/A	N/A	N/A

**Definition of Advertising Structures**

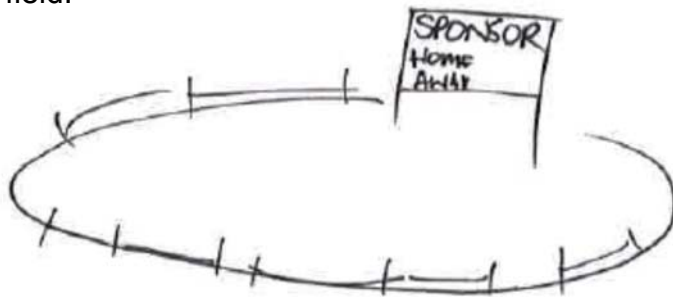
**Advertising billboard**

Generally these signs are not encouraged in Gilgandra because of the obtrusive nature. The panel of these signs should generally be greater than 6 m<sup>2</sup> in area, but not exceed 18 m<sup>2</sup> in area. Generally signs of this nature are to be located on highways



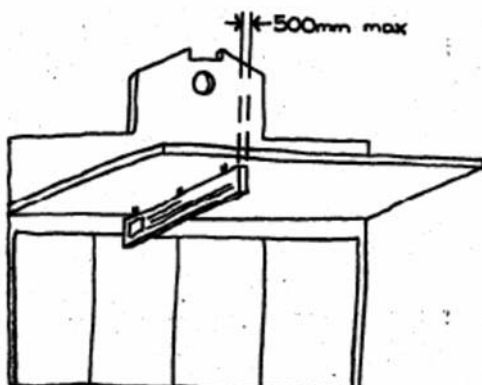
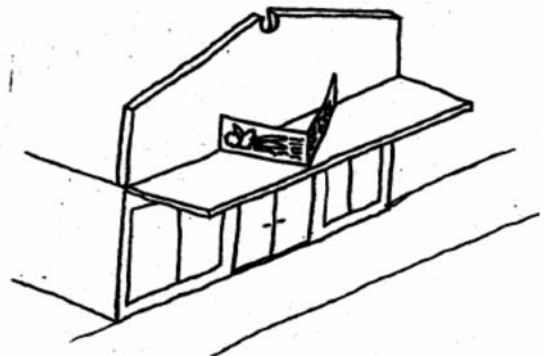
**Advertising on or near sporting fields**

These signs include sponsors of the event or teams that play on the field. These are in the form of temporary banner signs or signs permanently fixed to the fence of the playing field.



**Awning sign (above)**

An advertising sign that is located on top of an awning or verandah and that does not project above the parapet or ridgeline or beyond the awning edge.

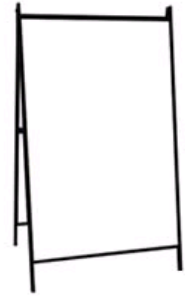


**Awning sign (below)**

An advertising sign that is fixed below an awning and above the footpath and that does not project above the awning edge and is located at least 2.5 metres above the footpath and 500 millimetres from the kerbing edge or awning edge.

**A-frame signs**

Signs shall be limited to one per business. Signs must not exceed one metre in height and 600 millimetres in width. Such signs shall advertise the premise or the goods and services provided at the premises. A two metre wide unobstructed passage or footway is to be maintained at all times.



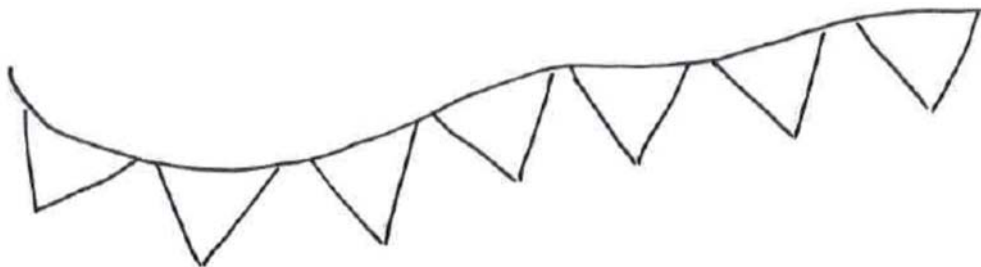
**Blimp/balloon sign**

An advertising sign which is inflated and suspended above the premises, site or event which it is intended to promote or identify and which is tethered and displayed at the same premises for a period of no more than one calendar month in any one year.



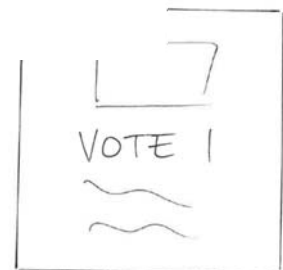
**Bunting**

Lightweight material flags on a string or wire.



**Election sign**

An advertising sign which is temporarily displayed to relay information for political purposes and which has an area not exceeding 1 square metre and which is only exhibited during the campaign concerned.



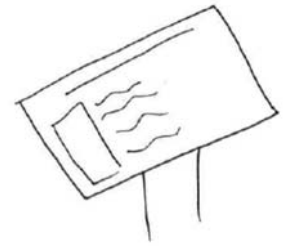
**Fascia sign**

An advertising sign that is painted on or attached to the fascia or return of an awning, but does not exceed the height of the fascia or the return of the awning.



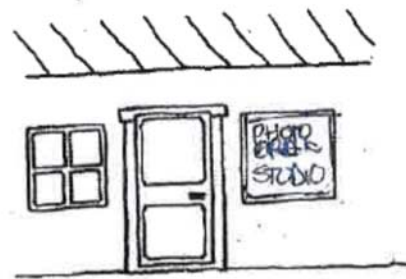
**Heritage interpretive signs**

Signs for the purpose of highlighting recognised local or state heritage items.



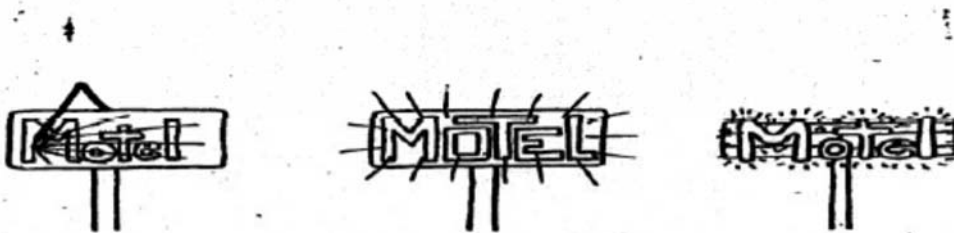
**Home occupations signs**

These include signs for occupations carried out on or in a dwelling, or in a building ancillary to a dwelling. Only one sign is permitted and it may not exceed 2.5m<sup>2</sup> in a residential zone and 4.5m<sup>2</sup> in a rural zone.



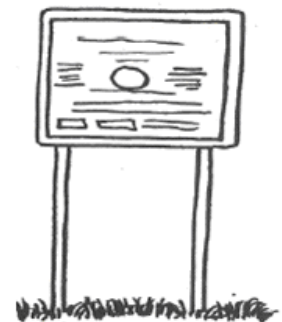
**Illuminated sign**

An advertising sign in the form of a device (such as a reflective or luminous sign) in which a source of light is extended to the device in order to make the message readable.



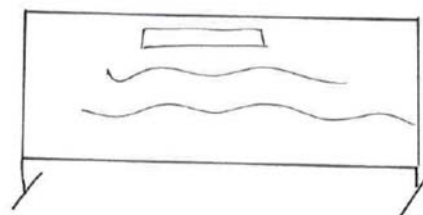
**Pole/pylon sign**

An advertising sign which is supported by one or more columns, uprights or braces fixed to the ground and which is not directly attached to any building or other structure.



**Portable business sign**

A sign that is not permanently secured and is no greater than 4.5m<sup>2</sup>. Signs must not impede the sight of passing traffic or obstruct footpaths. Such signs shall advertise the premise or the goods and services provided at the premises and be limited to one per business.





**Real estate sign**

An advertising sign temporarily located on any land, building or structure which indicates the land, building or other structure is for sale, rent or auction, and which has an area not exceeding 5 square metres.



**Temporary sign**

An advertising sign which is intended to advertise community or civic projects, construction projects or other special public events on a temporary basis and which is erected for no more than two consecutive calendar months.



**Wall sign**

An advertising sign affixed or painted directly onto an exterior wall of a building, bus shelter or other structure and which is parallel to the face of the building or other structure



**Window sign**

An advertising sign painted or displayed on the exterior or interior of a shop window or on any glazed surface of a building or structure, generally signs shall not exceed 70% of the window surface area.





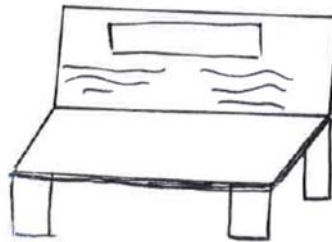
**Flag/ banner signs**

A single piece of lightweight material attached or supported on one or two sides that displays advertising matter.



**Furniture signs**

A piece of outdoor furniture with an advertising sign permanently fastened to it.



**Design Guidelines:**

The design of all signs should have regard for the following:

*Position*

Advertising signs must be positioned so as not to present a potential obstruction to the safe movement of pedestrians, bicycles or motor vehicles, or cause confusion with traffic signs, controls or directional signs.

*Number*

The total number of signs on a particular property should be restricted to those necessary to provide reasonable identification of the business or businesses established thereon, with duplicate signs to be avoided.

*Safety*

Advertising signs must be designed and built in a manner which is structurally and electrically sound so that they pose no threat or danger to the public.

**Duration of Consent:**

In accordance with the provisions of State Environmental Planning Policy No. 64 Advertising Signage, Council may grant consent to an application for signage for a maximum period of fifteen years.

**Applications:**

Applications for signs on private land should be submitted to Council as a completed Development Application form and applications for signs on public land should be submitted as an application for a Local Activity Approval.

Applications should address both the advertising content and the structure on which it is to be displayed.

Copies of plans of the proposed sign(s) should accompany all applications. The plans should be to scale, and clearly show the particulars of sign dimensions, type, colour(s), material(s), location, construction and method of attachment of the advertisement, and any further information deemed necessary or as requested by Council.

The application fee shall be determined by Council’s list of fees and charges.

***Relevant Legislation***

Council’s Local Environmental Plan 2011  
 Council’s Development Control Plan 2011  
 State Environmental Planning Policy (SEPP) No 64

***Associated Documents***

Nil

<b>Responsible Officer:</b>	Director Planning & Environment		
<b>Date Adopted:</b>	15/11/12 20/3/18	<b>Resolution No:</b>	417/12 48/18
<b>Version:</b>	2	<b>Review Date:</b>	February (annually)