

TABLE OF CONTENTS

| | <u>Page No</u> |
|---|----------------|
| 1.0 INTRODUCTION | 1 |
| 2.0 DEFINITIONS AND STATUTORY REQUIREMENTS | 1 |
| 3.0 SUBMISSION REQUIREMENTS | 3 |
| 4.0 SIGN CATEGORIES REQUIRING APPROVAL | 4 |
| 5.0 SIGN TYPES AND DESIGN REQUIREMENTS | 5 |
| 5.1 Above Awning Under Awning | |
| 5.2 Fascia Signs | |
| 5.3 Sandwich Board Signs | |
| 5.4 Freestanding Signs | |
| 5.5 Roof/sky Signs | |
| 5.6 Flush Wall Signs and Hamper Signs | |
| 5.7 Projecting Wall Signs | |
| 5.8 Identification Signs | |
| 5.9 Other General Signs | |
| 6.0 RESIDENTIAL ZONES | 10 |
| 7.0 COMMERCIAL ZONES | 10 |
| 8.0 INDUSTRIAL AND SPECIAL USE ZONES | 11 |
| 9.0 OPEN SPACE ZONES | 12 |
| 10.0 RURAL, SCENIC PROTECTION AND CONSERVATION ZONES | 12 |
| 11.0 GUIDELINES FOR SPECIFIC ADVERTISING SIGN TYPES | 13 |
| 11.1 Real Estate Signs | |
| 11.2 Directional Real Estate Signs | |
| 11.3 Exhibition Homes | |
| 11.4 Advertising Signs on Sportsgrounds | |
| 11.5 Directory Boards for Industrial and Commercial Estates | |
| 11.6 Tourist Directional Signs | |
| 11.7 Advertisements on Street Furniture and Bus Shelters | |
| 11.8 Advertisements in Parks and Reserves | |

1 INTRODUCTION

1.1 This plan is a Development Control Plan prepared and adopted pursuant to Section 72 of the Environmental Planning and Assessment Act 1979. It is a policy document for the general guidance of Council in the exercise of its duties and functions under the Act.

The plan applies to the erection, addition and/or alteration to advertisements on all land in the Shire of Wyong to which Wyong Local Environmental Plan 1991 and Wyong Local Environmental Plan No 123 apply.

1.2 This plan encourages advertising signs that:

- * Are properly designed, located and maintained
- * Identify the premises, the occupier and the nature and type of goods and services available from the property
- * Direct persons to development in the locality

1.3 Consideration will be given to creative and innovative designs and display of signs not mentioned in this plan. Innovative architectural design directed towards the use of a building or a significant part of a building as a sign is also encouraged.

1.4 Variations to the requirements of this plan may be permitted in special circumstances if Council considers that the objectives of the Plan will not be compromised and the amenity of an area will not be adversely impacted.

1.5 **An advertisement must relate to the approved use of the land upon which it is located except where it satisfies the criteria specified in Section 11 of this plan.**

2 DEFINITIONS AND STATUTORY REQUIREMENTS

2.1 Under Wyong Local Environmental Plan 1991, advertisement is defined as the display of symbols, messages or other devices for promotional purposes or for conveying information, instructions, directions or the like, whether or not the display includes the erection of a structure or the undertaking of a work;

2.2 Other Clauses in Wyong Local Environmental Plan 1991 relevant to this plan are:

Erection of advertisements relating to tourism

Clause 11:

(1) *Notwithstanding any other provision of this plan, a person may, with the consent of Council, erect an advertisement on any land for the specific purpose of directing the travelling public to buildings or places of tourist interest.*

(2) *The Council shall not give consent to the erection of an advertisement referred to in subclause (1) unless it is satisfied that -*

a the advertisement relates to a specific building or place;

b the principal purpose of the advertisement is to direct the travelling public to that building or place; and

c the dimensions and overall size of the advertisement are not larger than would reasonably be required to direct the travelling public.

Criteria and guidelines relating to tourist directional signs are contained in a later section of this Plan.

Development not requiring Council consent

Clause 12:

Notwithstanding any other provision of this plan, development may be carried out on any land, without the consent of the Council for -

a any shop window display;



b any advertisement which is not visible from a road, river, railway or park;



- c a temporary advertisement, being one which is displayed on a lot for a period not exceeding 28 days within a 12 month period;*
- d any advertisement which satisfies the criteria for "Approved Signs" as specified in Wyong Shire Council Development Control Plan for Advertising Signs;*

2.3 For the purposes of this plan any reference to the words "advertising sign", "sign" or "advertising structure" is an ADVERTISEMENT as defined above.

3 SUBMISSION REQUIREMENTS

3.1 A formal development application, fee and consideration by Council is required for certain types of advertising signs, identified in this plan. Applications are to be accompanied by four sets of plans showing details of the sign and its proposed location.

3.2 An advertising sign may be approved as part of an overall development proposal if appropriate details are submitted with the development application. This overcomes the need for a separate development application to be lodged for the signs.

3.3 Building approval may be required except where exempt under Council's Local Approvals Policy. Where both development consent and building approval is required for a sign, lodgement of a combined application is encouraged.

3.4 Delays can be avoided if:

- * Plans are properly drawn and adequate background information is provided.
- * The proposed sign complies with this Plan.
- * Additional information such as materials and construction details and engineering specifications are included.
- * Consultant advice is obtained for a proposal which may significantly affect the community and/or environment.

3.5 In considering any application for a new sign or changing an existing one, Council is particularly concerned about:

- * Appearance
- * Possible traffic confusion
- * Maintenance
- * Effect of illumination

In considering any application for a new sign, Council may require the removal of other less desirable signs on the site

3.6 Applications for signs on major roads may be referred to the Roads and Traffic Authority for comment prior to determination of the application.

3.7 Development applications for **sandwich board signs on public land** are to be accompanied by evidence of current liability insurance which covers the sign and indemnifies Council for \$5 million. Evidence of such insurance is to be further presented to Council after the first 12 months.

4 SIGN CATEGORIES REQUIRING APPROVAL

- 4.1** This Plan is divided into sections which relate to the zoning of land upon which the advertising sign is erected. Each section contains a statement of objectives which specifies the intentions of the sign controls for each zone, outlines those sign types requiring development consent and indicates those sign types unlikely to be approved by Council for each zone.
- 4.2** The Plan also contains sections which set criteria for specific categories of advertising signs eg real estate signs and directional signs.
- 4.3** Advertising signs are divided into the three following groups:

"Approved Signs" - These signs are permitted without development consent. A change in advertising content of a sign is considered to represent an "approved sign" and does not require development consent, provided the advertising content relates to the approved use of the land on which the sign is located. For the purposes of this clause, "advertising content" means the symbols, graphics and messages displayed on the advertising sign.

"Merits Signs" - These signs require development consent and are assessed on their merits.

"Prohibited Signs" - These signs are contrary to Council's objectives for advertising signage and are not normally permitted by Council.

The definition of each type and applicable size and design standards are outlined in Section 5. **Where a sign is regarded as an "Approved Sign" but does not satisfy the design or size criteria set out in Section 5, development consent will be required prior to erection of the sign. If a variation to any standard is sought or an application is made to erect a Prohibited Sign, the application is to be accompanied by a statement requesting and justifying the variation.**

5 SIGN TYPES AND DESIGN REQUIREMENTS

This section illustrates various common sign types and details the applicable size and design standards.

5.1 i Above Awning

- * Not to exceed:
 - 0.9 metres in height
 - 0.2 metres from the awning to base of sign
- * Must not project beyond edge of awning

ii Under Awning

- * Must be 2.6 metres above ground level
- * Must not project beyond the edge of the awning



5.2 Fascia Signs

- * Must be within and not extend more than 0.3 metres out from the fascia and walls.
- * Not to extend 0.3 metres above or below the fascia of the building.
- * Should integrate with design of building.



5.3 Sandwich Board Signs

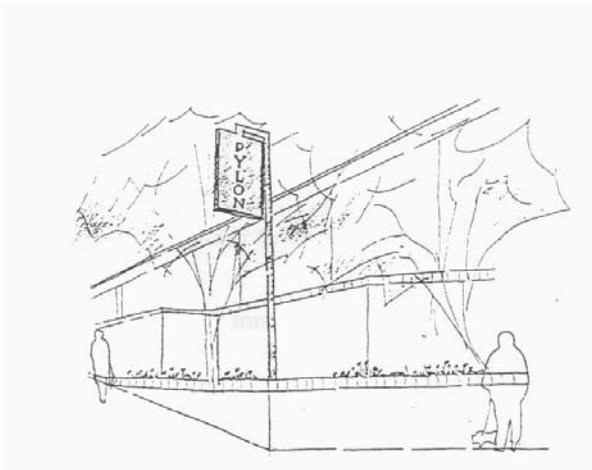
- * Maximum size 1.3 metres x 0.9 metres.
- * A maximum of one sign will be permitted per business premises on either private or public land in commercial zones only.
- * Sandwich board signs in commercial zones will be permitted only where they are in accordance with a co-ordinated design strategy, prepared by the local Chamber of Commerce where applicable, and agreed to by Council. Such signs are to have a design theme which is compatible with other street furniture, be professionally made and painted, be placed so that pedestrian areas are uncluttered and access and egress from shops and cars unimpeded and be aimed at informing the pedestrian, rather than the driver.
- * Sandwich boards are to be tethered with a lanyard to an appropriate location on the property.
- * The owner of the sign is to hold public liability insurance which covers the sign and indemnifies Council to the value of \$5 million.
- * Development consents for sandwich board signs will generally be valid for a 2 year period only. Submission and approval of a fresh application will be required at the end of that period.



5.4 Freestanding Signs

These include pylon and pole signs, advertising panels and flagpoles containing advertising material

- * Face of sign not to exceed 8 square metres
- * Overall height not to exceed 7 metres above ground level
- * Generally only one freestanding sign will be permitted for each business/occupancy on each street frontage



5.5 Roof/Sky signs

These include signs structures mounted on the roof of buildings.

- * Advertising signs and structures used for advertising purposes which are mounted on rooftops or protruding above rooflines are not permitted.
- * Council will only consider variations to this where the sign does not visually dominate or detract from the skyline, the streetscape or the building. A roof/sky sign will only be permitted where it can be clearly demonstrated that the sign does integrate with the architectural form or roofline of the building.

5.6 Flush Wall Signs and Hamper Signs



- * Not to extend:
 - Laterally from the wall
 - Beyond the edges of the wall
- * Must be:
 - 2.6 metres above ground level if internally illuminated
 - Total coverage is not to exceed 25% of the wall space for each frontage



5.7 Projecting Wall Signs



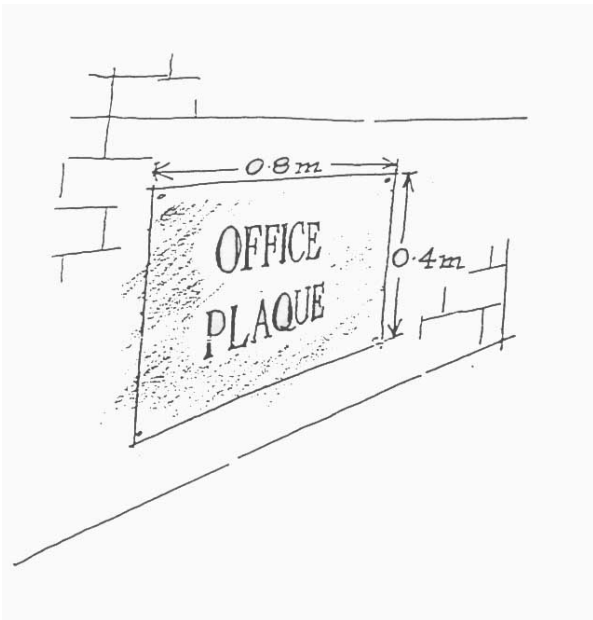
- * Must be 2.6 metres above ground level.
- * Not to extend above top of wall or beyond the edge of the footpath.
- * Face of sign not to exceed 4 square metres.



5.8 Identification Signs

These include nameplates on professional offices, community facilities, recreational facilities, rural pursuits, or residences:

- * Signs for home occupations and home business are not to exceed 0.4 m x 0.8 m.
- * Identification signs for other purposes are not to exceed 0.9 m x 1.2 m.
- * Maximum of one identification sign per street frontage for home occupation and home businesses.



5.9 Other General Requirements

- i All signs are to present a high quality professional finish.
- ii Signs mounted on vehicles, trailers or shipping containers that stand continuously stationary for the purpose of advertising on either public or private land are not permitted.
- iii Signs mounted on trees are not permitted.
- iv Banners and inflatable advertising devices are not permitted as a permanent form of advertising.
- v Signs should be designed for low maintenance and minimum chance of vandalism. All signs shall be maintained to a level acceptable to Council.
- vi Signs should be located so as not to create traffic hazard or cause obstruction.
- vii Signs should have adequate clearance from power poles and wires. Consult with Sydney Electricity regarding requirements.
- viii Signs erected in transmission easements require the prior written approval of the NSW Electricity Transmission Authority.
- ix Signs should state a clear message, have few words and be simple in their design.
- x **All flashing signs, rotating signs and signs with animated text are considered inconsistent with the objectives of this Plan and will not be permitted.**

6 RESIDENTIAL ZONES

6.1 Objectives

To Preserve the residential amenity of the locality.

To minimise the visual impact of signs.

6.2 Approved Signs

- * Identification signs

6.3 Merits Signs

All illuminated signs in residential zones require development consent

The following signs will only be permitted for special uses, not including home occupations or home businesses:

- * Under awning signs
- * Fascia sign
- * Above awning sign
- * Freestanding
- * Flush wall and hamper signs
- * Projecting wall signs

6.4 Prohibited Signs

- * Roof signs
- * Sandwich board signs

6.5 Design Considerations

- i Identification and on-site advertising in residential areas should be discreet, unobtrusive and small scale in keeping with the area.
- ii Privacy from illuminated and flashing signs should be respected.

7 COMMERCIAL ZONES

7.1 Objectives

To permit adequate identification and business advertising.

To ensure that all businesses have the opportunity for reasonable exposure.

To ensure that advertising signs are in keeping with the scale and character of the building and locality and do not detract from the architectural style of the building.

7.2 Approved Signs

- * Flush wall and hamper signs
- * Fascia signs
- * Under awning signs
- * Identification signs
- * One sandwich board per commercial premises located on private land.

7.3 Merits Signs

- * Above awning signs
- * Freestanding signs
- * Projecting wall signs
- * Sandwich boards

7.4 Prohibited Signs

- * Roof signs

7.5 Design Considerations

- i Advertising signs should take account of the need to preserve and enhance the character of environmentally significant older buildings.

- ii Signs should be an integral part of the design of new buildings.
- iii The size and style of advertising signs should be in keeping with the building and co-ordinated with other signs on the building and the surrounding areas.
- iv Signs should not unnecessarily dominate or obscure other signs. The greater the number of signs along a street, the more they dominate the streetscape character, the less effective the message on each sign and the greater the demand for more signs as adjacent businesses compete with each other to dominate a crowded advertising environment.
- v Signs should be principally for information, not product display.

8 INDUSTRIAL AND SPECIAL USE ZONES

8.1 Objectives

To permit the display of the name of the occupier and the activity conducted on the site.

To reduce the possibility of the area becoming a "de facto" commercial area.

8.2 Approved Signs

- * Flush wall and hamper signs
- * Identification signs
- * Underawning signs

8.3 Merits Signs

- * Freestanding signs
- * Projecting wall signs
- * Above awning signs

8.4 Prohibited Signs

- * Sandwich boards
- * Roof signs

8.5 Design Considerations

- i Signs should be principally for information, not product display.
- ii Signs for multi-bay factories should be consistent and present a theme. This can be achieved by co-ordinating sign locations of adjacent facades by placing signs in similar locations on adjacent buildings, eg on fascias.
- iii Signs should be in keeping with the scale of the building and integrated with the development.

9 OPEN SPACE ZONES

9.1 Objectives

To ensure that advertising signs do not detract from the enjoyment and character of open space areas.

9.2 Approved Signs

- * Identification signs

9.3 Merits Signs

- * Freestanding signs
- * Projecting wall signs
- * Fascia signs
- * Flush wall and hamper signs
- * Awning signs
- * **All illuminated signs in open space zones require development consent**

9.4 Prohibited Signs

- * Roof signs
- * Sandwich boards

9.5 Design Considerations

- i Council will only permit advertising signs which are discreet, small scale and necessary to the carrying out of an approved use of the land.

10 RURAL, SCENIC PROTECTION AND CONSERVATION ZONES**10.1 Objectives**

To accommodate advertising signs of a small and discreet scale only where they do not detract from the rural amenity or scenic value of an area.

10.2 Approved Signs

- * Identification signs

NB: Identification signs are the only form of advertising permitted on dwellings used for home occupations or home businesses.

10.3 Merits Signs

- * Freestanding signs
- * Awning signs
- * Flush wall and hamper signs
- * Fascia signs
- * Projecting wall signs
- * **All illuminated signs in rural, scenic protection and conservation zones require development consent**

10.4 Prohibited Signs

- * Sandwich boards
- * Roof signs

10.5 Design considerations

- i Signs are to be presented in a neat and professional manner and strictly relate to the approved use of the land upon which they are erected.
- ii Signs should be low key in appearance and not detract from the rural amenity of the area

11 GUIDELINES FOR SPECIFIC ADVERTISING SIGN TYPES

11.1 Real Estate Signs

Where real estate signs satisfy all of the following criteria, they constitute "Approved Signs" and do not require development consent. Where any of the criteria is not satisfied, submission and approval of a development application is required. Any application for variation to the standards is to be accompanied by a written statement requesting and justifying such variation.

Criteria

- i All signs are to be displayed on the subject property and not on footpaths or other public property other than those signs permitted in iv below.
- ii A maximum of one sign per agent per property.
- iii Except for those signs permitted in Clause x below, no "Managed By" signs are permitted to be displayed on the property.
- iv "Open House" signs and "Auction Today" signs are permitted to be erected only, on the days of the event. One sign is permitted at the front of the subject property and one at the nearest two intersections. Signs at intersections are to be located adjacent to the property boundary and are not to interfere with traffic visibility. All such signs are to be removed by the end of the day or immediately after the event.
- v No signs are to be displayed on roundabouts, median strips or trees.

- vi The maximum size of signs is:
 - a Residential property - 1220 mm x 990 mm
 - b Residential auction property - 1830 mm x 1220 mm
 - c Non-residential property - 2440 mm x 1830 mm
- vii Signs are to be removed within 10 days of settlement/leasing of the property.
- viii Signs are to be professionally manufactured and securely fixed into the ground.
- ix One temporary sign may be erected on a site during the construction period for an approved development site for subdivision, commercial, industrial or residential flat development provided it complies with the abovementioned size restrictions and is removed upon completion of the development.
- x One sign with maximum dimensions of 150mm x 100mm may be mounted on the letter box or entry to a strata titled property advising of the managing agent's name.

11.2 Directional Real Estate Signs

Directional signs advertising a new land subdivision or development estate are permitted with development consent for each estate. The number of signs permitted will be dependent upon the scale of the development and the number of thoroughfares accessing the site. Such signs are to satisfy the following criteria:

- i maximum height of 7 metres.
- ii not adversely impact the amenity of the locality.

- iii sign not to be illuminated after 9 pm at night.
- iv not interfere with traffic visibility or present a safety hazard.
- v be located adjacent to the property boundary and not interfere with any use of the footpath.

11.3 Exhibition Homes

Advertising signs on approved exhibition home sites which satisfy all of the following criteria constitute "Approved Signs" and do not require development consent.

Criteria

- i One sign per property.
- ii Sign is to be located wholly on the subject property.
- iii Maximum area of 2 square metres.
- iv Sign not to be illuminated after 9 pm at night.
- v Sign is to be removed immediately upon approved exhibition home ceasing to be used as such.

Where any of the above criteria is not satisfied, submission and approval of a development application is required. Any application for variation to the standards is to be accompanied by a written statement requesting and justifying such variation.

11.4 Advertising Signs on Sportsgrounds

Where advertising signs on sportsgrounds satisfy all of the following criteria, they constitute "Approved Signs" and do not require development consent.

Criteria

- i Temporary advertising signs are erected during sporting fixtures and removed immediately upon their completion ie at the end of the day, night or weekend.
- ii Signs are erected on the inside of the boundary fence or similar structure and face in towards the oval. Signs are erected in such a manner as to prevent any injury or damage to any person or thing.
- iii Signs are erected in such a manner as to prevent any injury or damage to any person or thing.
- iv Signs are professionally manufactured and maintained in a clean, tidy and sightly condition.

Where advertising signs on sportsgrounds satisfy all of the following criteria, they are permitted with development consent

Criteria

- i Signs are erected generally on a seasonal basis only and can only be erected for the period of the sponsorship deal with the advertiser and the organisation using the ground.
- ii Appropriate arrangements are to be included in the sponsorship deal to ensure that all signs are to be removed at no cost to Council immediately upon expiration of the lease or contract period.
- iii Signs are erected on the inside of the boundary fence and to face in towards the oval for the express purpose of advertising to persons at the sportsground.

- iv Signs are erected in such a manner as to prevent any injury or damage to any person or thing.
- v The Council is to be indemnified against any claims for damage or injury to any person or thing by the signs.
- vi Signs are professionally manufactured and maintained in a clean, tidy and sightly manner.
- vii Signs shall not protrude above the height of the fence on which they are located and shall not be highly visible from outside of the sportsground.

Size and location of the signs should be discussed with Council's officers prior to lodgement of a formal application.

11.5 Directory/Entry Boards for Industrial and Commercial Estates

Council requires an integrated theme approach to signage in industrial estates and commercial centres. As part of this Council will permit, with development consent, directory or entry boards at the entry of such estates or centres which are located on either private land or road reserve.



Directory boards are to satisfy the following criteria:

- i The structure does not obstruct traffic vision or cause any safety hazard and is to be clear of underground or overhead services.
- ii The structure is to have an overall maximum height of 7 metres and contain clear and concise information relevant only to the estate.
- iii An integrated design theme throughout the estate is recommended.
- v The design and location of the structure is to compliment the environment within which it is displayed and not adversely impact the amenity of the locality.
- vi The structure is to be suitably maintained by the owner at all times.
- vii If the structure is to be located on public land, it is to be erected to Council's specification and may be required to be removed, at no cost to Council, at any time if deemed necessary by the Council.

A submission addressing the abovementioned items will need to accompany any development application for a directory board.

11.6 Tourist Directional Signs

Council may permit, with development consent, high quality integrated tourist directory signs to be located on public land in strategic locations. Such signs are to satisfy the following criteria:

- i The colour and design of the structure is to be approved by Council prior to endorsement of the application.

- ii Use of Council's corporate colours and adopted logo is required in the design of the sign.
- iii The sign is not to obstruct traffic vision or cause any safety hazard, and is to be clear of underground and overhead services.
- iv The sign is to have an overall maximum height of 7 metres and contain clear and concise information relevant only to tourist attractions in the Shire.
- v The sign is to advertise a minimum of four tourist attractions within the Shire and Council may require information relevant to public facilities.
- vi The design and location of the structure is to complement the environment within which it is displayed and not adversely impact the amenity of the locality.
- vii The structure is to be suitably maintained by the owner of the structure at all times.
- viii The sign is to be erected to Council's specification, and may at any time be required to be removed, at no cost to Council, if deemed necessary by the Council.

The following issues are considered to constitute tourist attractions suitable for incorporation in such signage:

Tourist accommodation including motels, caravan parks, holiday cabins, hostels, hotels.

Restaurants

Entertainment facilities

Natural and man made tourist attractions

Parks and reserves

Water sport facilities

Public facilities

11.7 Advertisements on Street Furniture and Bus Shelters

Advertisements on street furniture and bus shelters are not normally permitted.

11.8 Advertisements in Parks and Reserves

Off site advertising in public parks and reserves is not permitted. However, the Council may permit the installation of sponsorship plaques by business and individuals provided the plaques are a maximum size of 500 mm x 300 mm, comply with applicable design and location criteria set by Council and do not detract from the amenity or character of the locality.

