



**Armidale Dumaresq
Development Control Plan 2012**

Section 2 Site Analysis and General Controls

Chapter 2.10 Signage

Effective 26 June 2013

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Part 1 General provisions

1.1 Introduction

This chapter outlines the provisions for business identification signs, building identification signs and advertising signs. Signage can impact significantly on the visual amenity of an area. The purpose of this chapter is to preserve the existing amenity of streetscapes from the negative visual impacts of signage, particularly on heritage buildings and in heritage conservation areas.

This chapter provides design guidelines to assist developers, advertisers and sign manufacturers in the preparation of proposals for the erection and display of outdoor signs and advertising.

1.2 Objectives

This objectives of this policy are:

- O.1 To protect areas and buildings, especially areas of heritage significance or special character, from the adverse impacts of intrusive signage and advertising material.
- O.2 To ensure signs are of a type, number, size, scale, character and location appropriate to the host premises and the locale.
- O.3 To ensure signs do not create visibility and safety hazards to road users and pedestrians.

1.3 Land to which this policy applies

This chapter applies to land in the Armidale Dumaresq local government area.

1.4 Addressing the guidelines in this chapter

The guidelines for signage are set out in this chapter. These are expressed in the form of objectives which need to be addressed for each development proposal. For each objective, 'acceptable solutions' are provided which, if met, will ensure compliance. Alternative approaches may be proposed, provided these adequately address the relevant objectives and comply with legislation.

1.5 Legislation relevant to this policy

The permissibility of signage is outlined in a number of policies and plans, including:

- *State Environmental Planning Policy 64 – Advertising and Signage (SEPP 64).*
- *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (Codes SEPP).*
- *State Environmental Planning Policy (Infrastructure) 2007 (in relation to specific infrastructure development).*
- *Armidale Dumaresq Local Environmental Plan 2012 (LEP 2012).*

If there is any inconsistency between a SEPP, the LEP 2012 and this development control plan, the SEPP will take precedence.

Signs erected within, or projecting into or over a public road may also require approval under the provisions of the *Local Government Act 1993* and the *Roads Act 1993*. Signs within road reserves and traffic signs require the approval of the relevant roads authority (either Council or NSW Roads and Maritime Services). Traffic signs on roads are not covered by this chapter.

In addition, the *Summary Offences Act 1988* regulates or prohibits certain content in advertising and business signs.

1.6 State Environmental Planning Policy No 64—Advertising and Signage

Some advertising and signage is subject to specific assessment criteria in SEPP 64, including Schedule 1 of that SEPP. Readers should familiarise themselves with the SEPP.

1.7 Exempt development

Some signage can be erected (or existing signage replaced) as exempt development. The following environmental planning instruments outline the circumstances where signage may be exempt development:

- a) *SEPP 64 - Advertising and Signage.*
- b) *Codes SEPP 2008.*
- c) *Infrastructure SEPP 2007* refers to exempt provisions for signage where signs are erected on behalf of a public authority in connection with a road or road infrastructure facilities, railway facilities and other infrastructure projects.
- d) Certain other signs and advertisements are exempt development if they meet the standards outlined in both Part 3 and Schedule 2 – Exempt Development of the LEP 2012.

1.8 Signage where a development application is required

Unless specified as exempt development under a SEPP or LEP 2012, signage requires development consent. Signage should meet the general controls for signage outlined in this chapter, as well as the individual controls for each type of signage.

The Applicant must receive consent for the construction of the sign prior to the sign being erected. In addition, a construction certificate may be required for erection of signs, especially where bracings, large framework and footings are required.

Building Identification Signs and **Business Identification Signs** are permissible with consent in the following zones under LEP 2012:

RU1	Primary Production	B5	Business Development
RU4	Rural Small Holdings	B7	Business Park
RU5	Village	IN1	General Industrial
R1	General Residential	IN2	Light Industrial
R2	Low Density Residential	RE1	Public Recreation
R5	Large Lot Residential	RE2	Private Recreation
B2	Local Centre	E3	Environmental Management
B3	Commercial Core	E4	Environmental Living
B4	Mixed Use	SP2	Infrastructure

Advertising Structures are permissible with consent in the following zones under LEP 2012:

RU5	Village	B5	Business Development
B2	Local Centre	B7	Business Park
B3	Commercial Core	IN1	General Industrial
B4	Mixed Use	IN2	Light Industrial

Building identification signs, business identification signs and advertising structures are permissible with consent in 4(a) Industrial zone under Armidale Dumaresq LEP 2008.

Part 2 Types of Advertising Signage requiring approval under SEPP 64

'Advertisements' under SEPP 64 - being signage that does not include building or business identification signs, exempt development or signage on vehicles – are covered by Part 3 of the SEPP. Consideration of the permissibility of advertisements and relevant controls under the provisions of the SEPP is required.

Part 3 General controls for all signage

3.1 General controls for signage

The following general controls apply to all signage. Signage must:

- S.1 relate to the lawful use of the building (except for temporary signs or tourist information or directional signs).
- S.2 not be detrimental to the character and functioning of the building, and reflect the established character of the area.
- S.3 integrate with the colour, scale and appearance of the structure/land on which it is to be erected.
- S.4 provide clarity of communication with simple, concise and uncluttered graphics.
- S.5 be at least 700mm from kerb or roadway edge of a public road, unless otherwise specified for the particular type of sign.
- S.6 be at least 2.6 metres above any public footpath.
- S.7 not extend over a window or other opening.
- S.8 not obscure significant architectural elements or decorative features of a building.
- S.9 not obscure or dominate other existing signs on the same property or adjacent properties.
- S.10 not cover mechanical ventilation inlet or outlet vents.
- S.11 not project above the top of the wall on which it is displayed (except for certain signs – see 5.13 roof signs in this chapter).
- S.12 not be flashing or moving (except for variable message signs) in view of the distraction/annoyance that may be caused and the potential traffic hazard.
- S.13 not be internally illuminated, unless the sign is on premises in Zones B2, B3, B4, B5, B7, IN1, or IN2, or on business or industrial premises in zone RU5. Internally illuminated signage on a heritage item or in a heritage conservation area shall not be above awning level.
- S.14 not be fixed to trees or light, telephone or power poles.
- S.15 not reduce road safety by interfering with the operation of traffic lights or authorised road signs.
- S.16 not be attached to parked vehicles directing attention to a nearby business or goods for sale.
- S.17 not protrude into the Obstacle Limitation Surface Plan for Armidale Regional Airport.

3.2 Additional controls and guidelines for heritage items and conservation areas

The *LEP 2012* - Schedule 5 has a list of all heritage items and heritage conservation areas in Armidale Dumaresq. The location of heritage items and heritage conservation areas are shown on the *LEP 2012 Heritage Map*. The heritage conservation areas are also shown on the map in Appendix 1 of this chapter. The following additional provisions and guidelines apply to signage on a Heritage Item or in a Heritage Conservation Area:

- S.1 Signs shall be designed so that they fit within the architectural forms of the building, shall not obscure architectural features (including windows and doors, verandahs or balustrades) of the building and/or adjoining buildings and shall not break into the parapet line and be located in

traditional signage areas on the building.

- S.1 Existing historic signage shall be retained and conserved, and new signage must not obscure or diminish existing heritage signage.
- S.2 Signs on heritage buildings should be in keeping with the age and style of the building.
- S.3 Preferred materials for signs are painted timber or metal sheet, or powder coated timber or metal sheet.
- S.4 Signage colours are required to compliment heritage colour schemes and fluorescent and/or iridescent paints are not to be used.
- S.5 Signs shall be displayed in such a way that they do not damage the heritage fabric of the building in their construction or removal.
- S.6 Signage colours are required to compliment heritage colour schemes and fluorescent and/or iridescent paints are not to be used.
- S.7 Signs shall be displayed in such a way that they do not damage the heritage fabric of the building in their construction or removal.
- S.8 Boxed signs and projecting wall signs shall not be above awning level.
- S.9 Flashing, colour change or movement signs are not permitted.
- S.10 Roof signage is not permitted.
- S.11 A maximum of one (1) under awning sign and one (1) above awning sign are permitted per building, although above awning signs are not encouraged on heritage items or in heritage conservation areas.

Signs on heritage buildings should be in keeping with the age and style of the building. An Art Deco building, for example, should display Art Deco lettering. With the exception of a few special styles like Art Deco, Grotesque (or sans serif) lettering would be suitable for most late nineteenth and early twentieth century styles. Consult the guidelines in Appendix 2 of this DCP or the National Trust booklet *The Conservation Plan: A guide to the preparation of conservation plans for places of European cultural significance*, 7th Edition, JS Kerr, National Trust of Australia (NSW), Sydney, 2013 for further information.

3.3 Signage for new commercial/retail development

Development Applications for new commercial/retail development must indicate proposals for integrated signage on the building or complex i.e., the proposed positioning and dimensions of all future signs must be indicated with the building design plans. Conditions of approval will require future signage of individual premises to conform to the approved integrated signage layout.

3.4 Number of Signs per building

- S.1 Signs on premises should not be duplicated, especially at a high level.
- S.2 Advertisements above awning level (or more than 3 metres above ground level where no awning exists) should be restricted to one sign on the façade of a building and one sign at 900 to the façade (eg one wall sign and one projecting wall sign).
- S.3 Separate allowances will be made for buildings with more than one frontage, or sites with more than one building, according to the circumstances of each case.
- S.4 Proposals for multiple advertisements on sites or site frontages where no building exists will be assessed on merit. The length of frontage, the nature of the locality and any existing advertising in the vicinity will be considered in the assessment.
- S.5 Where a number of different signs on a single property are proposed, or where a large building complex is involved accommodating a number of independent firms or functions (eg

shopping centres, factory units etc), signs must be of uniform or complementary style and character. In the case of new development of this type, a comprehensive sign package should be submitted to Council for approval.

S.6 Composite signs should be used where possible to minimise clutter.

3.5 Signage on Bed and Breakfast Establishments

S.1 For bed and breakfast establishments requiring development consent, the building/business identification signage must:

- a) meet the general standards for signage;
- b) have a maximum of one sign per property;
- c) have a display area of not more than 0.3m²
- d) must be contained within the property that is being advertised.

3.6 Signage on Brothels and Restricted premises

S.1 Signage for brothels and restricted premises shall:

- a) be limited to one building or business identification sign not exceeding 1 metre x 0.3 metres in size.
- b) not interfere with the amenity of the neighbourhood as a result of its content, illumination, size or shape.

Part 4 Types of Signage (in alphabetical order)

4.1 'A' Frame Signs

An 'A Frame' or sandwich board sign is a type of free standing advertising sign.

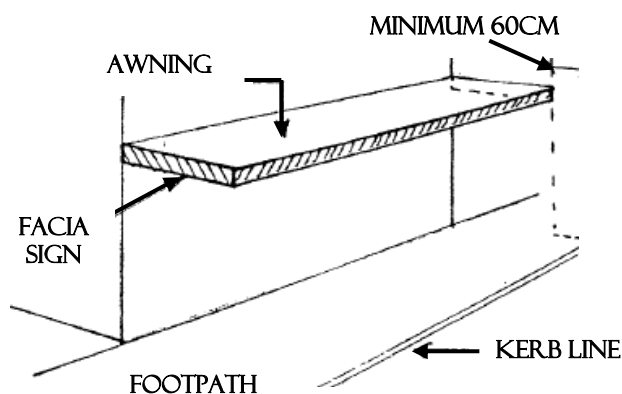
S.1 Where consent is required for placing a free standing sign on a public footpath or the Beardy Street Mall, between Faulkner and Dangar Streets, Council will take into consideration *Part 2 – Approval Criteria* and *Part 3 – Other Matters relating to Approval* of POL180 Regulatory: Armidale Dumaresq Local Approvals Policy Street Trading Activities.

4.2 Awning Fascia Sign

An awning fascia sign is a sign that is attached to the fascia or return end of an awning.

S.2 An awning fascia sign must:

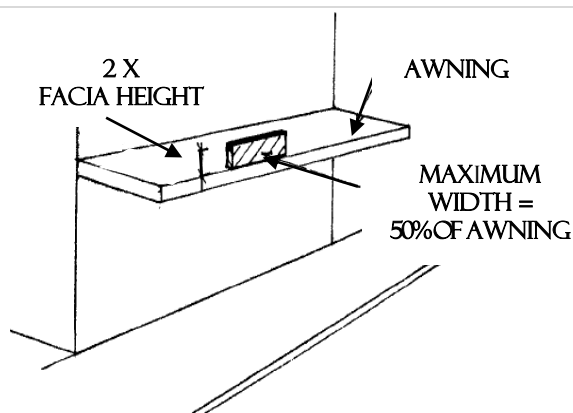
- a) meet the general controls for signage;
- b) not project above or below the fascia or return end of the awning;
- c) not extend more than 30mm from the fascia or return end of the awning;
- d) not extend or project beyond a point 60cm within the vertical projection of the kerb line.



4.3 Awning Sign (above an awning)

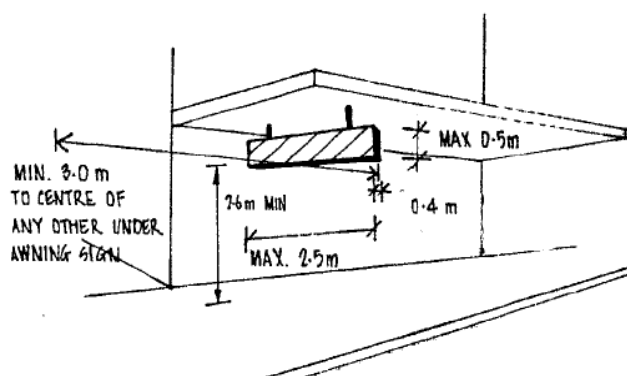
S.3 A sign above an awning must:

- a) meet the general controls for signage;
- b) be parallel to the fascia or return end of the awning;
- c) not project beyond any edge of the awning;
- d) maximum width = 50% of length of awning;
- e) maximum height = no more than twice the fascia height.

**4.4 Awning Sign (below an awning)**

S.4 A sign below an awning must:

- a) meet the general controls for signage;
- b) be horizontal to the ground and a minimum of 2.6m above the ground;
- c) not project beyond the edge of any awning;
- d) not exceed 2.6m in length;
- e) have a maximum area of 1.5m² per side;
- f) be erected at right angles to the building; and
- g) the centre of the sign to be at least 3.0m from the centre of any other under awning sign.

**4.5 Directory Board Signs**

A directory board sign is a sign that contains information about the businesses in a specific area.

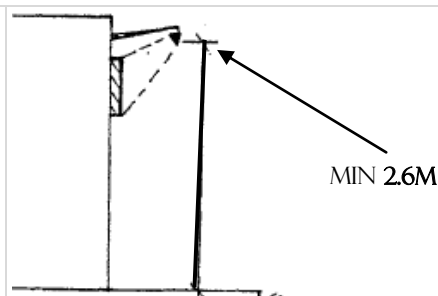
- S.5 In commercial arcades, signage at the street frontage should be restricted to signs relating to businesses with frontage to that street, and a tenants' directory board and a building identification sign for the arcade itself.
- S.6 Directory boards should not contain advertising signage, however, may contain the logo and colours relating to that business franchise.
- S.7 See specifications under the type of sign that relates to the size and design of your directory board sign.

4.6 Floodlit Signs

A floodlit sign is a sign illuminated in whole, or in part, by an external source of artificial light and whether or not included in any other class of advertising structure.

- S.8 The light structure for a floodlit sign must be a minimum of 2.6m above the ground or over a public road.

Note: It is recommended that internally illuminated signs are used in preference to floodlit signs to reduce the need for floodlighting structures, and to minimize light dispersion to surrounding property.



4.7 Glass Window Shop Signs (signs displayed behind the glass)

- S.9 Signs behind the glass line of a shop window may be exempt development under the provisions of Schedule 2 of the *LEP 2012*. Where development consent is required, consideration of the general controls in this chapter is required.

4.8 Moving Signs

Moving signs are a sign where all or part of that a sign or related advertising structure is designed to be in continuous intermittent motion.

- S.10 Moving signs will not normally be considered as appropriate in any location because of concerns for public safety, visual amenity and traffic safety arising from such signage. However, where an application is made, proposals for such signage must demonstrate in detail and that no safety and amenity issues will arise from the erection of such a sign.

4.9 Pole or Pylon Sign

A pole or pylon sign includes a sign erected on a pylon or pole independent of any building or other structure.

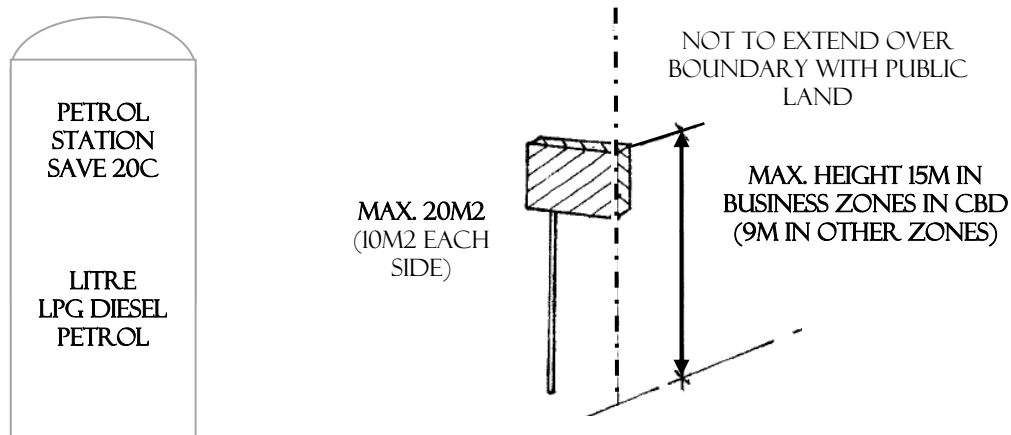
- S.11 A pole or pylon sign must:

- a) meet the general controls for signage;
- b) not project over any road alignment;
- c) have a maximum advertising area of 20m² (ie 10m² per side for a double-sided sign);
- d) have a maximum height above ground of 15m in B3 and B4 zones in Armidale Central Business District and 9m elsewhere.

- S.12 For solid signage, a sign must:

- e) meet the general controls for signage;
- f) have a maximum height above ground to the top of the sign of 8m;
- g) have a maximum width of 2.5m.

See diagrams of pole and pylon signs on the following page.

Pole or Pylon Sign diagram**4.10 Projecting Wall Sign**

A projecting wall sign is a sign that projects at right angles to the wall of the building to which it is attached (see diagram below).

S.13 A projecting wall sign must:

- meet the general controls for signage;
- not project above the wall to which it is attached;
- be at right angles to the wall of the building to which it is attached;
- not project or extend beyond a point 70cm within the vertical projection of the kerb line;
- maximum advertising area to be three times the distance (to the nearest whole metre) between the lowest part of the sign and the ground;
- where advertisements appear on three faces of the sign, the front face is to be parallel to the building alignment and not exceed in width one-third of the maximum allowable projection of the sign as determined in accordance with the table below.

Height of lowest part of sign above ground	Maximum allowable projection	MAX AREA BOTH SIDES (3 X x) M ² (x TAKEN TO NEAREST WHOLE NUMBER) IE. $x = 2.6\text{M}$ THE MAXIMUM ADVERTISING AREA = 9M ²	80CM MIN 60CM x MIN 2.6M
2.6 m - 3.7 m	80 cm		
3.7 m - 4.6 m	90 cm		
4.6 m - 5.5 m	1.2 m		
Exceeding 5.5 m	1.5 m		

4.11 Public Notice Signs

A public notice sign is a sign displayed by a public authority.

Public notice signs may be exempt development under the provisions of Schedule 2 of the *LEP 2012*. Where development consent is required, consideration of the general controls in this chapter is required.

4.12 Real Estate Signs

A real estate sign indicates that the property where it is displayed is for sale, lease or rent, or has been sold or let.

Real estate signs may be exempt development under the provisions of Schedule 2 of the *LEP 2012*. Where development consent is required, consideration of the general controls in this chapter is required.

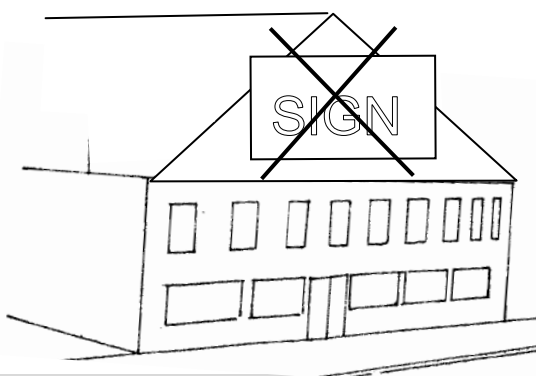
S.14 A real estate sign must be displayed in accordance with the Real Estate Institute of New South Wales Code of Ethics, Rules of Practice and Policies.

4.13 Roof Signs

A roof sign is a sign that is erected on or above the parapet or eaves of a building.

S.15 A roof sign must:

- a) meet the general controls for signage;
- b) be designed to integrate with an existing roof structure (eg placed on an existing façade – see Figure below);
- c) be flush with the roof, façade or parapet to which it is attached;
- d) not extend laterally beyond or above the roof, façade or parapet of the building to which it is attached/displayed, except in the 4(a) Industrial zone under LEP 2008, and only where a development application is submitted for a change of use or for a change to an existing sign due to a tenancy change. In this case, a 'roof sign' may extend beyond the top of the façade or parapet to which it is affixed by up to 20% of the display area of the sign.



4.14 Temporary Signs for Events

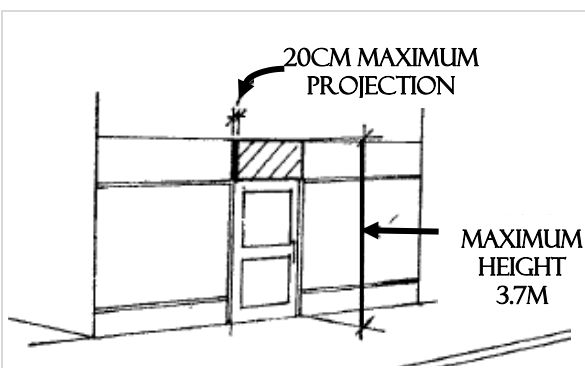
A temporary event sign announces a special event, such as a local festival, fair or celebration, or a venue for an exhibition or demonstration, to any temporary matter in conjunction with such an event. A temporary event sign may include overhead banners and bunting.

Temporary event signs may be exempt development under the provisions of Schedule 2 of the *LEP 2012*.

S.16 Where development consent is required, consideration should be given to the relevant general controls in this chapter.

4.15 Top Hamper Sign

A top hamper sign is a sign attached to the transom of a doorway or display window of a building.



S.17 A top hamper sign must:

- a) meet the general controls for signage;
- b) not extend more than 20cm beyond the face of the building;
- c) not extend below the level of the head of the doorway or window to which it is attached;
- d) no part of the sign is to extend more than 3.7m above the ground.

4.16 Tourist Information, Place Name or Directional Signs

Tourist information, place name or directional signs are signs that direct the public to tourist attractions and places in the locality.

Some tourist information or directional signs may be erected as Exempt Development under the provisions of Schedule 2 of the *LEP 2012*. If your proposed sign does not meet the exempt standards, the following provisions must be met for development consent.

S.18 The sign must direct the public to tourist attractions or locations in the vicinity of the sign, such as a:

- a) town or village;
- b) place of historic, scientific, educational or public interest;
- c) picnic areas, park or rest area;
- d) public building, public utility or essential service;
- e) tourist, recreational, sporting, charitable or religious facility or function, including a facility for the motorist, such as a caravan park, camping area, hotel, motel, service station, place of public worship and/or sports club.

S.19 Proposals for signs within a road reserve require the approval of the relevant roads authority. The relevant roads authority is either the Council or the NSW Roads and Maritime Services.

S.20 All signs must be designed and erected to meet relevant road sign standards.

4.17 Variable Message Signs

A variable message sign is where the message design or displayed wording changes at pre-set timing intervals or by any mechanical or electric source of power.

S.21 Variable Message Signs must:

- a) the site is located within the B3 Commercial Core and B4 Mixed Use zones in the Armidale Central Business District; and
- b) the site is not a heritage item or on a building in a heritage conservation area; and
- c) the speed limit of the adjacent road is 50 kph or less; and
- d) the proposed sign is not visible from a main road or from other sites where the demand on a driver's concentration is high; and
- e) the time to change from one display to a new display is not less than five seconds; and uses any one of the following methods of changing displays (scroll top, scroll bottom, overlay crawl, overlay out, overlay in, sequence, crawl, blanking, wipe down, wipe up, wipe on or barrel roll); and
- f) the display will be completely static from first appearance to removal.

4.18 Wall Signage

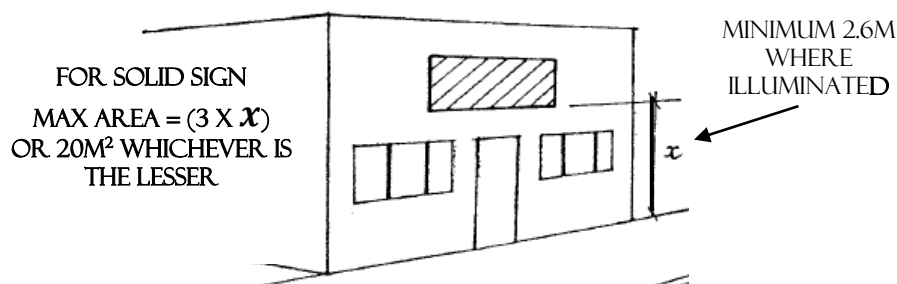
A wall sign is a sign that is painted on or fixed flat to the wall of a building.

S.22 Only one wall sign may be displayed per building elevation.

S.23 A wall sign must:

- a) meet the general controls for signage;
- b) not project above the top of the wall on which it is attached/displayed;
- c) not to extend laterally beyond the wall of the building to which it is attached/displayed
- d) If of a 'skeleton letter' type, not to have an advertising area greater than 4.6 times the distance (to the nearest whole metre) below the lowest part of the sign and the ground
- e) project no more than 30cm from the wall on which it is attached;
- f) have a maximum area of 3 times the distance (to the nearest whole metre) below the lowest part of the sign and the ground (as illustrated below);
- g) where the sign is illuminated, not be less than 2.6m above ground.

In this clause, *building elevation* means an elevation of a building as commonly shown on building plans.



Part 5 Construction, Engineering, Maintenance and Removal of Signs

5.1 Footings, Bracing Materials and Construction of Signs

S.24 The erection of any sign must comply with the applicable standards of the Building Code of Australia.

A construction certificate and inspections of the footings, bracing and other structural features may also be required. The development consent conditions will specify where this is required.

Where a site is identified as contaminated and footings are required for the proposed signage, Council should be consulted to give advice about the requirements for managing any contaminated soil and materials that will occur as a result of the soil disturbance.

5.2 Materials and Maintenance of Signs

S.25 All signage should be professionally painted (where applicable) and made of durable, weatherproof materials suitable for outdoor display.

S.26 All owners of signage shall keep the signs and associated structures in good repair, and in a clean and tidy condition.

5.3 Removal of Signs

S.27 When a business ceases trading and vacates the premises signage related to the business should be removed. Such a requirement may be included in a condition of development consent for the signage.

Part 6 Definitions

advertisement means 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 display area means, the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures.

Note: The advertising display area of an advertising structure that contains advertising on two or more sides is to be calculated separately for each side and is not the sum of the display areas on all sides.

- i) in the case of a 'skeleton letter' type sign, the area within which the letters fit, not the area of the individual letters added together
- ii) in any other case (eg cylindrical signs) one-third of the total surface area of the advertising structure that is used or is to be used for advertising.

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

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

business identification sign means a sign

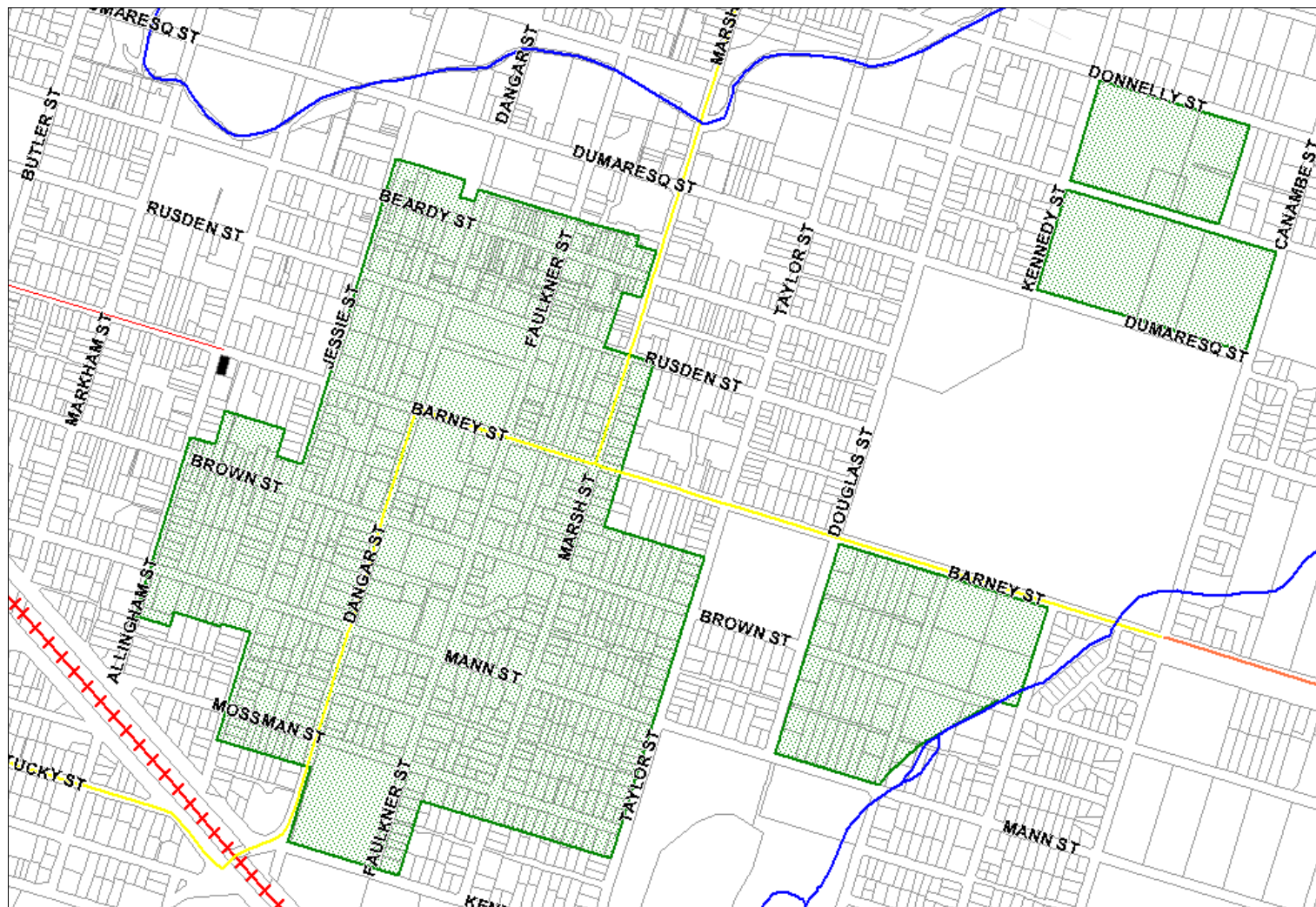
- a) that indicates:
 - i) the name of the person or business; and
 - ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed;
- b) that may include the address of the premises or place and a logo or other symbol that identifies the business;

but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

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:

- c) an advertising structure
- d) a building identification sign
- e) a business identification sign

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



Areas 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 has been identified as significant: protecting and enhanced 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 location s(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 (upper or lower ground floor) fascia as well as the possible side valence panel formed by the roof profile;
 - spandrels 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 upper-storey walls;
 - party walls able to be viewed above adjacent buildings;

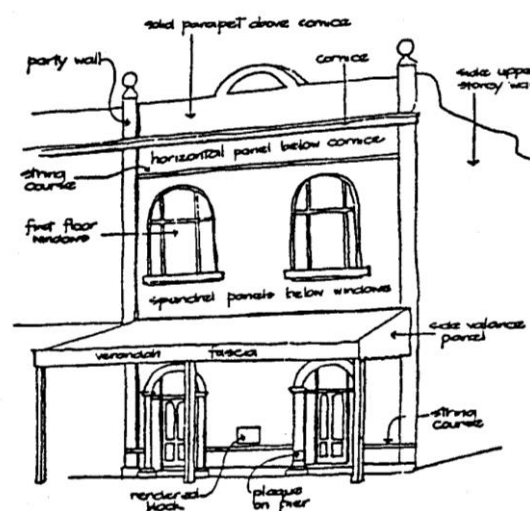
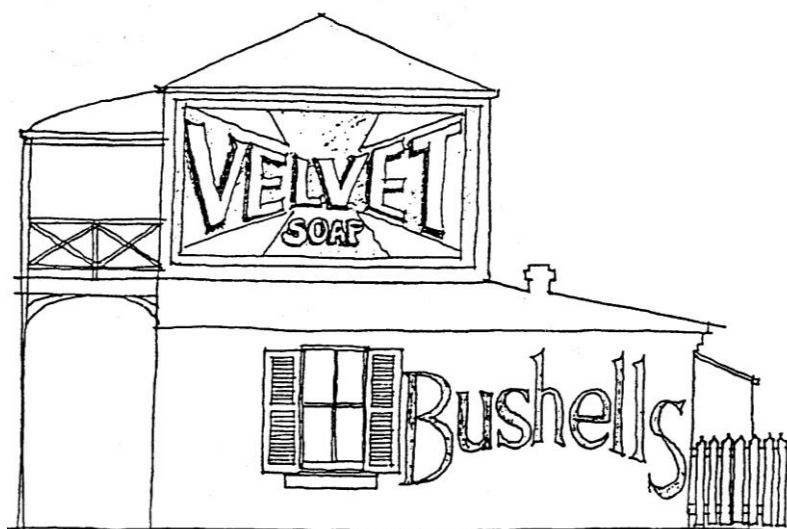


FIGURE 1 IDENTIFYING SIGN PANELS

These locations are shown in Figure 1.

- Modern signs can, at times, be accommodated as follows:
 - projecting from a building at first floor window level;
 - hanging beneath a verandah roof;

- c) projecting from a building without a verandah above the ground floor window head or on a ground or first floor pier;
- 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:
 - a) up to three sign locations on a building with a verandah and two on a building without a verandah;
 - b) 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 .
- Permanent signs on shop windows should not cover more than 35% 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.



Source: 'Outdoor Advertising - An Urban Design-Based Approach' NSW Department of Planning, 1991.