

## SECTION 10 SIGNAGE & OUTDOOR ADVERTISING

### A10.1 Introduction

Well designed signage, of appropriate location and scale, can make a positive contribution to the visual and functional amenity of a locality which in turn contributes to the appearance and amenity of the Shire as a whole. Poorly designed signage, of inappropriate scale, in inappropriate locations can adversely impact on urban amenity and function. This is particularly the case where signage is illuminated or is of such quantity that a cumulative impact results.

The objectives and assessment criteria included in this Chapter are drawn in large part from *State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)* and a supporting document (*Transport Corridor Outdoor Advertising & Signage Guidelines*) to that SEPP published by the (then) NSW Department of Planning and Environment in 2017.

Although SEPP 64 does not apply to all signage within the Shire, the Assessment Criteria provided in Schedule 1 of the SEPP and the Planning Principles and other content within the Guidelines remain relevant to Council's consideration of signage within the Shire.

#### A10.1.1 Definitions & Permissibility

The provisions of this chapter apply to all Signage and associated advertising within Wingecarribee Shire.

The following relevant definitions are contained within the Standard Instrument on which WLEP 2010 is based. Any subsequent use of these terms implies consistency with these standard definitions.

**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.

**Advertising structure** is defined as 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 and number of a building, and 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, 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.*

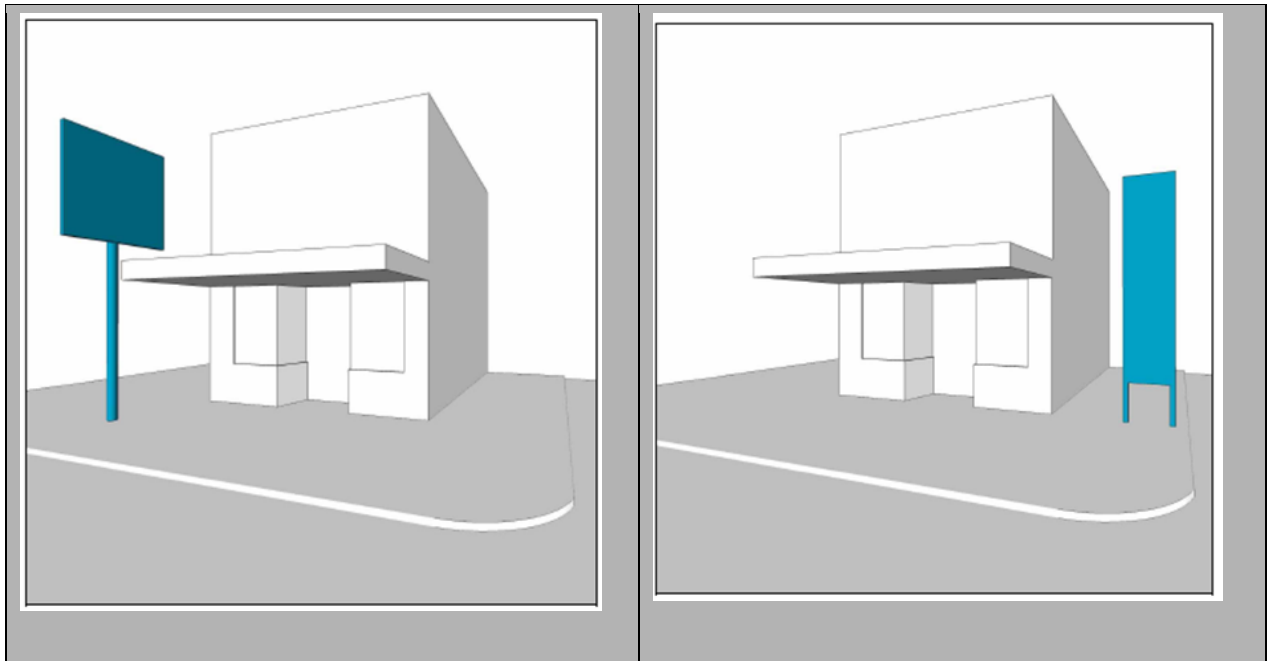
**Advertisement** is defined as a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

**Digital signage** is a form of Signage. While not specifically defined under WLEP 2010, digital signs are described as “devices which use digital technology to display bright, high quality electronic images. A central feature of these devices is the use of Light Emitting Diode (LED) technology allowing luminance to be controlled and adjusted automatically”. (*Transport Corridor Outdoor Advertising & Signage Guidelines – Department of Planning & Environment, November 2017*)

To assist in interpretation of the different types of Business Identification Signs, the following diagrams are provided.



**FIGURE 1 TYPICAL BUSINESS IDENTIFICATION SIGNAGE ON OR ATTACHED TO A BUILDING**



**FIGURE 2 TYPICAL FREE STANDING BUSINESS IDENTIFICATION SIGNAGE**

Applicants are also advised to consult the following documents:

- Wingecarribee Local Environmental Plan 2010 – via the NSW Legislation website, [www.legislation.nsw.gov.au](http://www.legislation.nsw.gov.au) (*Browse EPIs in Force – W - Wingecarribee*)
- State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64) - via the NSW Legislation website - [www.legislation.nsw.gov.au](http://www.legislation.nsw.gov.au) (*Browse EPIs in Force – S - State Environmental Planning Policies*)
- Department of Planning and Environment –Transport Corridor Outdoor Advertising and Signage Guidelines - Assessing Development Applications under SEPP 64 (Department of Planning and Environment) from the Department’s website - [www.planning.nsw.gov.au](http://www.planning.nsw.gov.au)
- State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 - via the NSW Legislation website - [www.legislation.nsw.gov.au](http://www.legislation.nsw.gov.au) (*Browse EPIs in Force – S - State Environmental Planning Policies*)

All Signage must meet the Objectives set out in Section 10.2 below and comply with the requirements set out in Section 10.3 below.

Signage shall be exempt if the controls set out in Section 10.4 below are met.

Signage shall be deemed as complying development under State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 if the controls set out in Section 10.5 below are met.

Signage which does not meet the requirements of Sections 10.4 or 10.5 requires Council consent as set out in Section 10.6 below.

All forms of Digital Signage require Council consent. Additional specific controls for Digital Signage are contained in Section A10.7 below.

## **A10.2 Objectives**

The following objectives form the context within which the following Signage requirements and controls have been developed.

- a) Signage shall:
  - (i) be compatible with the desired amenity and visual character of an area
  - (ii) provide effective communication in suitable locations
  - (iii) be of high quality design and finish
- b) Signage shall respect and not compromise the contribution, both individually and collectively, that buildings and other streetscape features make towards the established urban character and environmental quality of the locality.
- c) Signage shall respect and complement the heritage integrity of a locality.
- d) Signage shall add to the visual interest and vitality of a locality.
- e) Signage shall only relate to a business or activity carried out within the Shire.
- f) Signage shall be simple, clear and effective in conveying its message and should inspire confidence in the business or product being advertised.
- g) Signage shall not comprise objects such as cans, bottles or other three dimensional proprietary and like representations. Separated from (f) above, resulting in new numbering below.
- h) Signage shall not offend or adversely affect in any way the amenity of the people who live in, work in, or visit the locality, particularly with regard to, but not restricted to, location, size, bulk, scale, appearance (including colours), wording, illumination or overshadowing.
- i) Signage shall not be of such quantity as to create an unacceptable level of density and proliferation.

## **A10.3 General Requirements for All Signage**

There are a number of mandatory requirements with which all Signage (irrespective of its type, location, size, design, or other features) shall comply. These are:

- a) All buildings shall be clearly numbered on the face of the building or on the awning.
- b) Signs shall only appear wholly on land where the advertised activity or approved development is carried out, except signage that is managed by the Tourist Attraction Signposting Assessment Committee (TASAC). NB: TASAC is a group formed by the NSW State Government to have overall responsibility for the planning and implementation of tourist signposting systems in NSW.
- c) Signs shall relate to the architectural detailing design lines of the building on which it is to be located, and of adjacent buildings, particularly those constructed prior to 1950.

- d) Signs shall maintain the existing architectural 'balance' of the building.
- e) Signs shall be of a high quality design and finish.
- f) Signs shall complement the finishes and colours of the building/place to or in which it is attached/erected.
- g) Signs shall be simple in both design and message presentation and legible in terms of both colours and text style.
- h) Signs shall reflect the quality of the business, services or product to which they relate.
- i) Signs incorporating corporate graphics and colours will be considered, but may be restricted in terms of size, location, colour and quantity, to meet the other objectives of this section of the Plan.
- j) Signs which are illuminated (as in making a sign appear brighter than it otherwise would appear) must:
  - (i) Conceal all cables within the frame of the sign, and
  - (ii) Must not have animation or moving/flashing images, and

Note: Subclause (ii) above does not apply to Digital Signage for the purpose of advertising (see Section 10.7)

  - (iii) Must comply with Australian standards for the control of outdoor lighting, and
  - (iv) If situated on, or within, 50m of a residential, rural or environmental protection zone, only be illuminated as approved by Council.
- k) Signs associated with multiple building or site occupancy, as in shopping arcades and commercial premises occupying first floor office suites, shall adopt a single co-ordinated approach to advertising by means of clear building identification and appropriately located 'shared' directory facilities.
- l) Signs shall achieve a high degree of safety and not represent hazards to passing drivers or pedestrians, transport workers or other property.
- m) Signs shall not be confused with, or inhibit instructions given by, official traffic management facilities and signs.
- n) Signs shall not interfere with a tree or vegetation in any way (e.g. by means of a sign being taped or nailed to a tree) or require the removal of a tree or other vegetation. Signage requiring the pruning of a tree or other vegetation must obtain Council consent.

## **A10.4 Exempt Signage, i.e. Permitted without Consent**

Council consent is **NOT** required for the following forms of Signage as described below, **unless**:

- a) It is to be located on an Item of Heritage or draft Item of Heritage or in a Heritage Conservation or draft Heritage Conservation Area. ('Heritage' applies to Archaeological, General or Landscape heritage).
- b) It does not comply with Section A10.2 (Objectives) and A10.3 (General Requirements) above
- c) It does not comply with any of the following sign-specific standards.

If a sign does not meet the requirements of (a), (b) or (c) above, Council approval is required.

Further details on Signage requiring Council consent are contained in section 10.6 below, and in section 10.7 for Digital signage.

### **A10.4.1 Advertising structures and the display of an advertisement on it or the display of an advertisement that is not affixed to an advertising structure, being a sign that displays an advertisement that relates to the premises on which it is situated**

Advertising structures shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Sign must not cover mechanical ventilation inlet or outlet vents.
- b) Advertisement must relate to an approved use carried out on the land.
- c) Signs that have red, amber, green or blue lighting must not be erected near traffic control signals.

### **A10.4.2 Building Identification Signs**

Building Identification Signs identify or name the building and are located on the building facade. Building Identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Only one (1) sign per street frontage
- b) Sign must not be more than 2.5m<sup>2</sup> in area
- c) Sign must be mounted flat against the exterior wall or parapet and not protrude more than 300mm from the face of the building
- d) If illuminated, must comply with illumination controls in 10.4 (General Requirements for all Signage) above.

### **A10.4.3 Business Identification Signs in a Residential, Rural or Environmental Protection zone**

Business Identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) One sign per premises.

- b) If a sign for the purposes of a home business, home industry or home occupation, a maximum size of 1m<sup>2</sup> is permitted
- c) If a sign for a purpose other than home business, home industry or home occupation, a maximum size of 2.5m<sup>2</sup> is permitted
- d) Must not be illuminated.
- e) Located wholly within property boundaries of the land to which the sign relates, or is flush mounted to the front fence or front wall of a building as long as the sign does not protrude beyond the physical limits of that fence or building.
- f) If a window sign for the purposes of a home business, home industry or home occupation, maximum size limited to 20% of the window surface or 6m<sup>2</sup>, whichever is the smaller.

#### **A10.4.4 Business Identification Signs in a Business zone**

Business identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

One type of Business Identification Sign per premises from the following list:

##### **(a) Flush wall sign**

- (i) Maximum of four (4) business signs per building and one (1) sign per elevation
- (ii) Maximum size of 5m<sup>2</sup>
- (iii) Must not project above the top of the wall to which it is attached
- (iv) If illuminated, must comply with controls in Section 10.3 (j) above.

##### **(b) Fascia sign**

- (i) Be mounted flat and securely fixed in place
- (ii) Be on a rigid signboard
- (iii) Fit wholly within the current fascia
- (iv) Not be illuminated

##### **(c) Suspended under awning sign**

- (i) Maximum length of 2.5m
- (ii) Maximum size of 1.5m<sup>2</sup>
- (iii) Must be at right angle to the building
- (iv) Must not project beyond the awning fascia
- (v) Must be securely fixed by rigid metal supports
- (vi) Must have a clearance of 2.6m above existing ground level

##### **(d) Top hamper / Above Door sign**

- (i) Maximum of one (1) sign for each ground floor tenancy
- (ii) Maximum size of 2.5m<sup>2</sup>
- (iii) Maximum height of 600m
- (iv) Have a clearance of 2.1m above existing ground level

- (v) Must be securely fixed by rigid metal supports
- (vi) Must not extend below the level of the head of the doorway or window above which it is attached
- (vii) If illuminated, must comply with controls in section 10.3 (j) above

**(e) Premises with no awning**

- (i) Maximum height of 3m above existing ground level on front and side walls
- (ii) Maximum display area of 50% of the area of the wall

**A10.4.5 Business Identification Sign in an Industrial Zone (other than a flush wall sign)**

Business Identification Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Maximum size of 1m<sup>2</sup> per metre of frontage for the first 10m
- b) Must be securely fixed by rigid metal supports
- c) If illuminated, must comply with controls in section 10.3 (j) above

**A10.4.6 Flush Wall Sign in an Industrial Zone**

Flush Wall Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Maximum of four (4) signs per building and one (1) per elevation
- b) Maximum size of 16m<sup>2</sup> or not more than 20% of the surface area of the wall
- c) Must be securely fixed by rigid metal supports
- d) If illuminated, must comply with controls in section 10.3 (j) above

**A10.4.7 Directional signs, name plates, advance traffic warning signs, community Information signs and law enforcement signs erected by the council or other public authorities**

- a) Signs erected over a public road shall be permitted without consent provided that area is at least 0.6m from the vertical projection of the kerb line, and suspended at least 2.6m above existing ground level. Otherwise, a development application will be required.

**A10.4.8 Property address signs**

Property Address Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) One sign per premises.
- b) Maximum size of 1m<sup>2</sup> in residential zones and 1.5m<sup>2</sup> in all other zones.
- c) Maximum height of 1.8m in residential, rural or environmental protection zones.
- d) Must not be illuminated in residential, rural or environmental protection zones.

- e) Must be located wholly within property boundaries of the land to which the sign relates, or flush mounted to the front fence or front wall of a building as long as the sign does not protrude beyond the physical limits of that fence or building.

#### **A10.4.9 School signs**

School Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Maximum 3 signs per street frontage.
- b) Located wholly within the school boundaries.
- c) Must be ancillary to the school.
- d) Maximum size of 0.75 m<sup>2</sup>.
- e) Minimum distance apart of 3.5m.
- f) Maximum height to top of sign of 1.5m above existing ground level.

#### **A10.4.10 Real estate signs advertising that the premises on which they are displayed is for sale or lease**

Real Estate Signs shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) Must be located wholly within the property boundaries of the land to which the sign relates, or if on the footpath, must be flush against the property boundary
- b) Must not be erected on public land
- c) Must not be attached to the building if an Item of Heritage or draft Item of Heritage
- d) Maximum of two (2) signs per premises in Residential zones with a combined total surface area of 3m<sup>2</sup>
- e) Maximum size in Business or Industrial zones of 4.5m<sup>2</sup> for lots comprising 1-9 dwellings, or 10m<sup>2</sup> for sites with more than 10 lots.
- f) Maximum size in Environmental Protection zones of 1.5m<sup>2</sup>
- g) No higher than 5m above existing ground level
- h) Must not be illuminated
- i) For lots comprising 1-9 dwellings, signs must be removed within fourteen (14) days of the final sale transaction, or before construction starts on the land
- j) For sites with more than 10 lots, signs shall be removed when 80% of lots are sold, or by the end of two (2) years
- k) Temporary Open for Inspection or Open House signs are permitted, but must be removed on the day of opening

#### **A10.4.11 Community Notice and Public Information Signs**

Community Notice and Public Information Signs is a sign providing information on, or advertising services or activities on a site for, a public or community institution or organisation and shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) There is only one (1) sign facing any road frontage
- b) Maximum area of sign is 3.5m<sup>2</sup>

- c) The sign is no higher than 5m above existing ground level
- d) The sign is wholly located within the boundaries of the site
- e) The sign is not illuminated

#### **A10.4.12 Display Flags, Bunting and Site Boundary Wraps**

Display flags, bunting and site boundary wraps shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required. Council will consider proposals for advertising flags in lieu of other types of signs in Business zones, and such will be considered on their individual merits and must satisfy the objectives for this section of the DCP.

- a) Display flags, bunting and site boundary wraps used for advertising in business areas shall not be additional to the maximum number of signs permissible under this Plan, i.e. if an applicant seeks approval for an above awning sign and bunting/ flag(s)/site wrap, Council will not consent to both types of signage as it would exceed the intended number of signs for that circumstance.
- b) Notwithstanding (a) above, bunting on the boundary of a property during construction requires Council approval and shall be maintained at all times in a neat and tidy condition.

#### **A10.4.13 Temporary Event Signs or Banners**

Temporary Event Signs or Banners advertising a commercial, community or retail event or a private function (including sponsorship of the event or function) shall be permitted without consent provided they comply with all of the following controls. If not, a development application will be required.

- a) not result in more than one banner and one other type of temporary sign facing any road frontage, and
- b) not have a surface area of more than 6m<sup>2</sup>, and
- c) be located wholly within the boundaries of the property or, if attached to a building, fence or wall, not project more than 100mm from the building, fence or wall, and
- d) not be higher than 5m above ground level (existing), and
- e) not be permanently fixed to a building, fence or wall, and
- f) if advertising a commercial or retail event,
  - (i) not be located in a residential zone, and
  - (ii) not be illuminated, and
  - (iii) not be displayed earlier than 14 days before the event, and
  - (iv) be removed within 2 days after the event.
- g) not be a 'fly' poster taped to poles, hoardings or buildings.

#### **A1.3.14 Election Signs**

The display of any poster that contains electoral matters is permitted without consent provided the signs only cover electoral matters and show the name of the candidate and the party as well as a picture of the candidate and meet the following controls. If not, a development application will be required.

- a) Be erected not more than 28 days before polling day

- b) be removed within one (1) week of polling day
- c) not be affixed to power or street light poles
- d) not be erected on public land such as parks, pedestrian areas, footpaths or public buildings

## **A10.5 Signage as Complying Development**

NB: Development under the *Part 5 (Commercial and Industrial Alterations Code) of the Exempt and Complying Development Codes 2008*, for projecting wall signs and freestanding pylon and directory board signs can only be carried out on land that is in a Business (B), Industrial (I) or Special Purpose (SP) zone. The *Exempt and Complying Development Codes 2008* should also be consulted for general Development Standards for Signage.

## **A10.6 Signage requiring Council Consent**

If the proposed Signage is not Exempt or Complying development, a Development Application must be lodged with Council. The Application must include, at least:

- a) a copy of the proposed art work for the sign
- b) details of the dimensions of the proposed sign
- c) a diagrammatic indication of the proposed location of the sign.

As stated in the Introduction to this Chapter, all Development Applications for Signage or Outdoor Advertising for which Council consent is required will be assessed against the criteria contained within *State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)*. These criteria address the general character and sensitivities of the locality, impacts on streetscape, views and vistas, appropriateness of the sign to the building on which it is to be located and any relevant safety aspects.

### **A10.6.1 Assessment Criteria for all Signage requiring Council Consent Including Digital Signage)**

#### **10.6.1.1 Character of the area**

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

#### **10.6.1.2 Special areas**

- Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

#### **10.6.1.3 Views and vistas**

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

#### **10.6.1.4 Streetscape, setting or landscape**

- Is the scale, proportion and form appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

#### **10.6.1.5 Site and building**

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building?

#### **10.6.1.6 Associated devices and logos with advertisements and advertising structures**

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

#### **10.6.1.7 Illumination**

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

### **A10.6.2 Additional Specific Controls**

**NB: Additional controls specifically addressing Digital signage are contained in Section 10.7 below.**

#### **A10.6.2.1 Free Standing Business Identification Signs in Business and Industrial Zones**

These provisions apply in respect of signs to be located on sites in business or industrial zones where the development, or public access to the development, is set back from the street alignment by three (3) metres or more.

- (a) A maximum of one (1) free standing business identification sign shall be permitted in the area between the building and the street alignment where such sign may be single or double sided and must be framed.
- (b) A free-standing sign may run either parallel to the street or perpendicular to the street frontage.
- (c) A free-standing sign shall be located within an overall sign structure envelope with dimensions not exceeding a height of 4.5 metres, width of 1.5 metres and depth of 300mm.

- (d) No part of the sign structure shall overhang Council's footpath, nor the public road reserve.
- (e) The sign shall be supported by 'simply designed' pole supports, avoiding large exposed supporting frameworks unless, in the opinion of the Council, such framework is intentionally designed as an architectural feature.

#### **A10.6.2.2 Signage for Multiple Premises**

There are a number of different instances where multiple businesses share or belong to one overall commercial development. These include:

- (a) shopping arcades with frontage (at either end) to either a public street, car park or other public area such as a park.
- (b) premises where shops occupy ground floor space (both with or without direct street frontage) and office suites or the like (doctors, professionals etc) occupy upper levels of the same building.
- (c) newer commercial developments where buildings are set back from a public road and most often have frontage to a car park.

In these situations the following controls apply:

- (a) Signage for 'hidden' premises, ie no direct street or public area frontage, shall be included on a single signage structure that shares signage between all businesses that occupy the same development.
- (b) The only additional opportunity for signage in these 'multiple premises' instances is for a directory sign located at a strategic location on the ground level frontage.
- (c) Prominent street numbering on building facades can also assist with the identification of 'hidden' premises. Street numbering is encouraged and does not require planning approval.
- (d) In multiple unit 'shopping complexes' villages etc, where buildings are set back from a public road and have frontage to a car park, pedestrian area or the like, Council may permit a free standing directory sign, which will be assessed on its merits, based on the objectives for signs in commercial zones.
- (e) In multiple unit shopping complexes without premises having frontage to a car parking area or external pedestrian area etc, signage attached to external building facades will be assessed on its merits based on the objectives for signs in commercial zones.
- (f) Signage in respect of development with frontage to a car park or external pedestrian area within view of a public street or place, shall comply with the requirements for signs in business zones as they would apply to premises having frontage to a public street.

#### **A10.6.2.3 Corporate Signage**

Council respects the right for a business with corporate logos and/or colours to use them. However, Council also retains the right to determine the size and location of such signage. Corporate colours and graphics are intended to draw attention to the business and

usually comprise bright colours and graphics. These can often be in stark contrast to existing older signage and can impact on the overall character of a business area.

Applications using corporate signage which exceeds the Exempt or Complying Development maximum standards will require Council consent.

In addition to the general objectives, guidelines and assessment criteria contained in this Section of the Plan, Business Identification Signs utilising corporate graphics and colours shall be assessed to determine an appropriate size taking into consideration the following:

- (a) Whether the sign is to be located on an Item or Draft item of Heritage, or within a Heritage or Draft Heritage Conservation Area.
- (b) The dominance of the corporate graphics and colours on the streetscape.
- (c) The age and style of the building and the appropriateness of the sign on the building
- (d) The style and size and of existing signage in the vicinity of the proposed sign
- (e) Where the sign is to be mounted on a wall, fascia or parapet, the size of the sign will be limited. The tradition of indenting and area on a parapet for a Building Identification Sign provides a useful guide as to the proportion of such an area which could be allocated to a Business Identification Sign.
- (f) Where such an indentation exists, the Business Identification Sign will be limited to that indented area.
- (g) Where there is no indentation, the size and scale of the sign will reflect the result which would be achieved if an indented area were used.

## **10.7 Digital Signage**

Digital signs are devices which use digital technology to display bright, high quality electronic images. A central feature of these devices is the use of Light Emitting Diode (LED) technology allowing luminance to be controlled and adjusted automatically. (*Transport Corridor Outdoor Advertising & Signage Guidelines – Department of Planning & Environment, November 2017*).

Variable Message Signs (VMSs) are a form of Digital signage, commonly seen in the context of trailer-mounted road side signage. Specific controls for VMSs are contained in Section A10.7.2 below.

### **A10.7.1 Digital Signs other than a Variable Message Sign**

#### **A10.7.1.1 Permissibility**

A Digital sign, other than a Variable Message Sign (VMS), is permitted with Council consent provided:

- a) It is located only on land zoned for business purposes, namely B1 Neighbourhood Centre, B2 Commercial Core, B4 Mixed Use, B5 Business Development and B6 Business Park, and
- b) The operator/owner of the sign is a registered commercial advertising operator, and
- c) It meets the Signage Objectives (10.2) and General Requirements (10.3) above together with the following additional assessment criteria.

#### **A10.7.1.2 Assessment**

An application for a Digital Sign, other than a Variable Message Sign, shall be considered with reference to the Assessment Criteria identified in A10.6.1 above, together with the following specific controls:

### **Size**

Digital signage shall be limited to a surface display area of 6.5m<sup>2</sup>. Where a commercial premise has an active retail or commercial frontage, digital signage must be limited to one (1) digital sign per frontage, with a maximum width of 900mm.

**Hours of Operation** – The approved hours of operation will be determined with regard to surrounding land uses as follows:

- a) Where there is residential development within the visual catchment of the sign, the sign shall commence operation no earlier than 7.00am and cease operation no later than 9.00PM.
- b) Where there is no residential development within the visual catchment of the sign, the sign shall commence operation no earlier than 6.00am and cease operation no later than 11.00PM.
- c) Where a digital sign is fronting a secondary road frontage or rear laneway, the sign shall commence operation no earlier than 7.00am and cease operation no later than 9.00PM.
- d) Hours of operation apply to all days of the year.

### **Impact on the Night Sky**

The sign shall be designed and located to minimise impact on the night sky as detailed in Section 11 of this Plan.

The level of illumination shall automatically adjust according to ambient light levels.

### **Location**

Approved digital signage may be located either at ground level or within the upper levels of a multi-level building.

### **Heritage buildings**

#### **Content**

Signage shall be limited to advertisements for businesses operating within the Shire, but not necessarily within the same town or village.

#### **Mode & Presentation**

The mode of advertising structure for digital signage shall be limited to fixed displays – including structures mounted on the ground or affixed to buildings

Mobile displays, being any advertisements that are displayed on moving vehicles, including a vehicle that is stationary but not parked are prohibited.

- d) The sign does not contain any scrolling messages (i.e. displayed text or graphics which moves up, down or across the screen so that a line of text or graphics appears at one edge of the screen for each line that moves off the opposite edge).

## **A10.7.2 Variable Message Signs**

### **A10.7.2.1 Permissibility**

A Variable Message Sign (VMS) is prohibited in all zones unless it:

- a) Meets the Signage Objectives (10.2) and General Requirements (10.3) above, and
- b) contains information that pertains only to a public or community event, or for road works or emergency services purposes in compliance with Australian Standard AS1742.3.
- c) except for the purposes of a Council run event, it is wholly located on privately owned land, and the owner of the land provides written authority for a Development Application for a VMS on the subject land to be lodged and assessed by Council, and
- d) if located where SEPP 64 applies, complies with any additional controls which the SEPP imposes.

### **A10.7.1.2 Assessment**

If a VMS is permissible with Council consent in accordance with A10.7.2.1 above, it will be assessed in accordance with Section 3.2.2 of the NSW Department of Planning and Environment's document *Transport Corridor Outdoor Advertising and Signage Guidelines, 2017*.

An application for a Variable Message Sign shall comply with the following controls applicable under SEPP 64:

- a) The speed limit of the road on which the VMS is located is not be greater than 70 kilometres per hour
- b) The display change frequency rate (dwell time) on a dynamic display shall be no faster than 3 seconds.
- c) The display remains completely static from between change intervals.
- d) The level of illumination automatically adjusts according to ambient light levels.
- e) The sign does not contain any scrolling messages (i.e. displayed text or graphics which moves up, down or across the screen so that a line of text or graphics appears at one edge of the screen for each line that moves off the opposite edge).