

Code Title: SIGNAGE CODE

Reason for Code: The Signage Code introduced in conjunction with DCPs allows for a

comprehensive range of provisions aimed at improving the built form, and environmental and urban design outcomes for development as determined

through Council's strategic planning.

Code Details: This Code Covers

| 1. | Int | ۲r | nr | lu | cti | ion | |
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Development Control Plan

3.4.1 Signage

1. Introduction

This Code provides design guidelines to assist the community, businesses, advertisers and sign manufacturers in the preparation of proposals for the display of signage that is consistent with local legislation and policy objectives.

1.1 Objectives

- To promote a high standard of advertising signs and to prevent excessive advertising and visual clutter.
- To promote advertising that is not in conflict with its surrounds including the building to which it is attached.
- To ensure that advertising does not reduce the safety of operation of any road, pedestrian path or navigable waterway.

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1.2 Application

This code applies to the whole of the Shire as called up in Development Control Plan's (DCP).

1.3 Relationship to Other Plans & Legislation

Council's authority to control and regulate the erection and display of signage and associated structures, is primarily derived from the <u>Environmental Planning and Assessment Act 1979</u> (the Act), as amended, <u>State Environmental Planning Policy No 64 – Advertising and Signage</u> (the SEPP), and the Eurobodalla Local Environmental Plan 2010 (LEP). Other relevant considerations can arise under the <u>Local Government Act 1993</u> and <u>Roads Act 1993</u>.

1.4 Framework for Approval

Development for signage is generally dealt with at three levels as described below.

1.4.1 Exempt Development

Clause 3.1 - Exempt Development of the Eurobodalla Local Environmental Plan 2010 (LEP) provides for certain signage of minor environmental impact to be exempt from the need to obtain development consent from Council. Development to which this applies is listed in Schedule 2 of the LEP.

NB. Exempt development must still obtain an approval under section 138 of the *Roads Act 1993* in relation to signage erected in, on or over a public road including awning signs over footpath areas. Signage in this instance may also be required to enter into a license agreement with Council and/or provide public liability insurance.

1.4.2 State Environmental Planning Policy No 64 - Advertising and Signage

Certain signage is subject to specific assessment criteria as set out in SEPP 64 in the first instance, including Schedule 1 of that SEPP.

The SEPP prohibits certain advertisements by zone or provides controls by location, type and size. Schedule 1 also provides the assessment criteria for those signs considered permissible.

1.4.3 This Code

Where consent by Council is required for the display of signage and advertising, relevant DCPs will call up this code as it provides further information on the nature, locations and positioning of such material.

The design guidelines in this Code reinforce the provisions of the LEP and DCP's, and apply to all signage (including advertisements) where consent is required, for the erection of, addition or alteration, modification, or use of structures and land within the Shire.

The Code should therefore be read in conjunction with relevant statutory provisions including SEPP 64, Council's LEP and DCP's.

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In the event of an inconsistency between this Code and the SEPP, LEP or DCP, those documents shall prevail.

1.5 Definitions

Other than those listed below or in Part 2 of this Code, terms in this document have the meanings found in <u>State Environmental Planning Policy No 64 - Advertising and Signage</u>, the <u>Roads Act 1993</u> and in the Eurobodalla Local Environmental Plan 2011dictionary.

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1.6 Council Consultation

Council should be consulted should any aspects of this code require clarification and should occur prior to the erection of signage and advertising material, and prior to the submission of a development application for such.

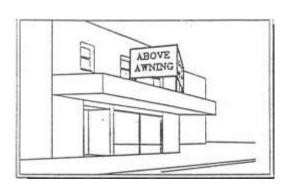
Applicants should consult Council to ensure that the proposed signage can be permitted in the location; and if so, whether it is appropriate for that locality. Council will advise as to whether development consent is required prior to the erection of any sign.

Advertising, directional signs, banners and event signs on or over public land (where the signage is not exempt development) need the permission of Council, or relevant authority as owner of the land.

2. Sign Types

The following sign types relate to descriptions and clauses described in this Code. The definitions are for information and clarity in using the Code. Definitions in relevant legislation i.e. Councils' LEP and SEPP 64, take precedence over this code, wherever an inconsistency exists.

Above Awning Sign - is any advertising sign located on top of and attached to an awning or veranda as shown:-



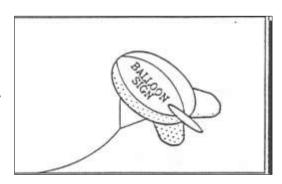
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Fascia or Return Fascia Sign - is a flush sign and means any advertising sign painted or attached to the end or front face of an awning as shown:-

Balloon, Blimp, Kite or Cold Air Inflatable Sign - is any fixed or captive balloon or inflated device and shall include tethered devices as shown: —

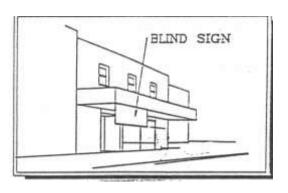


Banner Sign - is any advertising sign intended to be suspended from a roadside structure or purpose sited building face attachment, either with or without supporting framework and displaying an advertisement applied or painted on durable reinforced, plastic, fabric or similar material. The term includes, signs advertising community, cultural, political, social, or recreational events and directional messages.

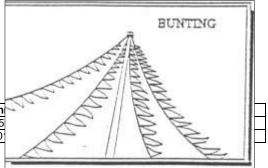


Note: Banners placed in road reserves will require an application to Council.

Blind Sign - is a flush sign and means a sign painted or otherwise affixed to a solid or flexible material suspended from an awning, veranda or wall as shown opposite



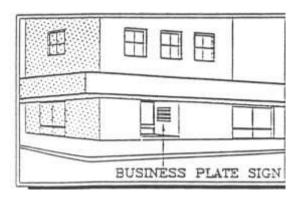
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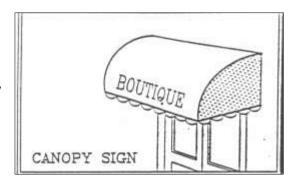


Bunting Sign - includes decorative flags, pennants and streamers as shown opposite

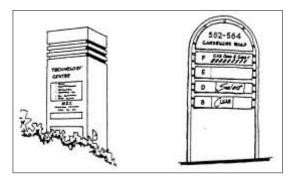
Business Name Plate/Business Hours Sign - is a sign intended to display the nameand/or occupation of the business occupant or occupants and may include the hours ofoperation of the business, as shown below



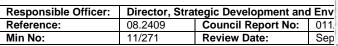
Canopy Sign - is a sign painted on a canopy structure, as shown below –

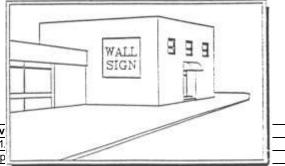


Commercial or industrial directory sign — is a sign erected adjacent to a main road on private or public land, either privately or by the Council, providing space on which individual businesses display company and property details where the business locations are located away from the main road



Flush or Painted Wall Sign - is any sign painted or otherwise affixed upon and confined within the limits of a wall







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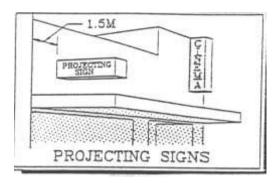
Ground Sign - is an independent sign that identifies the business name and is normally erected at a driveway entrance or within the building setback as a permanent structure, as illustrated –



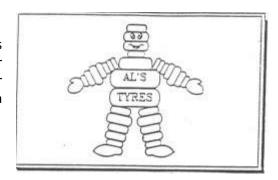
Hamper Sign - is any sign located above the door head or its equivalent height and below the awning level or verandah of a building, as shown. It may be painted or otherwise affixed upon the building face —



Projecting Sign - is a sign mounted at right angles to the façade or any external wall of the main building



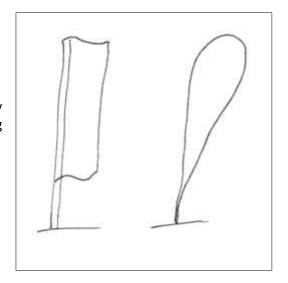
Replica Object or Shape Sign - is a sign or device that is designed to replicate or copy a real world object or shape. The replica may be enlarged, miniaturised or equal in scale, and be freestanding or form part of a freestanding sign, as shown -



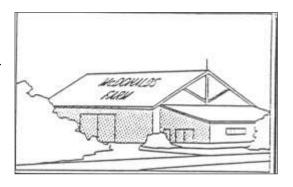
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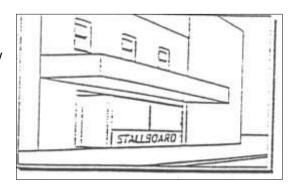
Rigid Banner Sign – is a sign or device that is usually made of flexible material attached to a free-standing rigid pole or frame.



Flush or Painted Roof Sign – is a sign, sign written or painted to the roof cladding of a building –



Stallboard Sign - is a flush sign located in a panel below the ground storey window of a shopfront –



Tourist directory Sign – is a sign erected by Council, the Roads and Traffic Authority, or other public authority, the purpose of which is to direct the attention of the public to services, activities, features or facilities likely to be of interest especially to travellers and tourists –



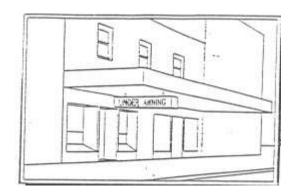
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Under Awning Sign - is a sign attached or suspended under an awning or veranda, as shown below -



Vehicle mounted sign - is an advertisement displayed on a vehicle, trailer or the like, where the vehicle acts as part of the supporting structure for the advertisement, but does not include advertisements on vehicles used primarily for the conveyance of goods and passengers.





Window or shopfront glass painted sign - is a sign painted, or otherwise affixed to the exterior or on the inner surface of the glazed area of a shopfront window, as shown. The term includes devices that are suspended from the window frame and may also be illuminated. The term does not include product displays or showcases for viewing by pedestrians.



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3. Design Guidelines

3.1 Signage that Council will not consent to

The following signage will not be granted consent in the Eurobodalla Shire:

- a) A-board or sandwich board signs and other similar moveable advertising structures
- b) Rigid banner Sign
- c) Above awning sign
- d) Balloon blimp or inflatable air sign
- e) Bunting
- f) Internally illuminated street signs
- g) Flashing, scintillating or moving (flashing) lights.
- h) Signage that includes flashing, scintillating or moving (flashing) lights.
- i) Vehicle mounted sign as identified in Schedule 1 of this code

3.1.1 Location

Signage will not be granted consent in the following locations:

- At an elevation higher than the tallest component of the building to which the sign refers. Signs should be located in appropriate positions on buildings such as fascias, under verandas and on parapets where space and building style permit.
- On hoardings, trees, telephone poles and other inappropriate structures.
- Painted on or mounted on motor vehicles or trailers specifically parked on or near public roads directing attention to a nearby business.

3.1.2 Number of signs

- Numerous small signs and advertisements carrying duplicate information will not be granted development consent.
- Signs that are too large compared to the size of the building will not be granted development consent.

The permissibility of signage in different land use zones in Eurobodalla is explained in the relevant statutory planning instruments, SEPP 64 and Council's LEP. Please note; that in all LEP zones other than Business orIndustrial Zones, and in Special Purpose zones, advertisements as defined within the Act are normally prohibited or subject to further specific provisions. For further information please check with Council's staff.

Applicants should also note that illegal signage and advertising may be removed by Council.

3.2 General Design Guidelines

3.2.1 Location& Design

- Signage must only be erected on land to which the information on the sign relates, unless otherwise identified in this Code
- Signage must not be detrimental to the character and functioning of the building
- Signage must not cause offence to the public

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- Free standing signs (pole mounted) must not compromise the safety and function of road usage.
- Council encourages the erection of a combined business directory sign where a number
 of businesses are operating away from major roads. In these cases the individual
 advertisements on a directory should only nominate the business name, location and
 main service provided.
- Businesses located in malls or arcades or setback from Council footpaths may display signs outside their premises, provided that:
 - The signage has development consent;
 - Is located outside a mall or arcade, between the public footpath and the building,
 - only one sign (directory type) may be displayed;
 - The signage does not obstruct a public walkway within the land
 - That no more than one sign component relates to each separate operating business.

3.2.2 Sign illumination

- Signage must only be illuminated from within or by dedicated wash lighting. However illumination must be appropriate to the location and not create a nuisance. Wash lighting shall be confined to the area of the signage and must not 'spill' to surrounding properties.
- Illumination shall not include flashing, scintillating or moving (flashing) lights.

3.2.3 Number of signs

One large sign usually looks better and is more effective than many small signs. Also, the confusion and clutter created can be distractive to road users and result in adverse visual impacts

• Signs should be sized relative to the structure or building to which they are attached.

3.2.4 Construction standards

- Signs and advertising support structures are constructed to a standard suitable for to design and location of the sign. This is to ensure that the sign does not deteriorate in appearance or condition, or move from its intended position for any reason.
- No support, fixing, suspension or other system required for the proper installation of a sign or advertising device should be exposed for the safety of the general public.

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3.3 Guidelines that apply to specific signage

| Sign Type | Requirements |
|---|---|
| Awning or Fascia sign | Fascia or return fascia signs generally: do not project above or below the awning line by more than 20% of the vertical depth of the awning face; do not project out from either face of the awning and has a maximum thickness not exceeding 100mm; and have a minimum clearance of 2.7 metres between the footway pavement and the lowest part of the sign. On land to which the Villages DCP applies: A verandah or fascia sign must fit within the upper and lower edges of the fascia. Where there is no satisfactory alternative, signs may be fixed to the fascia, providing they have a maximum height of 175mm with lettering not higher than 150mm. such attached fascia signs should not exceed 50% of the fascia width |
| Banner signs | Banner signs: • have a maximum sign face area of 8m², and • have a minimum clearance of 2.7 metres between the natural ground level or footway pavement (whichever is the highest) and the lowest part of the sign. |
| Business Identification signs Business and Industrial zones | Business identification signs for businesses in business and industrial zones: shall be no more that 3 to each individual business entity; shall be individual signs no larger than 20m² in sign written area or no more than 50% of the wall area upon which the sign is placed whichever is lesser; must not protrude above the roof or top parapet line of the building structure to which the sign is fixed, and where illuminated, the illumination must not be flashing, scintillating, (giving the impression of moving) and illumination must not spill beyond the sign surface. |
| Rural Zones | Business identification signs for businesses in rural zones: shall be no more than one sign per business entity shall be individual signs no larger than 10m² in sign written area or no more that 10% of the wall area upon which the sign is placed whichever is lesser; must not protrude above the roof or top parapet line of the building structure to which the sign is fixed; the signage must not be illuminated unless the illumination is as a consequence of safety illumination for the property, and must be wholly located upon the property to which the signage relates. |

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| Sign Type | Requirements |
|------------------------------|---|
| Canopy signs | Canopy signs: |
| | do not project out from the surface of the canopy; |
| | do not exceed a height of 600mm; |
| | do not project above or below the canopy and building |
| | on which it is displayed; |
| | have a minimum clearance of 2.7 metres between the |
| | footway pavement and any rigid part of a canopy; |
| | • have a minimum clearance of 2.4 metres between the |
| | footway pavement and any flexible part of a canopy; and |
| | are not illuminated. |
| Flush or Painted Wall signs | Flush Wall Signs: |
| | • do not project more than 300mm from the wall to which it is affixed; |
| | • do not project beyond the property boundary, except as an authorised encroachment on to a road reserve; |
| | do not project above the eaves or parapet of a building; |
| | do not obscure any window or architectural feature of |
| | the building on which it is located; and |
| | • has a maximum display area of the lesser of 20m ² or 20% |
| | of the area of the wall. |
| | For a painted wall sign, the display area is defined as the |
| | entire area between the first and last letters of each word of |
| | the sign and from the highest to the lowest point of any |
| Freestanding signs | letter in the sign. Freestanding signs: |
| Free standing signs are only | shall have a maximum sign face area of 4.5m²; |
| permitted in: | shall have a maximum placement height of 9.0 metres; |
| Business Zones | shall be limited to 1 (one) sign; |
| Mixed Use Zones | shall not face an adjoining site unless it is 3.0 metres or |
| Industrial Zones | more from the boundary of that site; and |
| Business development Zones | • do not project over a road reserve unless the sign and |
| Tourist Zones, and | supporting structure are a minimum of 3.0 metres above |
| Local Business Zone | the footway and the projection is no greater than 2.0 |
| | metres from the property boundary. |
| Hamper signs | Hamper signs: |
| | projects no more than 0.3 metre from the wall to which it is attached. |
| | it is attached; |
| | does not extend below the door head of the main entrance; |
| | have a maximum sign face area limited to that area |
| | between the door head and the underside of the |
| | verandah or awning roof; and |
| | do not extend beyond the length of the building wall |
| | above the door head. |
| Projecting Wall signs | Projecting Signs: |
| | are limited to one projecting sign for the premises; |
| | have a minimum clearance of 2.7 metres between the |
| | footway pavement and the lowest part of the sign; |

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| Sign Type | Requirements |
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| | are at least 2.0 metres from any site boundary; |
| | • if a vertical projecting sign, has a maximum display area |
| | of 2.5m ² with a maximum width of 0.5 metres; |
| | • if a horizontal projecting sign, has a maximum display area of 2.5m ² with a maximum projection of 2.5 metres, |
| | and |
| | do not project higher than the gutter line or top parapet |
| | line of the building. |
| Flush or Painted Roof signs | Flush or Painted Roof Signs: |
| Flush or Painted Roof Signs are only | are limited to one (1) per site, and |
| permitted in: | • have a maximum display area of 10m ² or 50% of the area |
| Industrial Zones | of the roof, whichever is the lesser. |
| Business development Zones | For a painted roof sign, the display area is defined as the |
| Rural Primary Production Zones | entire area between the first and last letters of each word of the sign and from the highest to the lowest point of any |
| | letter in the sign. |
| Stallboard signs | Stallboard Signs: |
| | have a maximum sign face area limited to the stallboard |
| | area below a street front window; |
| | projects no more than 0.3 metre from the wall to which |
| | it is attached; |
| | are designed such that the sign face is recessed inside the |
| | stallboard facing; and |
| Doulise chiest or Change signs | do not project beyond the property boundary. Three dimensional replica chiest or shape sizes. |
| Replica object or Shape signs Replica object or shape signs are | Three dimensional replica object or shape signs:comply with the applicable Code provisions relating to |
| only permitted in: | wall or facade signs, awning signs, roof signs and |
| Business Zones | freestanding signs, on that site; |
| Mixed Use Zones | have a sign area no greater than 4.5m², and |
| Industrial Zones | have a sign face area that is to be measured as having |
| Business development Zones | two sides. |
| Tourist Zones, and | |
| Local Business Zone | |
| Tourist directory signs indicate the | On classified main roads, Tourist Directory Signs referencing tourist attractions must meet the criteria agreed to by the |
| Tourist directory signs indicate the location of major tourist attractions | Roads and Traffic Authority, Tourism NSW and the Council of |
| situated off main roads. They are | Tourist Associations. |
| erected at or in advance of a turn- | |
| off on land in the road reserve, and | |
| use symbols or descriptions to | |
| identify the facilities available. Signs | |
| are to be provided by or in | |
| accordance with RTA requirements | |
| and design code. | |
| Under Awning signs | Under Awning Signs: |
| Under Awning signs are only | are oriented at right angles to the building frontage; |
| permitted in: | are no longer than the width of the awning or verandah |

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| Sign Type | Requirements |
|--|---|
| Business Zones | to which it is attached; |
| Mixed Use ZonesIndustrial Zones | are no greater than 0.5 metres in height and 0.3 metres in depth |
| Tourist Zones, and | have a maximum sign face area of 1.5m²; |
| Local Business Zone | have a minimum clearance of 2.7 metres between footway pavement and the lowest part of the sign; are centrally located along the frontage of each shop or tenancy and, in the case of a shopping arcade, one additional sign will be allowed at the arcade entrance; and |
| | are rigidly fixed and not constructed out of materials that are potentially dangerous (eg. glass) to pedestrians. |
| Window or shopfront glass painted | On land to which the Villages DCP applies: |
| sign | permanent signs on shop windows should not cover more than 25% of the window area, between the windowsill and door-head. |

3.4 Additional guidelines that apply to signage on land subject to the Villages Development Control Plan

3.4.1 Signage

Objective:

- To ensure that signage does not dominate the streetscape.
- To ensure that signage does not detract from the appearance of significant places.
- Colours should be appropriate to the historic period of the village.

| Performance criteria | Acceptable solution | | |
|--|---|--|--|
| | | | |
| PC1 Signage on significant buildings or within | AS1.1 Signage fixed to significant buildings shall | | |
| conservation areas shall not dominate the area | be reversible and not cause damage to the | | |
| or building by virtue of size, colour or other | building fabric, including drilling into brick or | | |
| means. | stonework. | | |
| | AS1.2 Signage painted or fixed onto buildings | | |
| | shall fit within the existing architectural features | | |
| | of the building. | | |
| | AS1.3 The font and style of signage should be | | |
| | consistent with the character and period of the | | |
| | heritage place. | | |
| | AS1.4 Signs shall include a border to their edge | | |
| | to distinguish signage colour from the body of | | |
| | | | |
| | the building. | | |
| | Configuration (1) | | |
| | See Figure 1 for suitable locations for signage on | | |
| | heritage buildings. | | |
| Colouring of Advertising Signs With | nin the Central Tilba Historic Precinct | | |
| PC2 As the external colours applied in different | AS2.1 Signage colour is consistent with that in | | |
| historic periods varied and were more limited in | the table 1 below. | | |
| the range than today, it is wise to research | | | |
| appropriate colour ranges for buildings in | AS2.2 Primary colours are not to be used. | | |
| Posponsible Officer: Director Strategic Development and Environmental Services | | | |

| Responsible Officer: | Director, Strategic Development and Environmental Services | | | | |
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heritage areas

Note: These colours are advisory but not exhaustive. Should you propose an alternative colour scheme, include those details in your development application and it will be assessed on its own merits.

Fluorescent and iridescent paints are not to be used.

- **AS2.3** Traditional materials should be used for advertising signs, especially painted wood and flat metal panels.
- **AS2.4** Recessed or concealed spotlighting of advertising signs is permissible. However, neon lighting is considered inappropriate.
- 3.5 Additional guidelines that apply to signage on land at Surf Beach zoned B5 Business

 Development

3.4.1 Signage

Objective:

• To ensure that signage does not dominate the streetscape.

| Performance criteria | Acceptable solution |
|---|----------------------------|
| PC1.1 Associated signage and lighting of buildings and the site provides a consistent character to the locality, ensuring the visual attractiveness of the setting and is not subject to excessive signage or light spill. | AS1 No Acceptable Solution |
| PC1.2: Lighting of signage is limited to business opening hours. | |

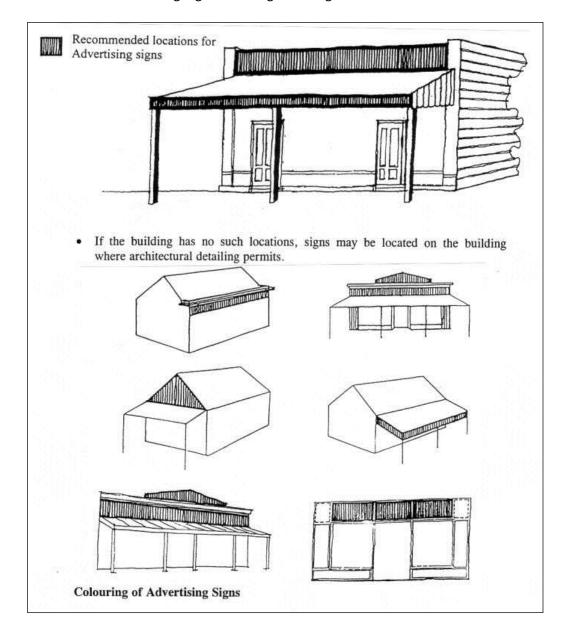
| Responsible Officer: | Director, Strategic Development and Environmental Services | | | | |
|----------------------|--|--------------|-----------|----------|----|
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Table 1 Heritage Signage colours

| Lettering | Background |
|-------------|-------------|
| Brown | Creams |
| Charcoal | Pinks |
| Dark Green | Ochres |
| Maroon | Earth Tones |
| Terra Cotta | |

Figure 1 Suitable locations for signage on heritage buildings



| Responsible Officer: | Director, Strategic Development and Environmental Services | | | | |
|----------------------|--|--------------------|-----------|-----------------|-------------|
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