

INTRODUCTION

In the past, Councils have tended to consider the control of outdoor advertising as a low priority but this view is changing with a growing awareness that outdoor advertising may have a significant impact on the environment. The importance of well-designed, properly-positioned outdoor advertising, in scale and character with the area in which it is displayed is now recognised. Council considers that the control of outdoor advertising is necessary to both enhance the image of Broken Hill and create a positive impression for residents and visitors alike.

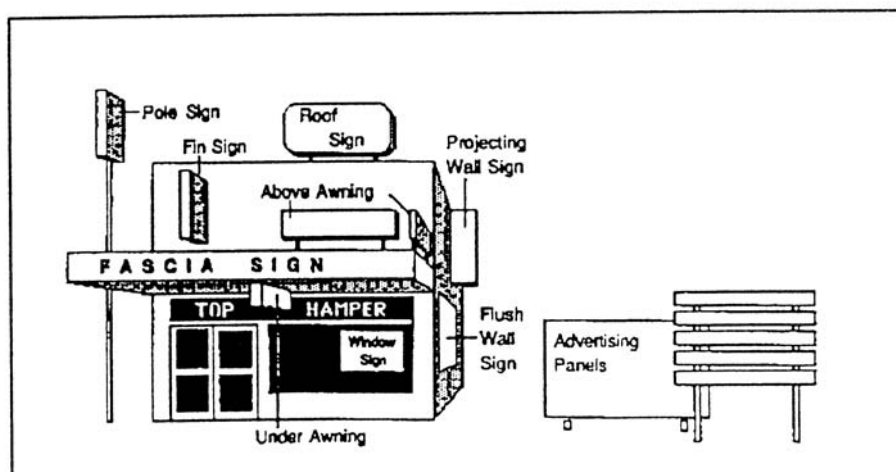
Outdoor advertising can add vitality and interest to an area and many people would consider a town or city without it dull and uninteresting. However, signs may detract from the streetscape when they are cluttered and disordered or due to the size, shape, location and character of individual signs. Poorly designed signs look unattractive and amateurish, while redundant, derelict or poorly maintained signs may look out of place.

Outdoor advertising occupies "public visual space" and this space should be allocated fairly to benefit the City having regard to the different needs and expectations of the whole community. The need is to achieve a balance which respects the right for effective outdoor advertising without adverse environmental impact.

This policy applies to all land within the City of Broken Hill and has been adopted under Broken Hill Local Environmental Plan 1996 to provide detailed guidance on outdoor advertising.

DEFINITIONS

The following diagram is included to illustrate some of the more common forms of signage.



A sign is any painted or fabricated element, including its structure, which may consist of any letter, figure, character or mark. It may include a panel, the wall of a building, a freestanding wall or fence etc upon which letters and/or graphics are painted or displayed.

Advertisement means the display of symbols, messages or other devices for promotional purposes or for conveying information, instruction, directions or the like, whether or not the display includes the erection of a structure or the carrying out of work.

Advertiser means the person who caused the advertisement to be displayed or the advertising structure to be erected, or the owner or occupier of the premises on which the advertisement is displayed or advertising structure is erected.

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

Approved sign means a sign that has received Development Consent from Council.

Approved Commercial Premises means a building or premises that are approved for usage as a shop, office or commercial premises.

Awning sign means a sign attached either above or below an awning.

Building Identification Sign (same as defined in SEPP 64) generally means a sign that identifies or names a building and may include the name of a business or building, the street number, the nature of the business and a logo that identifies the business. Does not include general advertising of products, goods or services.

Business Identification Sign (same as defined in SEPP 64) generally means a sign that indicates:

- (1) a) the name of the person, and
b) the business carried on by the person, at the premises at which the sign is displayed, and
- (2) may include the address of the premises and a logo or symbol that identifies the business.

Does not include any advertising relating to a person who does not carry on business at that premises or place.

Curtilage means the area of land surrounding the building ie. the remainder of the allotment.

Home Occupation sign means an advertisement which:

- a) Has an outline that would fit within a rectangular figure 1.2m in length and 0.6m in height; and
- b) In respect to the identification or description of the place or premises;
 - i) A reference to the identification or description of any person residing or carrying on an occupation at the place or premises;
 - ii) Particulars of any occupation carried on at the place or premises;

- iii) Such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on thereat;
- iv) Particulars or notification required or permitted to be displayed by or under any Act of the Crown.
- v) Particulars of any activities held or to be held at the place or premises; or
- vi) A reference to an affiliation with a trade, professional or other association relevant to the business conducted on the place or premises.

Fascia sign means a sign attached to the fascia or return end of an awning.

Flush wall sign means a sign fixed or painted directly onto an exterior wall of a building (other than the transom of a doorway or display window) and not projecting horizontally more than 0.3m from the wall.

Illuminated sign means any advertising device illuminated by an internal source of light in order to make the message readable.

Pole or pylon sign means a sign erected on a pole or pylon independent of any building or other structure.

Projecting wall sign means a sign attached to the wall of a building (other than the transom of a doorway or display window) and projecting horizontally more than 0.3m from the wall.

Real estate sign means an advertisement in respect of a place or premises to which it is affixed which contains only a notice that the place or premises is or are for sale or letting together with particulars of the sale or letting and;

- a) In the case of an advertisement in respect of residential or rural premises relating to letting or sale by private treaty does not exceed 1.22m in length and 0.915m in height;
- b) In the case of an advertisement in respect of residential or rural premises relating to sale by auction:
 - i) Does not exceed 1.83m in length and 1.22m in height;
 - ii) Has returns not exceeding 180mm; and
 - iii) Contains only the word “auction” on the surfaces of its returns; or
- c) In the case of an advertisement in respect of commercial and industrial premises does not exceed 2.44m in length and 1.83m in height.

SEPP 64 means State Environmental Planning Policy No. 64 – Advertising and Signage.

Temporary sign means an advertisement or advertising structure erected or displayed to advertise community or civic projects, construction projects or other special events on a temporary basis for a period not exceeding two calendar months.

Top hamper sign means a sign attached to the transom of a doorway or display window of a building.

Tourist Facility means an establishment for providing holiday accommodation or recreation and may include a camping ground, caravan park, holiday cabins, hotel, motel, water sports facilities or a club used in conjunction with any such activities.

Tourist sign means any advertising device which directs the travelling public to tourist facilities, places of cultural, scientific, historical or scenic interest.

Window sign means a sign painted or displayed on a shop window or any glazed area of a building.

OBJECTIVES FOR OUTDOOR ADVERTISING

The objectives of the Policy are:

- To provide for good quality and well-maintained signage which is adequate and effective in promoting the City's tourist attractions and its trade, commerce and services without being detrimental to the amenity and character of the area.
- To provide for signage which is complementary in scale and form with the built environment and the streetscape as a whole.
- To establish common criteria for the assessment of applications for outdoor advertising.
- To achieve a gradual replacement of existing unwanted signs with new, good quality, well maintained signs through incentives balanced, by strong enforcement.
- To provide for directional signs to meet the needs of visitors and residents in locating facilities, places and services.

How is Approval for Outdoor Advertising Obtained?

Outdoor advertising is generally controlled under the terms of the Environmental Planning and Assessment Act, 1979.

Council may require two kinds of applications to be lodged by advertisers to obtain approval to erect outdoor advertising – **Development Application and Construction Certificate.**

Development consent is required under the Environmental Planning and Assessment Act 1979 for most advertising structures and advertisements in accordance with the Broken Hill Local Environmental Plan 1996 except those exempted under Council's Local Environmental Plan for exempt development.

The requirements for lodgement of development applications and construction certificates are detailed in the following section and generally depends on the type and function of the sign.

Applications should be made on Council's standard forms setting out the following:

- A description of the sign and advertising structure eg. dimensions, whether illuminated etc.
- A diagram showing full colour scheme, wording and/or graphics.
- A site plan showing the location of the sign and advertising structure, and in the case of a freestanding sign, the height and location of adjacent buildings.
- Where the sign is attached to a building, elevations showing windows, verandahs or other major architectural features in relation to the sign.

- Signs are required to be supported in a suitable manner to withstand wind loadings. In the case of large or complex advertising structures, a registered professional engineer will be required to certify the structural adequacy of the sign and its supporting structure.

A fee is payable for all Development Applications and Construction Certificates in accordance with Council's adopted Fee Schedule.

What Type of Approval is Required?

Council will consider proposals to erect the following signs by the submission of a Development Application and Construction Certificates where appropriate for the following:

- All signage within heritage precincts;
- All signage on or within the curtilage of identified heritage buildings;
- All other signage except those signs which are specifically exempted.

Exemptions

- Signs inside buildings which are not visible from the outside.
- Refacing an existing approved sign, a window sign or a temporary sign in a non heritage area that is covered by a Commercial or Industrial Development Control Plan.
- Real Estate signs within the limits specified within the definition (see also Council's Exempt Development – LEP)
- Home Occupation signs within residential areas (see also Council Exempt Development – LEP)

What is the role of the Roads and Traffic Authority (RTA)?

The RTA controls signs within the reservations of classified (major) roads and provides for a basic system of directions for tourist accommodation and facilities. This system uses signs with white on blue symbols for the different types of tourist accommodation and white on brown signs for major tourist facilities. These signs do not include the names of private establishments. Because of the special traffic needs associated with caravan parks, these may also be sign-posted on classified roads in built-up areas.

The Department also has the power to have signs removed on private property adjoining classified roads which it considers to be prejudicial to the safety of the travelling public.

Duration of Consents

A development consent granted by Council for a sign applies for a period of 10 years. After this time the sign will be reviewed and Council will decide whether the sign shall be removed. If it is to remain Council will decide whether repainting or refacing of the sign is necessary. The owner/proprietor of the premises to which the sign relates is responsible for maintenance and upkeep of the sign.

What signage is not acceptable in Broken Hill?

The following types of signs are **not acceptable** in the City of Broken Hill.

- Signs which project from the building façade and obscure the view of neighbouring buildings or interrupt the perspective view of the streetscape;
- Signs fixed to trees, or light, telephone or power poles;
- Signs which could reduce road safety by adversely interfering with the operation of traffic lights or authorised road signs;
- Any sign which would, in the opinion of the Council, be unsightly, objectionable or injurious to the amenity of the locality, any natural landscape, public reserve or public place;
- Signs on or attached to parked vehicles directing attention to a nearby business or goods for sale;



- Portable signs on public footways and road reserves;
- Numerous small signs and advertisements carrying duplicate information;



- Any sign not on the land to which it refers or relates unless the sign is for a “place of tourist interest” (see page 10):
- Overhead banners and bunting, except for:
 - (a) Temporary signs related to local festivals, fairs or celebrations; or
 - (b) The opening of a new business, for a duration not exceeding 2 weeks;

- Signs on bus sheds, seats and waste bins unless for community related purposes approved by Council;
- Any sign located over the footpath which is lower than 2.6m above the footpath.
- Flashing signs.
- Advertising signage in heritage conservation areas. Only business identification or building identification signage is acceptable in heritage conservation areas.

Matters for Consideration

All signs will be considered on their individual merits and will be assessed according to the following criteria:

- The extent to which the sign has been designed in harmony with its surroundings in terms of style, colour, size, material, text and location;
- Whether the design quality of the sign is an embellishment to the built and natural environment;
- Whether the amenity of the neighbouring properties and land uses is preserved;
- The prospect for rationalisation of existing signs (eg providing one larger advertising space instead of several small signs);
- Whether the sign contributes or exacerbates “clutter and disorder”;
- Locational and operational requirements of the sign; and
- Whether the sign is to be erected on or in the vicinity of a building of heritage significance or within a heritage precinct.

Design Guidelines

The following guidelines should be considered during the design process as one means of generally satisfying Council’s criteria for outdoor advertising.

Location

Signs must generally be located on the land to which they refer. Pole and pylon signs will be considered where building setbacks and road functions make them appropriate.

Size and Number

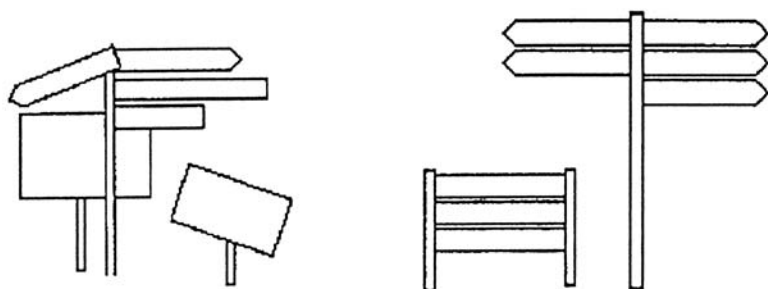
Signs should be in scale with their surroundings. The size of the sign should be appropriate to the relative size of both the building and the adjoining road or pedestrian way together with the speed of passing traffic.

Content

Signs should be simple, clear and concise. In some instances, graphic symbols may be more effective than words.

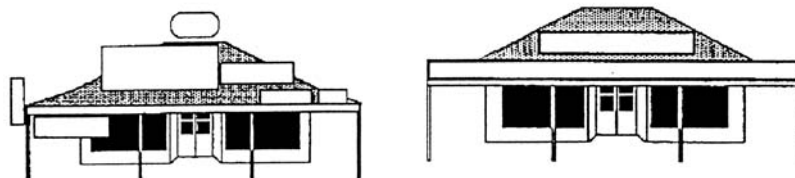
Orderliness

The different components of an outdoor advertising campaign should be planned and integrated, to avoid the appearance of a clutter of “add-ons” or afterthoughts. Poorly maintained or constructed signs don’t create a favourable image and may even work to the detriment of the advertiser. Where there is more than one shop or business within a building, signs should be coordinated in height, shape, size and colour.



Fit

The design of signage should be appropriate to its surrounding and complementary to the building.



Shape

Sign shapes can be varied to create a distinctive image, however, care is needed to ensure larger signs “Fit” rather than dominate their surroundings.

Lettering and Layout

Lettering styles should be appropriate to the sign’s purpose and its surroundings. Placement of lettering on signs may be used to create a certain effect or emphasis. It is always preferable to use qualified designers or signwriters to ensure a professional finish.

Wall Signs

Generally only one wall advertisement may be displayed on each elevation of a building. Wall signs should not extend over a window or other opening or obscure significant architectural elements of the building (such as cornices, parapets etc).

Directional Signage For A Place Of Tourist Interest

Council's development consent is required for – an advertisement placed on land for the purpose of directing people to “places of tourist interest”, but can only be considered if:

- The advertisement relates to a building or place; and
- The principle purpose of the advertisement is to direct the public to that building or place; and
- The size of the advertisement is not larger than would be reasonably required to direct passing public; and
- The advertisement will not be detrimental to the amenity and character of the surrounding area.

“Place Of Tourist Interest”

- A place which would reasonably be expected to be predominantly utilised by tourists and is a place of significant historic, scenic, cultural, scientific or tourist interest.
- May generally include galleries, museums, architectural/engineering structures, wildlife/nature parks.
- Does not include a place or building where the primary purpose is retail, shop, hotel/motel, tourist accommodation such as caravan parks and the like.

Applications for this type of signage should be accompanied by a statement or supporting documentation justifying the place is of historic, scientific, cultural, scientific or tourist interest.

This type of directional signage is to be limited to three (3) signs per tourist place.

A particular site should have no more than two (2) signs of this type erected upon it.

The sign can contain the name of the tourist place, attraction and directional information only.

The maximum size for a sign of this type is 5m² (area of advertising panel).

What Special Requirements Relate To Signs On Or Within The Curtilage Of Buildings And Heritage Precinct Areas?

Colours, lettering and style should be appropriate to the historic period of the building. Council's Heritage Advisor is available to provide advice to the advertiser during the design process and may be consulted by Council during assessment of the application. (See also Council's Heritage Development Control Plan No. 3)

Advertising Guidelines

Generally, the only types of signage allowed in heritage conservation areas are "business identification signs" or "building identification signs" (see definitions on page 2).

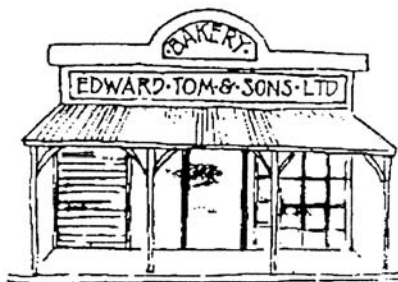
This is therefore, means that general advertising of products, goods or services are not allowed. Business identification signs and building identification signs in heritage areas require Council's development consent.

Signs on buildings within commercial heritage precincts should be simple and clear. There are logical places for signs on buildings. A clutter of signs on buildings does not contribute to the streetscape and makes advertising ineffective.

Original advertising signs were generally attractive and early photos of Argent Street show that bold advertising signs were commonly used. Referring to early photographs to determine appropriate locations and lettering on early buildings can be very useful.

Location

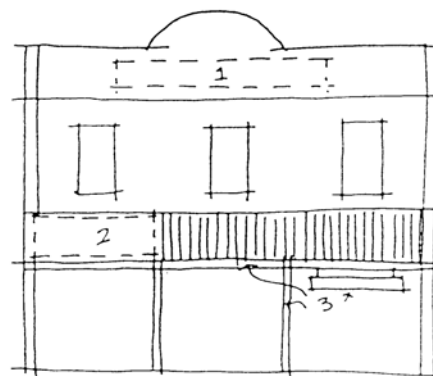
Early commercial buildings were often designed to incorporate advertising and, where possible, signs should be located in the position provided. Care should be taken to ensure that signs do not obscure architectural features of the building.



Signs Above Verandah Level

Internally illuminated signs above verandah level should be discouraged. Appropriate signs above verandahs include:

- Sign writing in the advertising panel on the parapet with a simple clear lettering style
- Where carefully considered, on a hoarding above the verandah (as seen in early photographs).

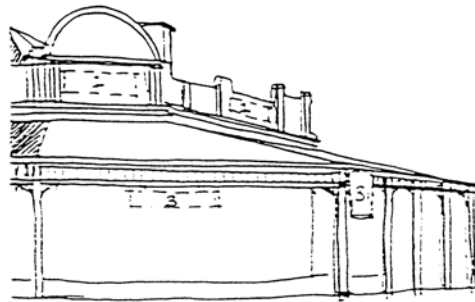


Signs should not be erected which detract from the architectural elements of the building and dominate the streetscape. No signs should be erected if windows and decorative elements allow no space.

Signs On A Verandah

Appropriate signs on verandahs include:

- Those erected perpendicular to the post on a bracket (appropriate for certain businesses and restaurants)
- Sign writing on the verandah fascia board
- Signs suspended on end spandrel panel of verandah.



Signs Below Verandah

Painted signs on shopfronts are appropriate but should not dominate or clutter the shopfront window. Signs should only be fixed to the piers (dividing walls) of shops as these do not cover detailing and emphasise the position of the lettering is appropriate.

Colours

Dark or muted colours are preferred eg. maroon, dark green, terracotta, brown, charcoal; highlighted with creams, pink, ochres and earth tones. Use primary colours only sparingly.

Materials

Traditional sign materials such as painted wood and flat metal panels should be used rather than materials introduced after 1900 like plastic, three-dimensional or bas-relief metal, styrofoam and similar moulded synthetic materials, reflective and opalescent paints.

Lettering / Type

Simple lettering appropriate to the period of the building is recommended. Generally upper case lettering should be encouraged – lower case letters were rarely used on commercial buildings and are less clear. Examples of typeface for Victorian buildings were generally simple.

Fussy decorative lettering should be avoided - this does not read clearly and often detracts from the building.

Later Art Deco buildings used typefaces typical for this period and examples are included below.

**BCDEFGHIJKLMNO
UVWXYZ**

BCDEFGHIJKLMNOQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BCDEFGHIJKLMNOQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BCDEFGHIJKLMNOQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lighting Of Signs

Signs should preferably be illuminated using external spotlights. Internally illuminated signs should be discouraged.

GENERAL PROVISIONS

Signs in Rural Areas

Council will only consider applications for advertising structures in rural areas where the sign is:

- (a) Advertising a facility, activity or service located on the land; or
- (b) Directing the travelling public to tourist facilities or activities or to places of cultural, scientific, historical or scenic interest within the area.

In the first instance, the sign may only specify the current use of the land, the name of the resident, describe their occupation or business and give particulars of the goods and services dealt with or provided on the site.

In relation to (b), the sign may contain the name of the facility, activity or place, its logo and motto, the attractions it offers, a distance in metres and kilometres and directional information, but not the names of any proprietary products or services or sponsoring businesses.

In general, signs in rural areas may have a maximum area of 10 square metres.

Signs in Industrial Areas

No general advertising structures, other than one identifying the premises and the purposes for which they are used, will be permitted on industrial sites and no bunting or other advertising media may be displayed.

Signage should be attractively designed in style and colours which complement the amenity of the area. Where possible signs should be integrated into the overall design of the building.

Typical signs for industrial developments, and their maximum size include:

Above awning sign	1.4 m ²
Business sign	5 m ²
illuminated Signs	
• Indirectly lit	3 m ²
• Internally lit	8 m ²
• Neon	4 m ²
• Pole or pylon sign	4 m ²
• Sky, roof, fin sign	8 m ²
• Wall sign	15 m ²

If the site is occupied by a number of tenants, **one index board** may be constructed near the site entrance, detailing the unit number, tenant, and product of each occupant of the site.

Signs in Residential Areas

In residential areas home occupation signs and window signs are permitted which indicate the resident's name, their occupation, telephone number and hours of operation.

Other advertising structures will only be permitted on approved commercial premises.

Signs in Commercial Areas

Council will consider these signs on the merits of the individual case.

Tourist Signs

Council will consider applications for this type of advertising structure within all areas, however, the RTA controls signs within the reservation of classified roads (as previously indicated). Tourist signs within residential areas must be complimentary in scale and form with the built environment and the streetscape as a whole.

Council Signage Areas

Council may erect commercial signage structures in prominent locations in order to achieve a balanced, sympathetic display of commercial signage in these locations. These signs will be subject to annual approval and the payment of the fee in accordance with Council's Adopted Fee Schedule.

Coverage of Walls by Signs

Only one wall sign may be displayed on each elevation of a building. Generally, the following is the maximum allowable coverage of a wall:

Elevation of a Building	Maximum Area of the Elevation which can be covered
Elevation of more than 200m ²	No more than 10%
Elevation of more than 100m ² , but less than 200m ²	No more than 20%
Elevation of 100m ² or less	No more than 20%

Resemblance to Road Signs

Signs should not resemble road signs in colour, shape, layout or wording so as to confuse motorists.

Maintenance of Signs

Advertisements and advertising structures shall be maintained in good structural condition, kept clean, neatly painted and be of a professional standard of design and finish.

Removal of Signs

When a change of use takes place, the signs of the outgoing occupant must be removed by the advertiser.

New Signs For Old

Council actively offers incentives to encourage a rationalisation of approved signs on individual premises. In this regard, Council will consider concessions in relation to new signage to achieve a "clean-up" of an existing cluttered site or where removal or reconstruction of a redundant or poorly maintained sign is proposed as an integral component of a beautification or restoration scheme.

Council will consider all reasonable proposals on the merits of the individual case. However, it is necessary for the applicant to provide proof that the existing sign(s) was erected with approval from Council.

Illegal Signs

Council will be systematically seeking removal of an illegal, redundant and poorly maintained signs as an essential part of the total effort to achieve an orderly and interesting display of signage in the City.

Council may order the advertiser to alter, obliterate, demolish or remove an advertisement and any associated advertising structure where:

- The advertisement is unsightly, objectionable or injurious to the amenity of any natural landscape, public reserve or public place at or near where the advertisement is displayed;
- An unauthorised advertisement is displayed;
- An unauthorised advertising structure is erected; or

Alternatively, where the condition of an advertising structure threatens the safety of the public, Council may order the advertiser to do whatever is considered necessary to remove the threat.

Should the advertiser not comply with the order, Council will undertake the work and charge the advertiser for the cost of the work. In such cases Council will also seek to have fines imposed on the advertiser.

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CITY OF BROKEN HILL
DEVELOPMENT CONTROL PLAN NO. 6
OUTDOOR ADVERTISING

*Adopted by Council
December 16, 1998*

*Amendment Adopted by Council
November 28, 2001*