

## Chapter 9

# Outdoor Advertising Structures



## 9 Advertising Structures

Signs have an important role in the city of Lismore. They provide information, identify businesses and products, and they constitute a significant part of the streetscape. Signs in the Lismore Local Government Area are used to advertise a place of business or give directions and/or information. They should be architecturally attractive, and contribute to rather than detract from the surrounding area.

These sign standards are Council's policy in order to assure that a business will have precisely the same controls as other businesses in the same zone. In addition, the business is protected against undesirable and overpowering advertising structures from other competitors and/or adjacent premises in the area. Council is required to regulate advertising structures under the Environmental Planning and Assessment Act, 1979.

Without reasonable and fairly applied criteria, signs may distract and dominate the setting by way of their height, shape, size, number, lighting and movement. It is Lismore City Council's intention to encourage the use of signs in appropriate locations, as they reflect the character and regional role of the Lismore area.

### 9.1 Objectives of this Chapter

1. To provide Lismore with effective guidelines for the erection and content of outdoor advertising signs throughout the Lismore area;
2. To protect Lismore's streetscapes against the aesthetically adverse proliferation of inappropriate signage, thus protecting public amenity with regard to signage.

### 9.2 Relation to Other Plans

State Environmental Planning Policy No.64 Advertising & Signage overrides the provisions of this development control plan. When preparing or assessing a development application for advertising signage in rural zones, environmental protection zones, or signage which is visible from or within 250 metres of a classified road, the provisions of SEPP 64 should be considered. SEPP 64 may be found at [www.legislation.nsw.gov.au/browse in force/environmental planning instruments in force](http://www.legislation.nsw.gov.au/browse%20in%20force/environmental%20planning%20instruments).

The SEPP prohibits the display of an advertisement within the following zones or descriptions:

- heritage area
- conservation area
- open space
- waterway
- residential (but not including mixed residential/business zones)
- national park
- nature reserve

with the exception of business identification signs, building identification signs, signage on vehicles, and signage which is 'Exempt Development' under the Lismore Development Control Plan or Lismore Local Environmental Plan.

### 9.3 Definitions

In this Chapter the following definitions apply:

*"advertising billboard"* means a structure (such as framework, a signboard, a noticeboard, a wall, or a fence) erected or used primarily for the display of advertising matter.

*“advertising sign”* means an advertisement which refers to the name of the business, the premises, the use, the address, telephone number, or which communicates an advertising message by any other means to the public. An outdoor advertising sign is the advertising content which is displayed on an outdoor advertising structure.

*“advertising structure”* means a device whereby any advertising sign may be displayed, or which is designed or adopted or apparently designed or adopted for the display of advertising. The structure may be attached to a premises, or it may be an existing wall of a building, a free-standing wall, a fence, or items attached to or mounted on parked vehicles and box trailers upon which graphics are displayed.

*“animated sign”* means an advertising sign with movement, or that flashes or changes colour, due to the use of electrical or manufactured sources of power.

*“awning sign (above)”* means an advertising sign that is located on top of an awning or verandah and that does not project above the parapet or ridgeline or beyond the awning edge.

*“awning sign (below)”* means an advertising sign that is fixed below an awning and above the footpath and that does not project above the awning edge and is located at least 2.5 metres above the footpath and 500 millimetres from the kerbing edge or awning edge.

*“banner/flag sign”* means a single piece of lightweight material attached or supported on one or two sides that displays advertising matter.

*“blimp/balloon sign”* means an advertising sign which is inflated and suspended above the premises, site or event which it is intended to promote or identify and which is tethered and displayed at the same premises for a period of no more than one calendar month in any one year.

*“bunting”* means an advertising sign consisting of a continuous string of lightweight coloured material secured so as to allow movement.

*“chalkboard sign”* means a board used for the purpose of describing services or goods for sale which vary on a regular basis, such as a restaurant menu.

*“directional sign”* means an advertising sign erected by the Council for the purpose of directing vehicular or pedestrian traffic, or advising the public (including advising the public about any restrictions), and which does not include any information of a commercial nature.

*“election sign”* means an advertising sign which is temporarily displayed to relay information for political purposes and which has an area not exceeding 1 square metre and which is only exhibited during the campaign concerned.

*“fascia sign”* means an advertising sign that is painted on or attached to the fascia or return of an awning, but does not exceed the height of the fascia or the return of the awning.

*“home occupation sign”* means an advertising sign attached or located within the curtilage of a dwelling and which bears only the name, occupation and phone number of the occupier and has an area not exceeding 1 square metre.

*“illuminated sign (indirect)”* means an advertising sign in the form of a device (such as a reflective or luminous sign) in which a source of light is extended to the device in order to make the message readable.

*“illuminated sign (internal)”* means an advertising sign illuminated by an internal source of light.

*“illuminated sign (neon)”* means an illuminated advertising sign constructed from neon tubing.

“*integrated sign*” means an advertising sign that is permanent and is an integrated design component of a building.

“*pole/pylon sign*” means an advertising sign which is supported by one or more columns, uprights or braces fixed to the ground and which is not directly attached to any building or other structure.

“*portable footpath sign*” means a small, free-standing, portable advertising sign located on a footpath or area utilised for pedestrian traffic and includes a sandwich board.

“*projecting wall sign (horizontal)*” means an advertising sign which projects more than 300 millimetres from any wall to which it is attached, being a sign that has a width greater than its height.

“*projecting wall sign (vertical)*” means an advertising sign which projects more than 300 millimetres from any wall to which it is attached, being a sign that has a height greater than its width.

“*real estate sign*” means an advertising sign temporarily located on any land, building or structure which indicates the land, building or other structure is for sale, rent or auction, and which has an area not exceeding 5 square metres.

“*sky/roof/fin sign*” means an advertising sign erected on or above a roof or parapet wall of a building and which is supported, wholly or partially, by the building, and includes an advertising sign extending above the roof line of a building.

“*temporary sign*” means an advertising sign which is intended to advertise community or civic projects, construction projects or other special public events on a temporary basis and which is erected for no more than two consecutive calendar months.

“*tourist sign*” means an advertising sign that directs the travelling public to tourist facilities, activities or accommodation or places of scientific, historical or scenic interest.

“*wall sign*” means an advertising sign affixed or painted directly onto an exterior wall of a building, bus shelter or other structure and which is parallel to the face of the building or other structure.

“*window sign*” means an advertising sign painted or displayed on the exterior or interior of a shop window or on any glazed surface of a building or structure.

#### 9.4 Development Control Table

The erection or display of an advertisement on land within a zone under the Lismore Local Environmental Plan 2000 specified in column 1 of the Table below:

- (a) may be carried out without development consent if it is listed in column 2 under the heading “Without development consent”, or
- (b) may be carried out only with development consent if it is listed in column 3 under the heading “Only with development consent”, and
- (c) is prohibited if it is listed in column 4 under the heading “prohibited”.

**Table**

<b>Column 1 Zone No.</b>	<b>Column 2 Without development consent</b>	<b>Column 3 Only with development consent</b>	<b>Column 4 Prohibited</b>
1(a), 1(b), 1(r)	chalkboard sign, election sign, fascia sign, home occupation	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, awning sign (above),

<b>Column 1 Zone No.</b>	<b>Column 2 Without development consent</b>	<b>Column 3 Only with development consent</b>	<b>Column 4 Prohibited</b>
	sign, real estate sign		banner/flag sign, blimp/balloon sign, bunting, illuminated sign (internal), illuminated sign (neon), pole/pylon sign, portable footpath sign, projecting wall sign, sky/roof/fin sign
1(c), 1(d), 1(f)	awning sign (below), chalkboard sign, election sign, fascia sign, home occupation sign, real estate sign	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, awning sign (above), banner/flag sign, blimp/balloon sign, bunting, illuminated sign (internal), illuminated sign (neon), pole/pylon sign, portable footpath sign, projecting wall sign, sky/roof/fin sign, wall sign
2(a)	awning sign (below), chalkboard sign, election sign, fascia sign, home occupation sign, real estate sign (not exceeding an area of 2 square metres where the land is used for residential purposes)	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, awning sign (above), banner/flag sign, blimp/balloon sign, bunting, illuminated sign (internal), illuminated sign (neon), pole/pylon sign, portable footpath sign, projecting wall sign, sky/roof/fin sign, window sign (other than at ground floor)
2(f), 2(v)	awning sign (below), chalkboard sign, election sign, fascia sign, home occupation sign, real estate sign, window sign (ground floor only)	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, portable footpath sign, sky/roof/fin sign
3(a), 3(b), 3(f), 4(a)	awning sign (below), chalkboard sign, election sign, fascia sign, home occupation sign, real estate sign, wall sign (not exceeding an area equivalent to 10% of the area of the wall), window sign (ground floor only)	any advertising sign not listed in Column 2 or 4, weighted portable footpath signs as permitted by Council's Outdoor Dining Policy	portable footpath sign except for the specific weighted portable footpath signs permitted with consent under the provisions of Council's Outdoor Dining Policy

Column 1 Zone No.	Column 2 Without development consent	Column 3 Only with development consent	Column 4 Prohibited
5	awning sign (below), chalkboard sign, election sign, fascia sign, home occupation sign, real estate sign, window sign (ground floor only)	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, bunting, election sign, portable footpath sign, sky/roof/fin sign
6(a), 6(b)	awning sign (below), chalkboard sign, election sign, fascia sign, home occupation sign, real estate sign, window sign (ground floor only)	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, bunting, election sign, portable footpath sign, sky/roof/fin sign
7(a), 7(b), 8	fascia sign, home occupation sign, real estate sign	any advertising sign not listed in Column 2 or 4	advertising billboard, animated sign, awning sign, banner/flag sign, blimp/balloon sign, bunting, election sign, illuminated sign, integrated sign, pole/pylon sign, portable footpath sign, projecting wall sign, sky/roof/fin sign, wall sign, window sign

## 9.5 Design Guidelines

The design of all signs should have regard to the following matters:

### **Appearance**

Signs should be simple, concise and uncluttered in appearance, utilising graphics where possible and harmonious colours. The emphasis should be on the clarity of communication.

### **Professional Consultation**

Signs should utilise professionally designed layouts, and Council encourages applicants to consult with professionals (signwriters, artists, etc) prior to lodging an application.

### **Position**

Advertising signs should be positioned so that they do not unreasonably obscure or dominate other existing signs on the same property or neighbouring properties.

### **Character**

Advertising signs should be designed and located so as to be in scale and character with the architecture and appearance of the host premises and adjoining premises. This principle is of particular importance in the case of historic buildings or within historic precincts recognised by Council or the National Trust. The design and location of signs should complement rather than

compromise existing architectural features. No sign shall obstruct or block the view of any feature of historic architecture.

### ***Number***

The total number of signs on a particular property should be restricted to those necessary to provide reasonable identification of the business or businesses established thereon, with duplicate signs to be avoided. Signs may be used to minimise clutter where two or more businesses share a premises. Multiple tenement signs should not exceed 8 square metres in area.

### ***Combination***

Where a number of different signs on a single property are proposed, or where a large building complex is involved accommodating a number of firms or functions (eg. shopping centres, factory units, industrial estates, etc) a co-ordinated and orderly approach to advertising is to be employed, with the signs of uniform or complementary style and character. Entrance signs to industrial estates should be attached so as to be single structures (ie. identification sign).

### ***Amenity***

The size, shape, location, height and message of an advertising device should not detract from the amenity of adjacent premises or from the locality generally. Rather, the sign should relate to the existing land use. However, tourist signs and directional signs should be allowed regardless, as they perform an important role in directing tourists to significant locations. Any illuminated signs should not be a source of nuisance to neighbours.

### ***Obstruction***

Advertising signs must be positioned so as not to present a potential obstruction to the safe movement of pedestrians, bicycles or motor vehicles, or cause confusion with traffic signs, controls or directional signs.

### ***Safety***

Advertising signs must be designed and built in a manner which is structurally and electrically sound so that they pose no threat or danger to the public.

### ***Structure***

Any supporting structural elements should be discreet so that they do not detract from the overall appearance of the sign or the host premises.

### ***Signs in rural zones***

Signage in rural zones must relate to the land on which the sign is to be placed, or to premises situated on that land, and specify one or more of the following particulars:

- the purpose for which the land or premises is or are used;
- the identification of a person residing or carrying on an occupation or business on the land or premises and a description of this occupation or business
- particulars of the goods or services provided on the land or premises
- a notice directing the travelling public to tourist facilities or activities or to places of scientific, historical or scenic interest.

## **9.6 Applications**

Sign applications should be submitted to Council on the Development Application form, with six (6) copies of accompanying plans of the proposed sign(s). Applications should address both the advertising content and the structure on which it is to be displayed.

The plans should be to scale, and clearly show the particulars of sign dimensions, type, colour(s), material(s), location, construction and method of attachment of the advertisement, and any further information deemed necessary or as requested by Council.

Applications will be determined according to the provisions of clause 24 of Lismore LEP 2000 and this Plan, as well as the merits of the sign's location and effect on the amenity of the area. The application fee shall be determined by Council's list of fees and charges.

The period of consent shall be in accordance with the provisions of the Environmental Planning & Assessment Act 1979 and / or such time as prescribed by Council. A consent approval will state the length of time the approval applies and a renewal and / or extension must be submitted prior to the expiry date.

Sign applications need not be a separate application from a development application for the whole development of a site. Applicants are encouraged to consider the provision of suitable integrated signage as part of the overall design of a development.

Where the application involves the erection of a complex structure, a Development Application may also be required to address this issue. Applicants shall be advised in this instance.

### **9.7 Existing Use**

Where an advertising device has been legally approved in the past, "existing use rights" apply. Signs which have not been given approval but existed prior to the introduction of planning controls or the adoption of Lismore City Council's original Policy on Outdoor Advertising Signs and Structures on October 15, 1985, may be deemed also as having existing use rights. Where changes are proposed to the sign, including shape, size, colour or text, existing use rights cease and the new sign should comply with clause 24 of Lismore LEP 2000 and this plan.

Where an advertising device does not comply with clause 24 of Lismore LEP 2000 and this plan, is not subject to existing use rights, and has not been approved, it should be removed. Where the existing sign is an advertising device which may be granted approval according to clause 24 of Lismore LEP 2000 and this plan, an application should be promptly lodged with Council.

### **9.8 Duration of Consents**

In accordance with the provisions of State Environmental Planning Policy No. 64 Advertising Signage, Council may grant consent to an application for signage for a maximum period of fifteen years.

### **9.9 Agreement of landowner for erection of advertising signs**

Council cannot accept a development application for any use, including advertising signage, without the written agreement of the owner of land on which the use, including signage, is to be carried out or erected. Therefore any development application for signage must include the agreement of the owner of the property on which the signage is to be erected. Lismore City Council or the Roads & Traffic Authority are the owners of road reserves, including footpaths, within Lismore. Council will not agree to the erection in the road reserve of advertising signs for commercial development.

### **9.10 Directional signage for tourist facilities**

Directional signage for tourist facilities must comply with the Tourist Signposting Manual prepared by Tourism New South Wales and the NSW Roads & Traffic Authority, and be approved by the Tourist Attraction Signposting Assessment Committee (TASAC). This manual is available at [www.corporate.tourism.nsw.gov.au](http://www.corporate.tourism.nsw.gov.au). TASAC may be contacted through Tourism New South Wales.

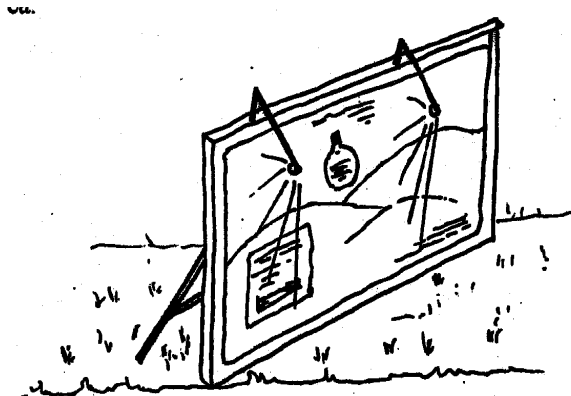


### 9.11 Additional Information

Clause 9.3 of this Chapter describes each type of sign and in which zones each is permissible or prohibited. There are a number of technical matters which are not covered in this clause, and are detailed as follows:

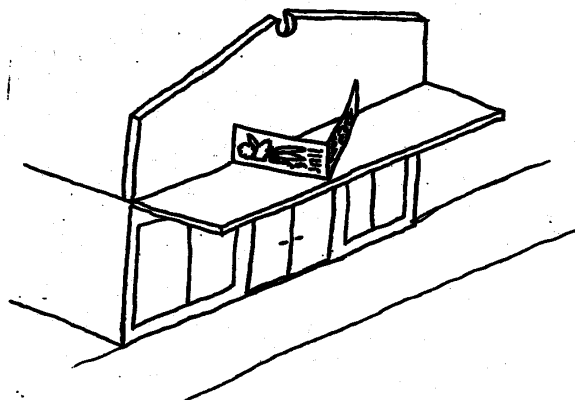
#### **Advertising Billboard**

These signs are very obtrusive, and are therefore generally not encouraged in Lismore. The panel of these signs should generally be greater than 6 m<sup>2</sup> (square metres) in area, but not exceed 18 m<sup>2</sup> (square metres) in area.



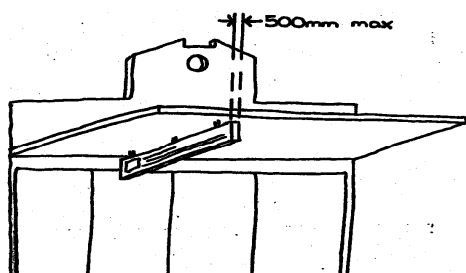
#### **Awning Sign (Above)**

These signs should not exceed 1.5 m<sup>2</sup> (square metres) in area as a total per premises. These signs are considered to be obtrusive, and can adversely affect streetscapes and restrict views of architectural features on a building or buildings.



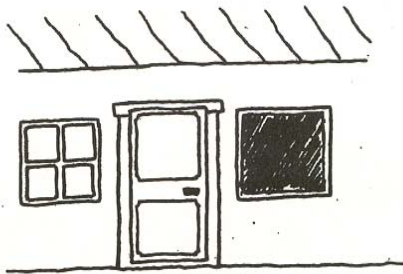
#### **Awning Sign (Below)**

These signs should not exceed 1.5m<sup>2</sup> (square metres) in area as a total per premises, with a maximum depth of 500mm, and located a minimum of 600mm from the kerbing edge.



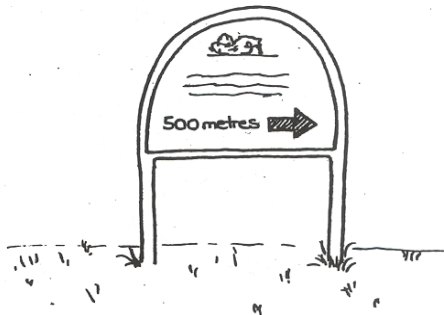
### **Chalkboard Sign**

These signs are not to be placed on footpaths or road reserves, and must be affixed to private property and generally not exceed 1.5 m<sup>2</sup> (square metres) in area as a total per premises.



### **Directional Sign**

A directional sign is any advertising device which directs the travelling public to tourist facilities, activities, accommodation or places of scientific, historical or scenic interest, and which conforms to the Australian Standard 1743, and is approved and erected by Council.



### **Election Sign**

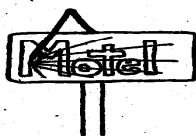
Election signs greater than 1m<sup>2</sup> (square metre) in area may be permissible, subject to development consent.

### **Illuminated Sign**

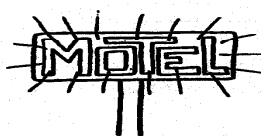
"Indirect" illuminated signs should not exceed 3m<sup>2</sup> (square metres) in area per premises.

"Internal" illuminated signs should not exceed 8m<sup>2</sup> (square metres) in area per premises.

Neon illuminated signs should not exceed 4m<sup>2</sup> (square metres) in framed area per premises.



"Indirect"



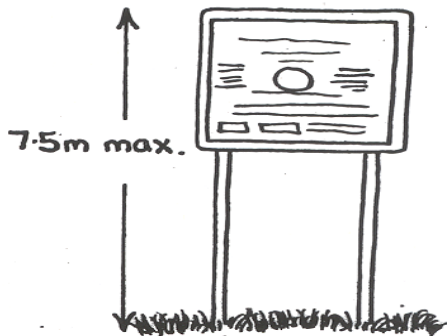
"Internal"



Neon

**Pole/Pylon Sign**

These signs should not exceed 4 m<sup>2</sup> (square metres) in area per panel and should not exceed 7.5 metres in height.

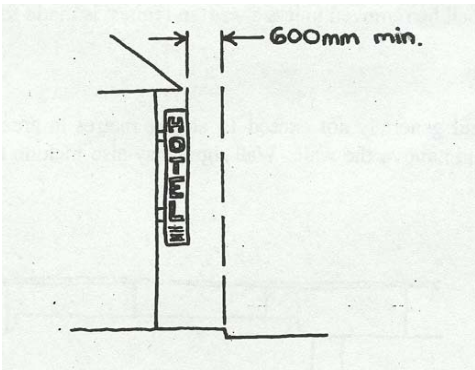


**Portable Footpath Sign**

These signs, also known as "A" frames and sandwich boards, are commonly located on footpaths outside shops. These types of signs are prohibited throughout the Lismore City area, with the exception of specific, weighted portable footpath signs permitted under the provisions of Council's Outdoor Dining Policy.

**Projecting Wall Sign**

Horizontal and vertical projecting wall signs must be located a minimum of 600mm from the kerbing edge.



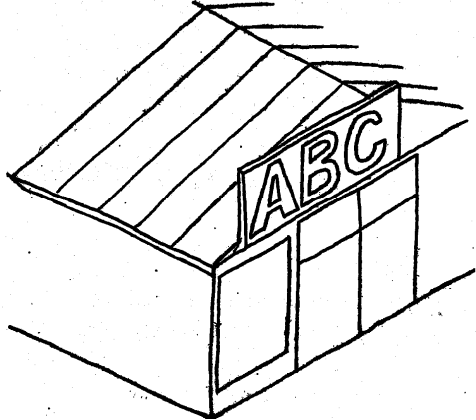
**Real Estate Sign**

Real Estate signs greater than 5m<sup>2</sup> (square metres) in area may be permissible, subject to development consent. These signs are only permitted to be erected on the property which is for sale, and must be removed upon the completion of sale of the property.



### **Sky/Roof/Fin Sign**

These signs should generally not exceed 8m<sup>2</sup> (square metres) in area, and not exceed the height of the highest part of the building on which they are erected. It is considered that these signs are unnecessarily obtrusive, often destroying the appearance and character of the building and the surrounding streetscape. This is particularly relevant within the Lismore precinct, where many of the residents have their principal view over the townscape.

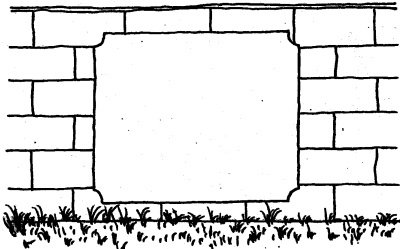


### **Temporary Sign**

Any approval for temporary signs will specify the period (no more than two consecutive calendar months) the sign may remain. At the expiry of the period of approval specified by the consent, the temporary sign shall be removed unless a written request is made for renewal or extension time.

### **Wall Sign**

These signs should generally not exceed 15 square metres in area, be limited to one per wall, and should not protrude above the wall. Wall signs may also include fence signs, such as those used at sporting facilities.



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