

D.5: OUTDOOR SIGNAGE

5.1 INTRODUCTION

Signage is an integral part of the streetscape in the urban and rural environments, providing information to people on business locations, products and services. Well designed and located signs can be useful and can complement the local character of an area. Poorly designed and inappropriate signs can detract from the overall quality of an area and the environment.

Guidelines for signage are required to maintain the characteristics of buildings, streetscape, and the overall design of a particular area. Without reasonable and fairly applied criteria, signs may distract and dominate the setting by way of height, shape, size, number, lighting and movement. In addition, sign standards will ensure that a business is protected against undesirable and overpowering signage from other competitors and / or adjacent premises in the area.

5.1.1 Application

This Chapter applies to all the land to which this DCP applies, except land to which *Part E: Specific Areas, Chapter 3: Vineyards District* and *Chapter 6: HEZ* apply.

This Chapter applies to the construction, erection, placement, alteration, illumination, relocation, attachment, painting or repainting of all existing and proposed signage that is visible or likely to be visible from any public place, public road or adjoining property, whether fixed or mobile. Specific provisions for signage on land that buffers the Vineyard District are included (see Map 1 for affected areas).

5.1.2 Purpose

The purpose of this Chapter is to provide a policy that balances the need for signage without adverse environmental impact. The Chapter seeks to clarify legal requirements and also provides design guidelines to assist developers, advertisers and sign manufacturers in the preparation of proposals.

This Chapter has been prepared in accordance with *SEPP 64: Advertising and Signage* and *Cessnock Local Environmental Plan (CLEP)*.

5.1.3 Definitions

For the purposes of this Chapter, *signage* has the same definition as that stated in the Dictionary of *CLEP* and found in *Schedule 2: Exempt development*.

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:

- (a) building identification signs, and*
- (b) business identification signs, and*
- (c) advertisements,*

but does not include traffic signs or traffic control facilities.

5.1.4 Aims and Objectives

The aim of this Chapter is to provide guidelines for the construction and display of signage in the City of Cessnock.

The specific objectives of this Chapter are to:

- (a) provide a consistent approach to the control, location and design of signage;
- (b) ensure that signs complement the architecture of the buildings to which they are attached and their surroundings;
- (c) reduce visual complexity of the streetscape by providing fewer, more effective signs;
- (d) prevent excessive signage and visual clutter and to encourage the rationalisation of existing and proposed signs;
- (e) achieve a gradual replacement of existing unwanted signs with new, good quality, well maintained signs;
- (f) ensure that changes to existing signs are consistent with the requirements that apply to new signs;
- (g) outline circumstances in which signs may be erected with or without Council consent;
- (h) promote effective and visually interesting advertising of goods and services and ensure that signage is of a high quality design and finish;
- (i) ensure that signage does not adversely affect the safety of motorists and pedestrians;
- (j) ensure that signs do not affect the amenity of residents by way of shadow or illumination effects;
- (k) facilitate the placement of signs that promote businesses in a manner appropriate to the scale and design of the existing built environment;
- (l) promote a high standard of commercial advertising which will enhance the appearance of the city's commercial areas;
- (m) permit adequate business advertising and identification;
- (n) maintain a balance between the established built form and character of the streetscape and the needs of commercial enterprises to advertise their products, services and facilities;
- (o) encourage signage in the Central Business District which will contribute to the status and viability of the Centre;
- (p) ensure that signage is compatible with the intensity of use in each land zone;
- (q) ensure that content of signage will not interfere with the amenity of the locality or cause offence to the general public;
- (r) maintain a degree of uniformity and equity in the extent of signage permitted; and
- (s) encourage signage that does not contain excessive information that is ineffective.

Specific objectives of the Chapter in relation to land identified on Map 1 are to:

- (a) provide off-site directional signage at the appropriate locations to effectively guide visitors to businesses associated with the Vineyards District with an emphasis on visitor information needs rather than advertising opportunity or exposure for individual businesses;
- (b) co-ordinate the style of public signage through the use of common materials, components and design features aimed towards achieving a strong district identity that complements the rural and viticultural character of the area;
- (c) to ensure that signage does not detract from the amenity of the area;
- (d) to provide opportunity for the promotion of tourism both in the region and local businesses;
- (e) set out requirements for tourist direction signs to the Vineyards District;
- (f) set out requirements for commercial signs within this area;
- (g) reduce visual clutter, driver confusion, landscape detraction and traffic hazards caused by inappropriate use of signage within this area;
- (h) outline procedures for business funding of directory fingerboard signs and
- (i) ensure that signs placed on or near heritage buildings do not detract from the heritage significance of the building or place.

5.2 WHERE ARE SIGNS ALLOWED?

5.2.1 *Types of signs and their allowable locations*

The type of sign permitted depends on the zoning of the property. The following table is a summary of signage that is:

- **Exempt from obtaining development consent** if in accordance with *CLEP, Schedule 2: Exempt Development* (marked ✓);
- **Permitted with development consent** (marked **DC**); or
- **Prohibited** (marked **X**).

Signage type	<i>RU2 – Rural Landscape</i>	<i>RU4 Rural Small Holdings</i>	<i>RU5 - Village</i>	<i>R2, R3 & R5 - Residential</i>	<i>B1, B2, B3, B4 & B7 - Business</i>	<i>IN1 - Industrial</i>	<i>IN2, IN3 - Industrial & SP2 - Infrastructure</i>	<i>RE1 & RE2 - Recreation</i>	<i>E2 Environmental</i>
<i>Above awning</i>	X	X	X	X	X	X	X	X	X
<i>A-frame (on-site)</i>	✓	✓	✓	✓	✓	X	✓	DC	DC
<i>Banners</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Below awning</i>	✓	✓	✓	✓	✓	X	✓	DC	DC
<i>Business directory</i>	DC	DC	✓	DC	✓	X	✓	DC	DC
<i>Business identification</i>	DC	DC	✓	✓	✓	X	✓	X	DC
<i>Fascia</i>	✓	✓	✓	✓	✓	X	✓	X	DC
<i>Fin</i>	X	X	X	X	X	X	X	X	X
<i>Flagpole</i>	✓	✓	✓	✓	✓	X	✓	✓	✓
<i>Flashing</i>	X	X	X	X	X	X	X	X	X
<i>Flush wall</i>	✓ & X	✓ & X	X	X	X	X	X	X	X
<i>Gateway</i>	✓ & DC	✓ & DC	X	X	X	X	X	X	DC
<i>Hoardings</i>	X	X	X	X	DC	X	DC	X	X
<i>Inflatable signs or structures</i>	X	X	X	X	X	X	X	X	X
<i>Internal</i>	✓	✓	✓	✓	✓	X	✓	✓	✓
<i>Moving / Rotating</i>	X	X	X	X	X	X	X	X	X
<i>Special event (temporary)</i>	✓	✓	✓	✓	✓	X	✓	✓	✓
<i>Permanently anchored airborne signs</i>	X	X	X	X	X	X	X	X	X
<i>Political (temporary)</i>	✓	✓	✓	✓	✓	X	✓	✓	✓
<i>Projecting wall</i>	✓	✓	✓	✓	✓	X	✓	✓	✓
<i>Real Estate (temporary)</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Roof or sky</i>	X	X	X	X	X	X	X	X	X
<i>Special event</i>	✓	✓	✓	✓	✓	✓	✓	X	✓
<i>Trailer/Vehicle</i>	X	X	X	X	X	X	X	X	X
<i>Window</i>	✓	✓	✓	✓	✓	X	✓	✓	✓
<i>Wine barrel</i>	✓ & DC	✓ & DC	X	X	X	X	X	X	X

Note: For businesses operating under existing use rights, development applications will be considered on merit.

Signs shall be located on the actual property that contains the business or activity identified or promoted on the sign itself. Signs are not permitted on Council land or within the road reserve (with the exception of A-Frame / Sandwich Board signs – see Clause 5.3.11).

In exceptional circumstances, Council may consider the erection of an off-site sign, provided that the consent of the road authority or the private landowner has been obtained. Written justification shall be provided with any application for an off-site sign.

5.2.2 Prohibited Locations

All signs are strictly prohibited in the following locations, unless provided for in *CLEP, Schedule 2: Exempt Development*.

- a. Any sign which would adversely affect traffic lights or authorised road signs by obscuring from the view of pedestrians and or road users.
- b. Signs attached to trees, electricity or telephone poles or any other inappropriate structures.
- c. Signs obscuring any significant architectural features of a building.
- d. Any sign not on land to which it refers or relates.
- e. Signs on bridges.
- f. Illuminated signage within residential zones.
- g. Signs that impact on the visual character of a building or an area with environmental heritage values.
- h. Signs on public property or footpaths.

5.2.3 Maximum Number of Signs

Each property shall be permitted a maximum number of signs as follows:

Zone	Sign type	Maximum number of signs
Commercial or industrial	Post-supported	2
	Wall	2
	Entrance	2
	Fascia	No limit
	Below awning	1
	Projecting wall	1
	A-frame	1 (2 for corner blocks)
	Business directory	1
	Window	No limit
Rural	Post-supported	2
	Entrance	2
Residential	Business identification	1
	Window	1
	Fascia	On merit
	Below awning	1
Open space & other unspecified zones	Business identification	1
	Business directory	1
	Post-supported	2
	Wall	2

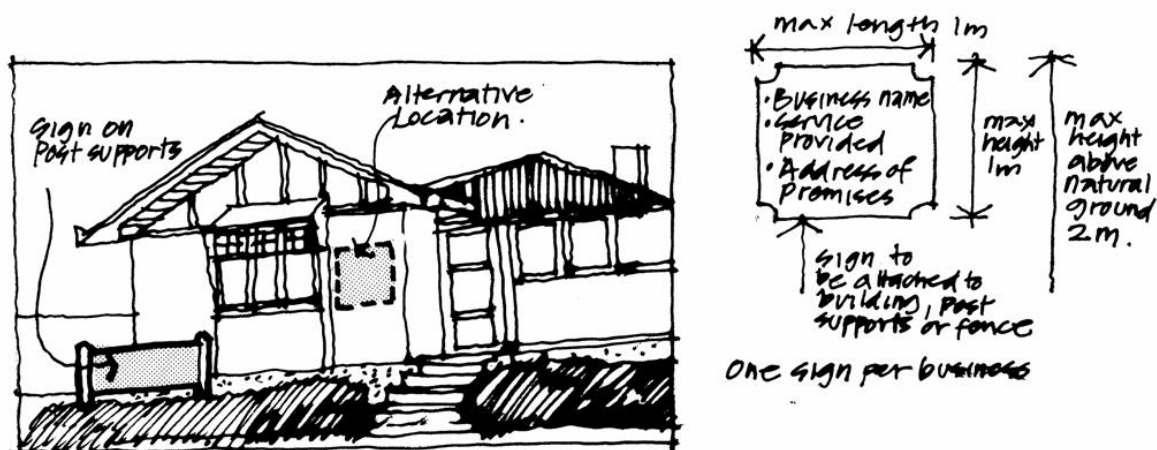
5.3 DESIGN CRITERIA

This section defines types of signs and sets criteria for their size and construction. This criteria will be taken into account when Council assesses an application for signage.

5.3.1 Business Identification Signs

Criteria - Business identification signs may only be erected where an approved business operates and shall be attached to the building or post supports as outlined below. Below awning, window and fascia signs can also be classified as 'business identification signs'. The signs shall comply with the following:

- a. a maximum of one sign is permitted per approved business;
- b. shall not exceed a maximum area of 1.0 m²;
- c. shall only contain directions or cautions as is usual or necessary relating to the premises or any occupation carried on at the place or premises;
- d. may contain particulars or notification required or permitted to be displayed by or under any Act of the Parliament of the Commonwealth;
- e. may include the address of the premises and a logo or symbol identifying the business;
- f. shall be no higher than 2000mm above natural ground level;
- g. shall be securely fixed to a fence, building or post-supports where it does not constitute a danger to any person or vehicles;
- h. shall be wholly contained within the site or premises;
- i. shall not advertise a specific product, trade or brand names; and
- j. the Assessment Criteria at 5.6.



5.3.2 Business Directory Signs

Criteria – Business directory signs may only be erected where approved businesses operate and shall be attached to the building or post supports as outlined below. They should be used where they are more practical than other types of signs (eg. in place of a number of business identification signs) and shall comply with the following:

- a. a maximum of one sign is permitted per approved building or site. The sign may identify as many individual businesses within the building or site as required;
- b. shall not exceed a maximum advertising area of 0.5m² per individual business;
- c. shall only contain the name and address of each individual business and a logo or symbol identifying each business;
- d. shall be no higher than 2000mm above natural ground level;
- e. shall be securely fixed to a fence, building or post-supports where it does not constitute a danger to any person or vehicles;
- f. shall be wholly contained within the site or premises;
- g. shall not advertise a specific product, trade or brand names; and
- h. the Assessment Criteria at 5.6.

5.3.3 Window Signs

Criteria – The sign shall comply with the following:

- a. shall be of high quality design and completed in a professional manner;
- b. may be internally illuminated or floodlit; and
- c. the Assessment Criteria at 5.6.



5.3.4 Fascia Signs

Criteria – the sign shall comply with the following:

- a. shall be attached flush to the fascia;
- b. shall not extend beyond the dimensions of the fascia;
- c. shall not extend above or below the fascia of the building;
- d. shall not be internally illuminated;
- e. the information on the sign may only relate to the business name, services or goods provided; and
- f. the Assessment Criteria at 5.6.

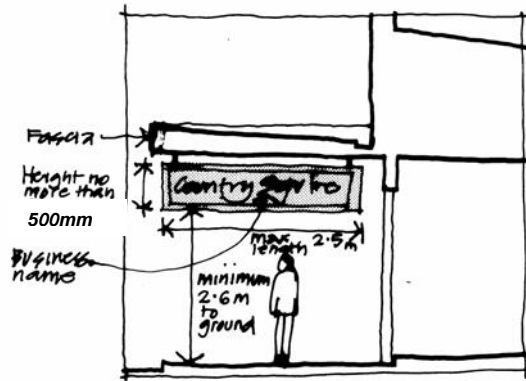


5.3.5 Below Awning Signs

Criteria – The sign shall comply with the following:

- a. shall not exceed 2500mm in length or 500mm in height;
- b. shall be erected horizontal to the ground at least 2600mm above ground level;
- c. shall be erected at right angles to the building to which the awning is attached;
- d. shall not project beyond the awning;
- e. shall be securely fixed;
- f. a maximum of:

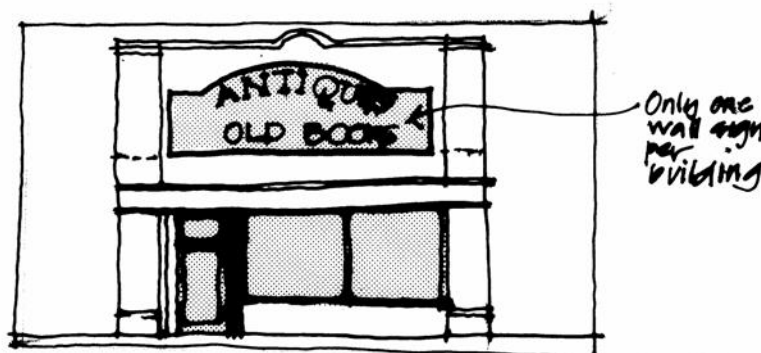
- one sign per business or shop; or
 - two signs per business or shop if it fronts two roads (one sign per frontage);
- g. the minimum distance between under awning signs shall be 3000mm and 1500mm from the shop / business side boundary; and
- h. the Assessment Criteria at 5.6.



5.3.6 Flush Wall Signs

Criteria – The sign shall comply with the following:

- a. shall not project above or below the wall to which it is attached;
- b. only one wall sign permitted per building elevation;
- c. shall not project more than 300mm from the wall;
- d. shall not extend over windows or other openings;
- e. shall not obscure significant architectural elements of the building;
- f. for a building having:
 - an above ground elevation of 200m² or more – the sign shall not exceed 10% of the above ground elevation; or
 - an above ground elevation of more than 100m², but less than 200m² – the sign shall not exceed 20m², or
 - an above ground elevation of 100m² or less – the sign shall not exceed 20% of the above ground elevation;
- g. the Assessment Criteria at 5.6.

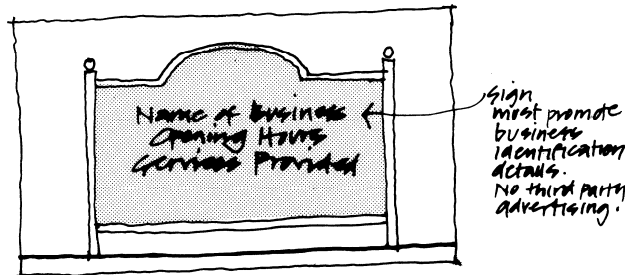


5.3.7 Post, Pole or Pylon Signs (including banners and flags)

Criteria – The sign shall comply with the following:

- a. shall not project beyond the boundary of a property;
- b. where two signs are proposed the second sign shall have the same setback and be of uniform design and spacing;
- c. maximum sign area and maximum height shall not exceed:

- 3.0m² and 2000mm high in rural areas;
 - 8.0m² and 8000mm high in business areas; and
 - 10.0m² and 8000mm high in industrial areas;
- d. signs for businesses operating in residential areas under existing use rights will be assessed on their merits. Maximum signage area is 2.0m² and maximum height above ground is 2000mm;
- e. notwithstanding the above, the height of the structure shall not protrude above the dominant skyline (including any buildings, structures or tree canopies) when viewed from ground level within a visual catchment of 1.0 kilometre; and
- f. the Assessment Criteria at 5.6.



5.3.8 Internal Signs

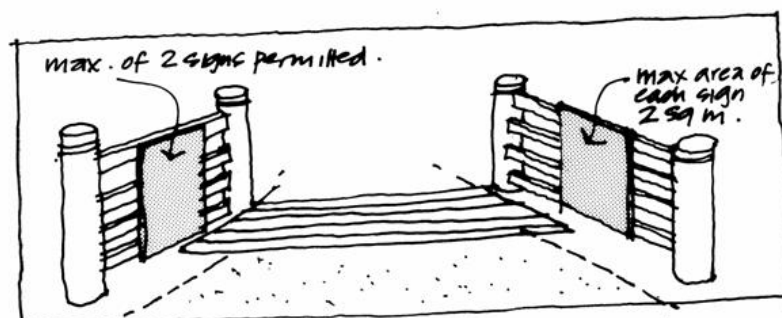
Criteria - Sign shall be wholly within the walls of the premises / building:

- a. for internal directional signs such as signs directing: vehicle entry and exit points; visitors to parking areas; toilet facilities; and the like, the signs shall be positioned to ensure that safety of pedestrians and drivers is not compromised;
- b. shall not cover mechanical ventilation inlet or outlet vents; and
- c. shall not be illuminated or use flashing lights or similar devices for illumination.

5.3.9 Entrance Signs

Criteria – The sign shall comply with the following:

- a. shall be designed as an integral part of the visitor entrance/s point to a property;
- b. a maximum of two signs are permitted. One sign is to be located either side of the property entrance or both signs are to be erected in a central landscaped position;
- c. if the property has two entrance points accessed at different locations at least 30 metres apart or from different road frontages, two signs will be permitted per property entrance;
- d. maximum signage area is 2.0m² and maximum height is 2000mm;
- e. shall be securely attached flush to the gateway or alternatively erected on post supports in a set back landscaped position;
- f. multiple signs shall have the same setback and be of uniform design and spacing;
- g. the Assessment Criteria at 5.6.



5.3.10 Projecting Wall Signs

Criteria – The sign shall comply with the following:

- a. projecting wall signs shall be of an architectural style that is particularly suited to the building and to the design theme of adjoining buildings;
- b. projecting wall signs shall have a maximum signage area of 2.0m²;
- c. maximum projection shall not exceed 2500mm from the edge of the building;
- d. shall be located at least 2600mm above natural ground level;
- e. shall be at least 600mm from the vertical projection of any kerb alignment;
- f. shall not be located above the awning of a building;
- g. shall not project above the top of the wall to which it is attached;
- h. shall be spaced at least 3.0 metres apart to provide adequate visibility for other signs;
- i. maximum of one sign per street frontage;
- j. shall be securely fixed and maintained in a structurally adequate and safe manner; and
- k. the Assessment Criteria at 5.6.

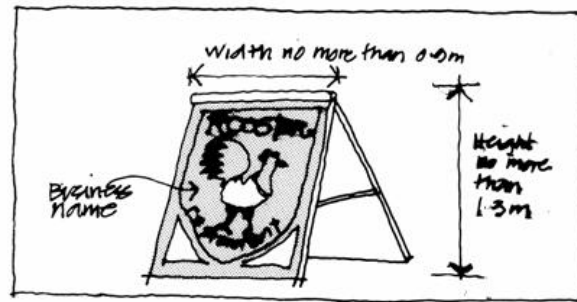


5.3.11 A-Frame / Sandwich Board / Moveable Signs

Criteria - Development consent is required for signage within the road reserve (footpath) and the sign shall comply with the following:

- a. one double-sided A-frame sign is permitted per property street frontage regardless of the number of businesses operating from the site. Two signs are permitted if the property fronts two roads (one sign per frontage);
- b. shall not exceed 1300mm in height and 900mm in width;
- c. a chalkboard area is permitted provided that the sign has a professionally presented header displaying the business name. The text of the sign displayed shall only relate to the business conducted or goods sold at the premises;
- d. all signs shall be located immediately outside the premises to which they relate and shall be positioned:
 - flush against the outer wall, extending no further than 1100mm on the footpath, ensuring maximum practical pedestrian movement across the footpath; or
 - adjacent to the kerb without being an obstruction to the opening of car doors.
- e. shall not be located within 5.0 metres of another moveable A-frame sign and no closer than 2.0 metres to any other obstruction (eg. street furniture);
- f. shall be suitably weighted so as to be free from any movement and structurally sound, or prevent injury to people or damage to property;
- g. shall be removed outside business trading hours and can be repositioned easily;
- h. shall not be fixed or secured to any Council property (ie. street signs, seating, etc.);
- i. shall not have any moving or revolving parts, attention seeking devices or flashing lights;
- j. Council as landowner, may at any time revoke its consent allowing the sign to be erected in the road reserve; and

- k. the Assessment Criteria at 5.6.



For initial approval a development application fee will be applicable.

Each A-frame sign shall be covered by a public liability insurance of not less than \$10,000,000 in the joint names of the advertiser and Council. This indemnifies both Council and the business owner against any actions, claims and proceedings in respect of the structure and the signage thereon. Evidence of such insurance is to be provided on an annual basis.

5.3.12 Temporary Signs

Real Estate Signs (for sale)

Criteria – General real estate signs shall conform to the following:

- a. no sign shall be erected on any property by an estate agent unless they have been authorised by the owner of the property to act on their behalf;
- b. shall be wholly contained within the property;
- c. shall be in good clean order and condition and shall not be erected in a manner where they may cause public danger, offence or inconvenience;
- d. shall be removed within 10 days after the letting or completion of sale;
- e. shall be limited to one sign per agent per property road frontage;
- f. may not be internally or externally illuminated;
- g. shall not be attached to telegraph poles, trees, sign posts, road traffic facilities or the like;
- h. shall be removed at the request of the vendor, purchaser, owner or tenant;
- i. shall reflect the current position of the property regarding sale or lease and be a true reflection of the property's availability or otherwise from the viewpoint of the public;
- j. are permitted as a temporary sign for a maximum period of 12 months. Following expiration of this period a development application is required to be submitted;
- k. signage area and height shall not exceed:
 - 5.0m² and 3.0 metres high in rural zones; and
 - 4.5m² and 3.0 metres high in business and industrial zones; and
 - 3.0m² and 1700mm high in residential zones;
- l. the Assessment Criteria at 5.6.

Real Estate Signs (auction)

Criteria – Auction real estate signs shall conform with the following:

- a. shall be erected in accordance with Real Estate Signs (for sale) as above;
- b. shall be displayed no earlier than 42 days before the day on which the auction is to take place and shall be removed within 7 days after the auction;

- c. signage area and height shall not exceed:
 - 5.0m² and 3.0 metres high in rural zones; and
 - 4.5m² and 3.0 metres high in business and industrial; and
 - 3.0m² and 1700mm high in residential zones;
- d. the Assessment Criteria at 5.6; and
- e. a Frame / Sandwich Board signs may be erected / displayed 24 hours prior to an auction and shall be removed immediately after the auction. Such signs are permitted within the property boundaries and on any footpath / road reserve, provided they do not interfere with traffic or pedestrian movements or safety.

Real Estate Signs (land release)

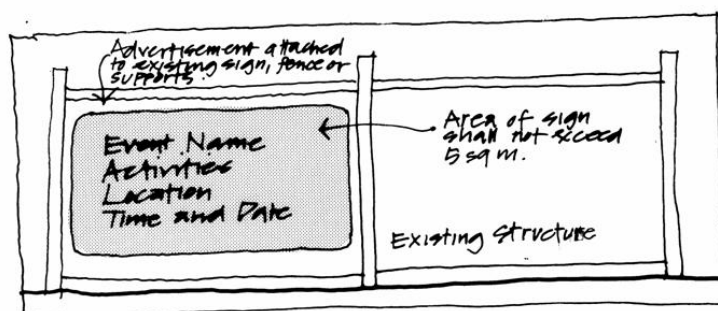
Criteria – Land release real estate signs shall conform with the following:

- a. shall be erected in accordance with Real Estate Signs (for sale) as above;
- b. signage area and height shall not exceed:
 - 5.0m² and 3.0 metres high in rural zones; and
 - 4.5m² and 3.0 metres high in business and industrial zones; and
 - 3.0m² and 2000mm high in residential zones;
- c. the Assessment Criteria at 5.6.

Special Event Signs

Criteria - Special events signs shall conform with the following:

- a. may only be displayed for a period of not more than 2 months prior to the event and shall be removed within 48 hours after the event;
- b. maximum of 6 off-site temporary signs is permitted without Council development consent;
- c. maximum of 2 on-site temporary signs are permitted per event;
- d. shall be erected on private property. Development consent is required to erect a special event sign on public land;
- e. shall be securely attached to an approved signage structure, fence or post supports;
- f. shall not exceed 5.0m² in area;
- g. shall not be higher than 3.0 metres from ground level;
- h. shall be completed in a professional manner. The design and finish of the sign shall be in character with the amenity of the area;
- i. shall not overhang a public road or footway;
- j. the position of the sign shall not obstruct a driver's line of sight;
- k. product or corporate branding may occupy no more than 5% of the sign display area;
- l. the consent shall be obtained from the property owner prior to the erection of any signage;
- m. shall not be fixed or secured to any Council property (ie. street signs, seating, etc.);
- n. the Assessment Criteria at 5.6.



5.4 ROADSIDE DIRECTIONAL SIGNAGE

5.4.1 *Roadside directional signage system*

Roadside directional signage within the Vineyards District is administered by Council. The aim of this system is not to advertise local businesses but to ensure that visitors are able to find their way around the vineyards with the least amount of difficulty. The various components of the roadside directional signage system comprise the same materials and design character to ensure consistent communication to the public and a strong affinity with the character of the rural landscape. The roadside directional signage system is divided into the following components:

- a) **Visitor Information Maps** - these have been provided at key decision points both within and at the perimeter of the Vineyards District. These maps are located in information bays, which provide opportunity for drivers to pull off the road to read them and therefore avoid becoming a hazard to moving traffic.
- b) **Vineyards district entry signs** which identify and direct visitors to various precincts within the Vineyards District (eg. Pokolbin, Mount View, Lovedale, Rothbury and Brokenback).
- c) **Fingerboard Signs** - these have been provided by Council at intersections of lesser importance than those provided with information maps. The fingerboard signs show the road name, the business name, an arrow specifying the direction of the business and a distance measurement.
- d) **Visitor Information Guide** containing a **foldout map** can be obtained from the Cessnock Visitor Information Centre or most wineries, businesses or tourist facilities operating within the Vineyards District.

5.4.2 *How do I place my business onto the roadside directional signage system?*

System users shall complete a registration form and pay a one-off fee for inclusion of a business on the system. This fee covers inclusion on all roadside maps as well as permitting placement on the fingerboard signs as permitted under this Chapter.

5.4.3 *On how many fingerboard signs will my business feature?*

A business is permitted to feature on those roadside fingerboards located at the intersections to the road to which the business has its frontage. For example, a winery located on a road which intersects with two other roads will be permitted to display 2 fingerboard signs, 1 at each of the intersections.

5.4.4 *Are there limitations to the information I can have included on the fingerboard signs?*

Past experience has shown that fingerboard signs will work more effectively if there is minimal clutter on each fingerboard. The signs are intended to be easily read by *moving* vehicles as they pass through an intersection and therefore it is important that the minimum number of letters are used to provide maximum clarity. Good fingerboard content will use only one or two key words to identify a facility. For example:

'SMITHTON ESTATE WINERY' is undesirable.

SMITHTON ESTATE WINERY

A preferable option is **'SMITHTON ESTATE'**

SMITHTON ESTATE

An even better option is **'SMITHTON'**

SMITHTON

The fingerboards do not display individual corporate fonts or logos. The standard font used is Times New Roman with the font size being determined by the number of letters on the fingerboard panel.

5.5 ASSESSMENT CRITERIA

When assessing an application for the erection of a 'merits' sign(s) the Council will take into account all relevant matters listed under section 79C of the EP&A Act including the following:

- impact of the sign on the environment in terms of external lighting intensity, duration of illumination and light scatter as well as any noise emitted from electrical equipment in a quiet rural area;
- impact of the sign on the landscape or scenic quality of the area. Integration of the sign(s) with buildings or other landscape elements. Visibility of the sign above the horizon or with landscape as a backdrop;
- impact of the sign on any heritage item or conservation area. This assessment will have reference to any 'heritage studies' where available. The sign shall relate to the character, style, colour, design and materials of the Heritage Item or to the architecture of the Conservation Area;
- character of the area (eg. settled, commercial, wild etc.). Sign materials compatible with a district of early settlement, rural character and high scenic value;
- the effect of the nature and intensity of the business identification and promotional signage in the locality and the potential for clutter;
- sign construction, bulk and scale to reflect turn-of-the-century technology;
- scale of the sign relevant to nearby buildings and to viewing distance;
- style of the sign relative to the style of development within the visual catchment area of the proposed sign. Impact of the sign on adjoining development or on the use or enjoyment of nearby buildings or land;

- impact on vehicle and pedestrian movement and safety. Horizontal and vertical alignments of the road(s) addressed by the sign and the traffic speeds and volumes specific to the road(s);
- the effect of the proposal on the natural and man-made landscape;
- the existing and likely future amenity of the area;
- the structural integrity of the sign with particular emphasis on the ability of the sign structure to withstand wind forces, including means of attachment;
- the wording and / or graphics applied to the sign;
- effect of illumination and light spill (where appropriate);
- current approved signs on the property and on any adjoining properties; and
- impact of the sign on any heritage item or conservation area (see Schedule 1).

5.5.1 Location of Signs

- a. Signs shall be located within the boundaries of the land / property to which they relate.
- b. Consideration shall be given to surrounding vegetation and whether the trees or plant species will grow to obscure the sign from view.
- c. Signs shall have adequate clearance around poles and electricity wires.
- d. Signs shall be placed where they will not impact on visibility for motorists or pedestrians.
- e. All signs shall form an integral part of the development and its design.
- f. Signs shall, where practical, be located at least 1000mm behind the property boundary.

5.5.2 Illumination

Council will generally not favour applications for high intensity illuminated signs. Lighting details shall be submitted to Council with the development application for the signs. Applications need to demonstrate that illuminated signs will not adversely impact on surrounding land uses. Council may require illuminated signs to be fitted with an automatic timing device to extinguish the illumination during specified hours to avoid light spill into surrounding areas.

Illumination of signs is to be concealed or integral to the sign. Uplighting of signs is prohibited. Any external lighting of signs is to be downward pointing and focused directly on the sign to prevent or minimise the escape of light beyond the sign. Moving, flashing and running light signs project glare and light spillage and are prohibited under this Chapter. Illumination of signs shall generally only be permitted in business and industrial zones.

5.5.3 Quality & Maintenance

Signs are to be of a high visual quality. Signs shall be designed for low maintenance and minimum chance of vandalism. Any sign that is considered as being unsafe or unsightly will need to be repaired, renovated, removed or replaced as appropriate in the circumstances. A sign shall not be altered in any way (except for removal) after approval has been granted. Council may require a maintenance plan to be submitted with a signage application indicating the proposed methods of cleaning, replacement of defective lighting and a detailed maintenance schedule to ensure the ongoing upkeep of the sign.

5.5.4 Duration of Approval

Development approval will last for 15 years as per the requirements outlined in *SEPP 64: Advertising and Signage*. On expiration of this period a new development application will need to be submitted.

5.6 SPECIAL PROVISIONS (area adjoining RU4 Zone: Map 1)

5.6.1 Sign Categories

Signs are divided into the following 3 categories:

(a) Permissible without consent

Reference is made to *CLEP, Schedule 2: Exempt Development* (signage). A Construction Certificate may be necessary before erection of a sign/s.



Banners



Sandwich Board



Standard Real Estate



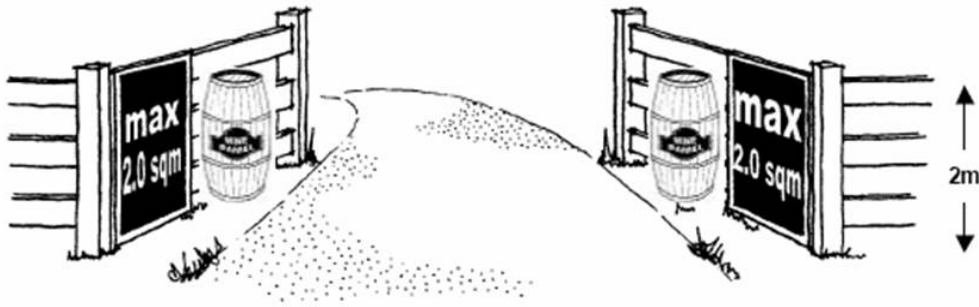
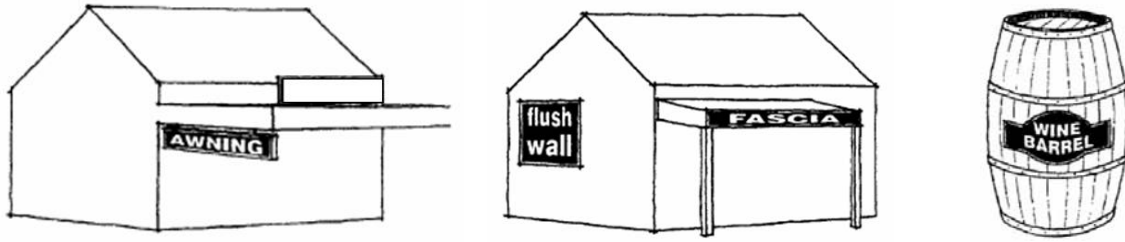
Political Advertising Sign



(b) Considered 'on merit'

The following signs will be considered on merit. A development application is required to be submitted to Council and the application will be assessed with regard to the impact of the sign on the area and whether the sign complies with the aims and objectives of this section.

Below awning signs	Shall not project beyond the edge of the awning and shall have a maximum depth of 500mm. The bottom edge of the sign shall be at least 2600mm above ground level.
Fascia signs	Shall be fully contained within the fascia area.
Flag pole structures	Will be assessed on merits. The size, location and number of flags will be considered.
Flush wall signs	Shall not extend beyond the area of the wall on which the sign is to be located. The sign shall occupy an area no greater than 25% of the wall area on which the sign is to be located.
Gateway signage	Shall be designed as an integral part of the principal visitor entrance point to the facility. Two signs are permitted with a maximum area not exceeding 2.0m ² . The signs shall be located either side of the driveway entrance or in a central landscaped position. Two wine barrels may also be incorporated into the entrance and shall be located wholly within the property boundary within a recessed gateway. Wine barrels shall be positioned so as not to obstruct vehicular or pedestrian sight lines or access.
Large real estate signs	Are those signs in excess of 1.5m ² used for the express purpose of promoting land for sale or auction. The sign shall be located on the actual land being offered for sale. These signs shall not exceed a maximum area of 3.0m ² .
Post supported sign	Shall have a signage area not exceeding 3.0m ² . These signs shall be of either square or rectangular configuration. Properties with a number of businesses shall be allowed to increase the signage area of the sign/s to 4.0m ² .
Projecting wall signs	Shall be either square or horizontally proportioned rectangular configuration with the bottom edge of the sign being at least 2600mm above ground level. The sign shall not project beyond the top of the wall on which the sign is fixed, or beyond the footpath (where applicable).
Vineyard identification signs	Can be erected where the vineyard name has been used on a wine bottle label. These signs are to comprise a square or rectangular format with an area not exceeding 0.8m ² . They shall contain only the company and vineyard name. The maximum height of the structure is not to exceed 1.2 metres..
Wine barrel sign	Shall be complete and intact rather than halved or sculpted and shall be safely and attractively mounted to prevent it being pushed over or rolled away. Painting of the barrels shall be subdued colour tones. The visitor information shall be professionally sign-written onto the barrel.



Gateway Signs

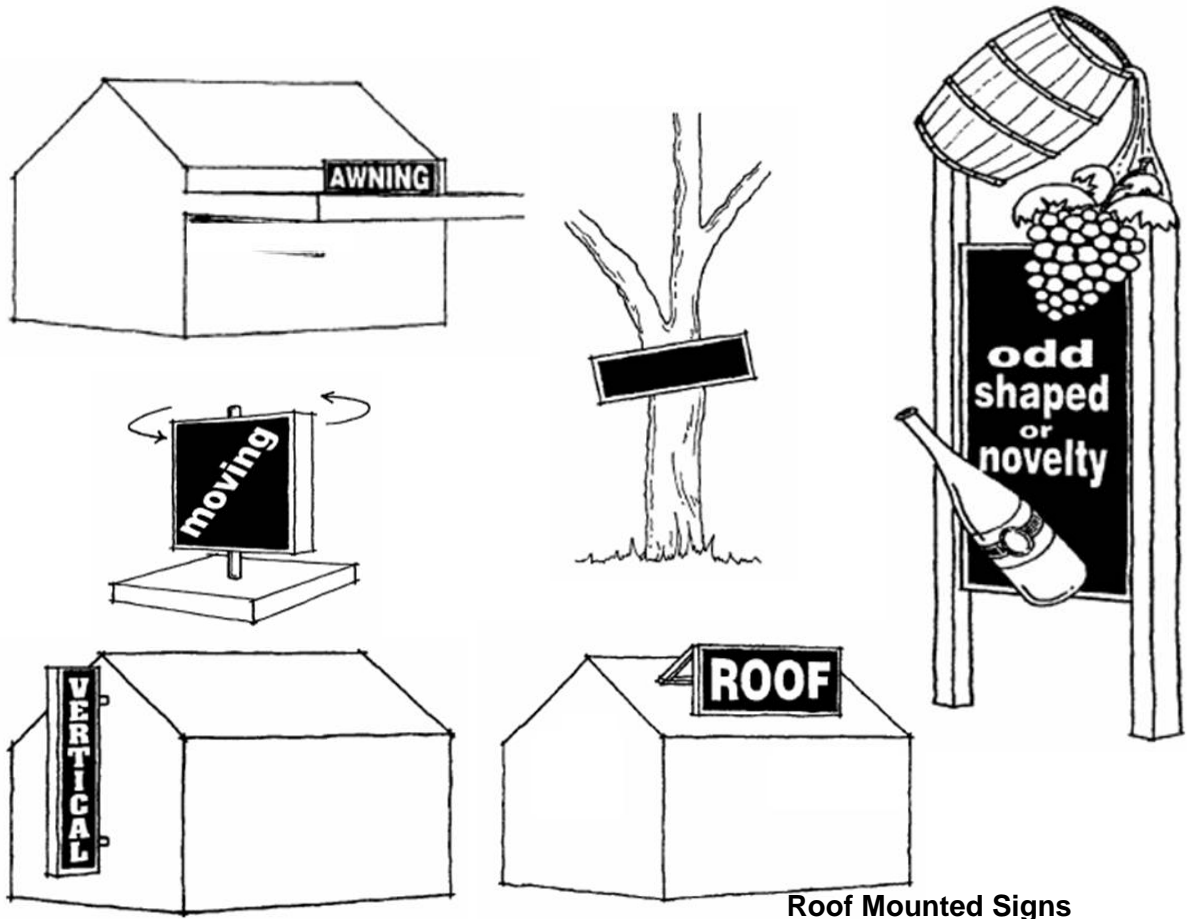


Post Supported Signs

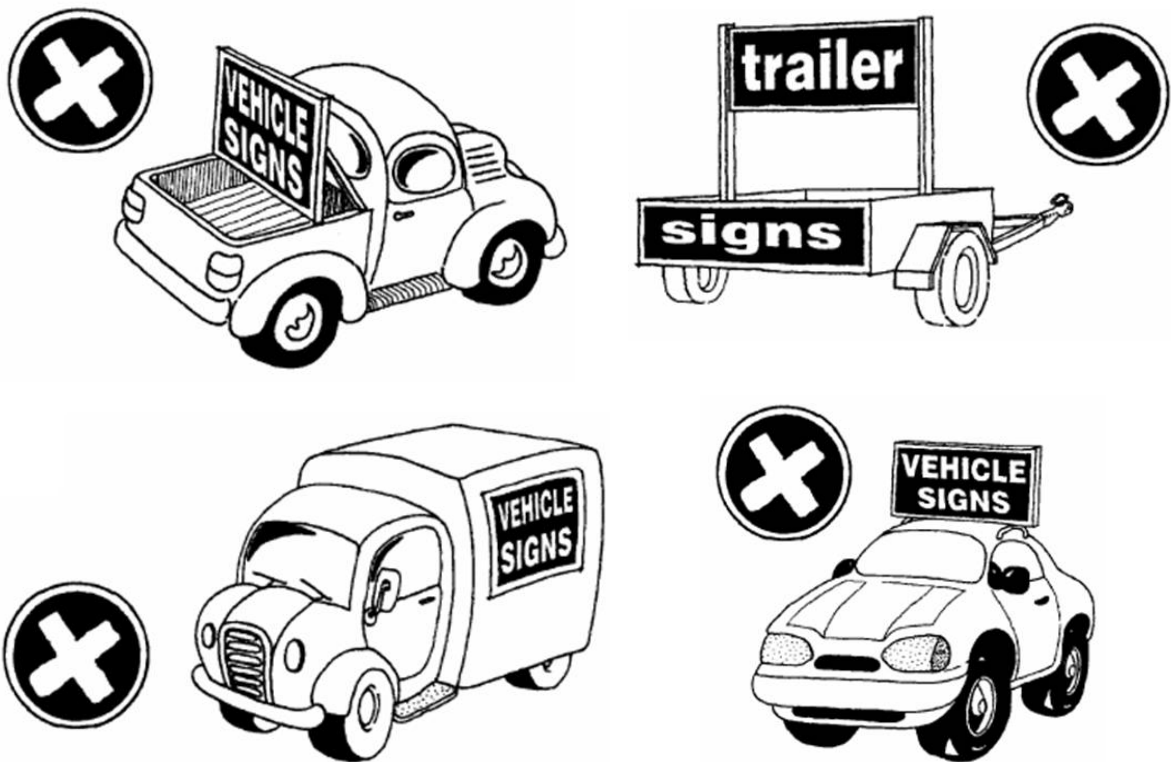
(c) Prohibited

These signs are not considered to be of a suitable form of signage for the Vineyards District, characteristic of the Vineyards District or make a positive contribution to the visual character of the Vineyards District and are not permissible:

- above awning signs;
- signage fixed to trees, telegraph poles and the like;
- internally illuminated, backlit, neon, reflective or scintillating signs;
- moving signs;
- odd shaped or novelty signs;
- pole or pylon signs;
- roof mounted signs;
- signs on trailers, vehicles or equipment; and
- vertically proportioned projecting wall signs.



Roof Mounted Signs



5.6.2 Private Signs

Sign Categories

Signs on private land shall relate to businesses contained on the subject site and are divided into the following categories:

(a) Frontage Signs

Signs positioned at the frontage of a site for the express purpose of presenting the facility or business to the travelling public. Signs within this category are post-supported signs or wall structures (with or without the provision for banner advertising). Post-supported structures shall not exceed a height of 3.0 metres above natural ground level or a signage area of more than 3.0m². Frontage signs are only allowed on properties where an approved business operates. Signage may be provided on either side of the structure. Where the sign is supported by three posts and has signage on either side of the structure, the internal angle shall not exceed 65 degrees. Frontage signs require Council consent.

(b) Internal Directory Signs

Signs internal to a site and which direct visitors to various facilities on the site (eg. signs which identify vehicular entry and exit points or provide direction to amenities or other areas of the site with a specific function such as a car park, wine sales area, restaurant, accommodation, golf course or the like). Wine barrel signs may be used as on-site directional signs. These signs require Council approval if they can be viewed from an adjoining property, public place or a road.

(c) Internal Promotional

Signs designed and located so as to promote various functions, businesses or uses within a site and which cannot be read from a public road, other public place or adjoining property. Wine barrel signs and / or sandwich board signs may be used for promotional purposes within a site. These signs require Council approval if they can be viewed from an adjoining property, public place or a road.

(d) Gateway Signs

Gateway signage is described in section 5.6.1(b) of this Chapter and may include wine barrels, provided they are integrated into the overall design. These signs require Council approval.

(e) Vineyard Identification Signs

Vineyard Identification signs are described in section 5.6.1(b) of this Chapter. These signs shall not be greater than 3.0 m² in area or have a height greater than 3.0 metres above the natural ground level. These signs can only be erected where the vineyard has produced a minimum of two vintages. Vineyard Identification signs require development consent.

(f) Large Scale Tourist Developments

Large scale tourist developments shall be permitted broader designs that whilst not meeting dimensional and numeric requirements of this Chapter, still meet the objectives. Large scale developments shall lodge a development application that details a signage theme for the property as part of the overall landscape design. The development application will have a merits based assessment. Issues taken into consideration include, but are not limited to:

- surrounding landscape;
- objectives of this section;
- impact on the rural character of the area; and
- integration of the signage with buildings and other landscape elements.

5.6.3 Number of signs per property

- a) Each property shall be allowed a maximum of 2 frontage signs visible from the property frontage or public place.
- b) Properties that have frontage to more than one road may have a total of 3 frontage signs provided that:
 - i) 2 of the signs are located either side of the nominated principal entrance;
 - ii) only 1 sign is located on the road not used as the principal entrance; and
 - iii) the road that is not used as the main access point has a frontage of more than 250 metres.
- c) Properties with a number of businesses operating from the one site may be allowed to increase the signage area of the frontage sign/s to 4m².
- d) Existing post supported signs may be modified to accommodate banner signage as identified within 5.4.1(a) of the Chapter, only where the existing post supported sign has been previously approved by the Council.
- e) There is no maximum limit to the number of internal directory signs or internal promotion signs able to be placed on a property so long as they are not visible or directed towards public places or adjoining roadways. A development application accompanied by a 'site signage plan' will be required to be lodged. The plan shall demonstrate the need for the signs based on the range and distribution of facilities and uses on the property with regard to the objectives of this Chapter. Council will require that the signs erected on the site comply with the approved site signage plan.
- f) 1 vineyard identification sign is permitted for each separate vineyard (see 5.6.9).
- g) Not more than 2 gateway signs shall be permitted at the entrance to a property.

5.6.4 Positioning of signs

- a) Signs shall be located on and within the boundaries of the land / property to which they relate and the onus is on the operator to position these to achieve the best effect consistent with other objectives of this Chapter.
- b) Where signs are introduced to a bushland setting consideration shall be given to the age of the surrounding trees and whether the trees will grow to obscure the sign from view. Similarly, where signs form part of a new landscape treatment care should be taken in the selection of plant species to ensure long term visibility of the signs.
- c) Signs shall have adequate clearance around power poles and electricity wires.

- d) Signs shall not be placed where they may cause obstruction to visibility for motorists and / or pedestrians. Signs considered by the Council to be a potential risk to traffic in what is largely a 80 kph speed zone shall be referred to the NSW Roads and Traffic Authority or to the Cessnock Local Traffic Committee for advice.
- e) All signs, regardless of their type, shall form an integral part of the landscape treatment of the development.

5.6.5 Exceptions to the general locational requirements for business identification signs

Council may, in exceptional circumstances, consider the erection or placement of a business identification sign/s on the public road reserve or on an adjoining property. In this regard, Council will take into account the following:

- a) the business or facility is located on land which does not have sufficient road frontage (eg. a battleaxe drive access or right-of-way) to enable the erection of a sign. If more than one property gains access from such access arrangements, only 1 common sign shall be used so as to avoid a clutter;
- b) the configuration of the road reserve in front of the land means that there is a substantial distance from the vehicle carriageway to the property boundary which would make visibility of the sign difficult;
- c) the property boundary is screened by existing vegetation which has conservation significance and which would obstruct views to the sign; and
- d) the property or business has some other unique or unusual circumstance which does not allow the property direct visual access from a public road, or has been disadvantaged in some way by an action outside the control of the owner.

Where signs are located outside the boundaries of the land, the consent of the road authority or the private landowner (whichever is relevant in the case) shall be obtained.

Where signs are located outside the boundaries of the land, they shall not physically obstruct a vehicle carriageway or road shoulder and shall, where appropriate, enable pedestrian access along a footpath area.

5.6.6 Exceptions to the size requirements for signs

Council may consider the erection of a sign/s which has an area greater than the maximum area prescribed under this section only where:

- a) the configuration of the road reserve in front of the land means that there is a substantial distance from the vehicle carriageway to the property boundary which would make visibility of the sign difficult; or
- b) where the sign is a wall structure incorporated into a feature landscaping treatment of high visual quality. In such circumstances, Council shall be satisfied that the wall and landscape treatment are in scale with the size of the development and the property on which it is located; or

- c) where there is only 1 frontage sign proposed and / or the site has a narrow frontage, larger signs will be considered on their merits, provided they are in scale with the built and natural environment. Such signs shall have an area not exceeding 4.0m². In this respect no other signage is allowed to be erected that is directed towards a public place (ie. frontage signs, gateway signs etc.).

5.6.7 Colours on signs

The use of colour shall reflect the character of the Vineyards District as a place of early settlement and a rural, viticultural landscape with heritage places. While there is no limitation to the range of colours that may be used for signs, the colour tones shall be subdued. For example, bright or fluorescent colours will not be considered favourably.

5.6.8 Sign illumination

- a) Internally illuminated, backlit, highly reflective, scintillating or neon signs are prohibited within the Vineyards District. Moderate intensity external lighting of frontage signs and gateway signs only, will be permitted.
- b) Lighting details shall be submitted to Council in conjunction with the development application for the sign.
- c) Lighting of signage internal to a site is discouraged. However, where lighting is essential, it shall be of low intensity. Lighting details shall be provided with the development application.

5.6.9 Vineyard Identification Signs

Vineyard identification signs shall comply with the design and size criteria specified in this Chapter.

- a) 1 vineyard identification sign is permitted for each individual vineyard on a property.
- b) A vineyard identification sign can only be erected on land where produce from that vineyard, has been marketed with the vineyard name. The design of the sign face should reflect the design of the relevant wine bottle label/s.

5.6.10 Off-Site Directional Signage

Signs that identify or promote businesses or activities within the vineyards district **shall** be located on the actual land / property which contains the business or activity identified or promoted on the sign itself.

Off-site directional or promotional signs are **strictly prohibited** under this Chapter.

5.6.11 A-Frame / Sandwich Board Signs

- a) Sandwich board signs shall comply with the specified size criteria and shall be securely weighted or anchored to prevent them being blown over.
- b) Not more than 2 sandwich board signs are permitted for each business operating from a site.

- c) The sandwich board signs are not to be located in close proximity to, or orientated towards any public road or public place external to the property for the purposes of advertising to the general public.
- d) Sandwich board signs shall be wholly contained within the property boundary and shall be located to ensure that internal roadways are not obstructed and that visibility is maintained for pedestrians and drivers.
- e) Chalkboard areas are permitted provided they are professionally presented.
- f) Sandwich boards are only to be displayed during the normal trading hours of the business.

5.6.12 Signs and Heritage Items or Conservation Areas

A person/s proposing to erect a business identification / promotion sign which is visible from a heritage item or conservation area should obtain appropriate heritage advice from Council prior to design work commencing. Applications for such signs will be assessed with regard to the impact of the proposal on the significance of the heritage item or place.

5.6.13 Unauthorised Signs

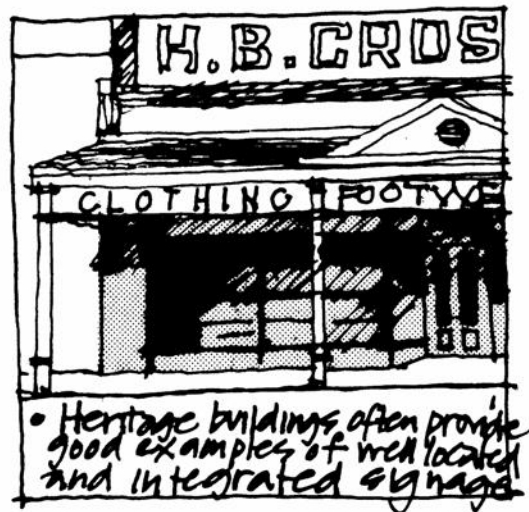
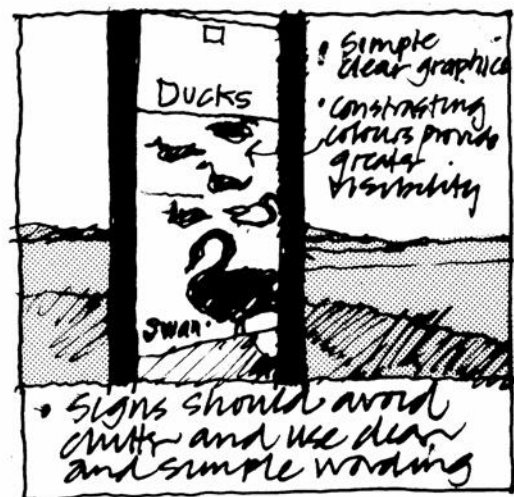
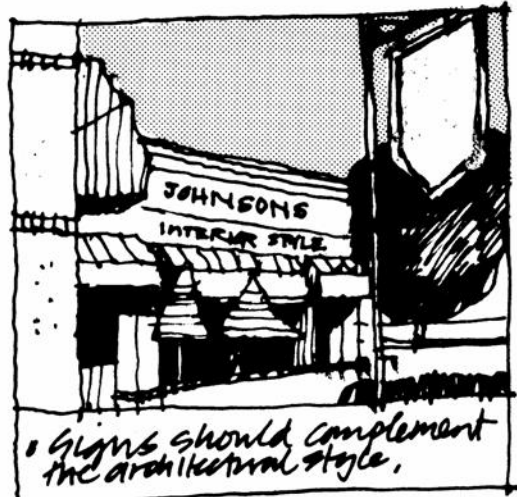
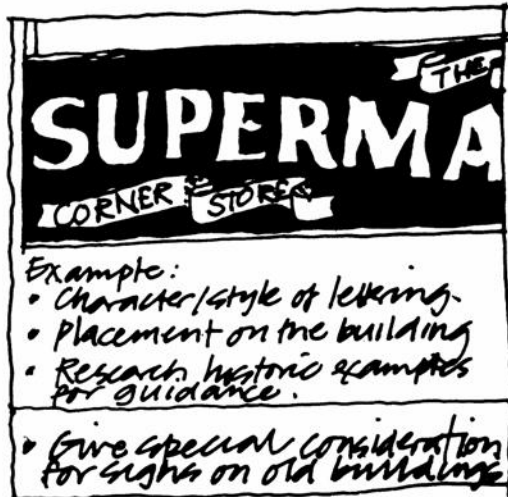
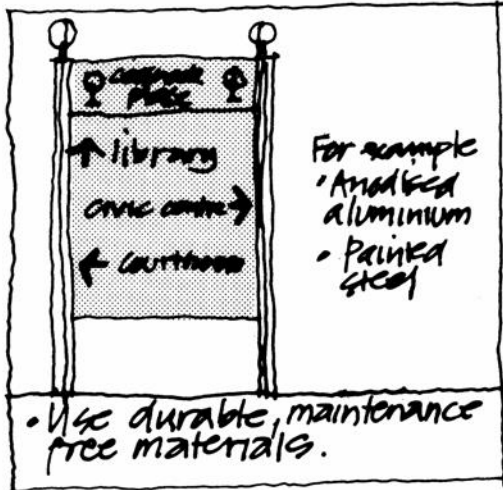
Landowners who have erected signage on private land which do not have development approval and are not deemed to be 'exempt development', will be requested in writing to remove the relevant signs. Following the expiration of a reasonable period for compliance, formal legal action may be instituted where requests have not been complied with.

Where unauthorised signs are erected on a public road or on public land they will be impounded by the Council without notice and an administration fee levied for their release. After a reasonable period materials will be sold to offset Council's costs.

SCHEDULE 1 – Guidelines for Good Signage

Effective Signage

The following diagrams suggest ways in which effective signage can be achieved.



Signage for Heritage Buildings

The following information suggests appropriate approaches to signage on heritage items or in the vicinity of heritage items.

Heritage advice from Council should be sought before commencing design work of such signs.

Signs traditionally used on older or heritage buildings tend to follow different patterns than those used on contemporary buildings, for example:

- generally under awning signs were not used in early commercial / shopping areas;
- signs were generally located on and within defined architectural elements such as parapets, horizontal fascia boards, frieze panels, etc. These were usually symmetrical when located on gables or parapets and related to the geometry of the element which they were placed on (eg. curved lettering on a curved fascia or parapet panel);
- the character of the signage should relate to the era of a building where possible in terms of typeface, colour, material, layout etc.;
- often simple, bold, capital lettering styles were utilised;
- the surface of the signs would generally be defined by a painted border or edge moulding so that the arch of the sign would be clearly differentiated from the rest of the building; and
- often external signs were painted directly on to the building.

Signage in Rural Areas

The following information suggests appropriate approaches to signage in rural areas:

- the design, size, finish and colours of signs shall be in keeping with rural amenity. Consider colours and designs that do not dominate views in rural areas;
- the position of signs shall not obstruct a driver's line of sight along rural roads.

Signage in Residential Areas

The following information suggests appropriate approaches to signage in residential areas:

- the design, size, finish and colours of signs shall be in keeping with the residential amenity;
- shall not be prominent in the streetscape of residential areas; and
- shall not be placed within the view from living areas of nearby homes.

