



Bellinghen Shire Development Control Plan 2017

Chapter 7 **Advertising Signage**

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Table of Amendments

Amendment	Date Adopted	Date Commenced
Minor review of DCP - DCP 2017 replaces DCP 2010	22 November 2017	6 December 2017

7.1 Aims

The general aims of this chapter are;

- a) To allow reasonable opportunities for the display of signage that is restrained and appropriate to the architectural style, scale and location of the building or land use.
- b) To discourage signage that by virtue of its scale or location is designed primarily to gain a relative advantage in business exposure, at the expense of the amenity of the area.

The heritage specific aims of this chapter are to:

- a) To improve the overall visual quality of the streetscape by requiring signs and advertising which are; in appearance, number, placement and arrangement - appropriate to the significant historical and architectural character of the Bellingen Heritage Conservation Area and suitable for their commercial function.
- b) To protect the heritage significance of Bellingen Conservation area and all other heritage items throughout the Shire.

7.2 Where This Chapter Applies

The provisions of this chapter apply throughout all areas of Bellingen Shire, unless any site specific development controls included in this chapter, or in later chapters of this DCP nominate alternative requirements. In this case, the provisions of the site specific development controls shall prevail.

7.3 When This Chapter Applies

Bellingen Local Environmental Plan 2010 allows for the placement of a wide range of low impact signage as “Exempt development”. This means that development consent is not required for the signage if it meets the specified criteria. Persons wishing to erect signage should consult Part 3 and Schedule 2 of BLEP 2010 in the first instance to determine whether or not consent is actually required.

State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 also provides additional exemptions for certain types of signage.

This DCP therefore regulates all signage that does not meet the criteria for exemption in either BLEP 2010, the SEPP (Exempt and Complying Development Codes) 2008 or any other environmental planning instrument applying to the land.

It also applies when applications are received for new commercial development, to the extent that coordinated provision must be made for signage opportunities on the external elevation/s of the building that are integrated with the design of the building.

Note: BLEP 2010 prohibits all signage except that which relates to the use of the land upon which it is erected and can be defined as either a building identification sign or a business identification sign.

7.4 Definitions

Definitions of development are the same as those contained within Bellingen Local Environmental Plan 2010.

7.5 Variations

Council may consider variations to the standards required of development in this chapter when the overall aims of this chapter and any specific aims that may be detailed for that particular standard can be achieved.

7.6 Assessment Criteria – Non Heritage Signage

7.6.1 General requirements for signage

- 1) All signage must be adequately affixed to the building or structure upon which it is to be mounted. Details must be provided with the Development Application. (Note: a Construction Certificate may be required to install signage).
- 2) In the case of side walls of buildings that are not on the primary street frontage of the business, signage should be focused towards the primary frontage and not distributed across the length of that particular elevation.
- 3) The total area of signs on a building shall not exceed 15m².
- 4) Any product advertising on business identification signage shall be secondary to the identification of the business.
- 5) Any Development Application to erect a new building from which business related purposes may be carried out must demonstrate how opportunities for advertising signage are to be incorporated into the building's design. In particular, any premises that does not have street frontage must have appropriate provision made on a street frontage for the advertising of that business premises.

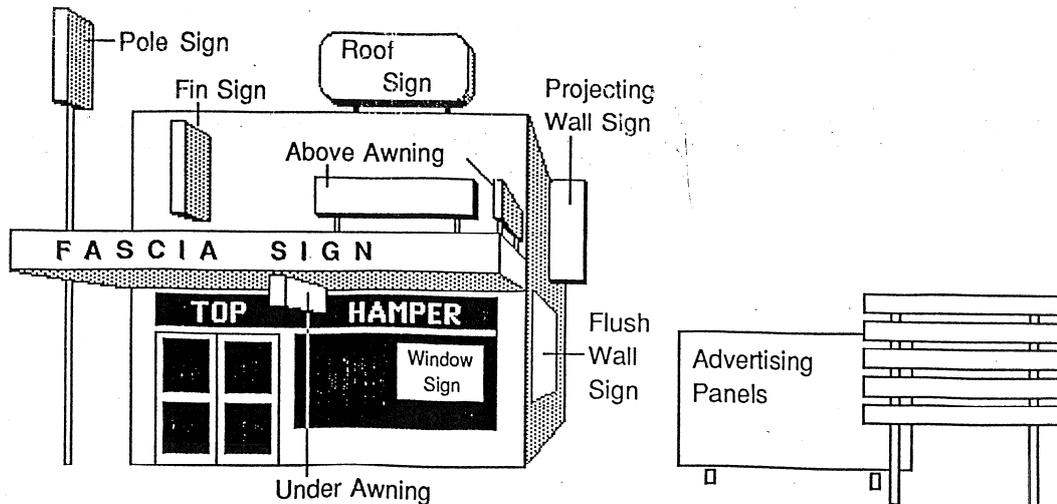
7.6.2 Signage types and standards for compliance

The following signage types, as depicted in Figure 7.1 below, will not be approved unless they can be appropriately justified against the objectives of this chapter.

- Fin sign
- Above awning sign
- Roof sign
- Projecting wall sign

For the remaining forms of signage that are not covered by the exemptions within the SEPP or the BLEP 2010, the following restrictions shall apply. Note that Council strongly advocates compliance with the signage restrictions stipulated for heritage building facades in Section 7.7 on traditional shopfronts where possible however recognises that alternative signage proposals may be acceptable in certain circumstances.

Figure 7.1 Signage Types



Freestanding signs (pole signs or advertising panels)

- 1) Must not exceed 8m in height, and
- 2) Maximum advertising area must not exceed 10m².

Flush wall sign

- 1) Only 1 per elevation,
- 2) Must not exceed cover more than 20% of the wall area, and
- 3) Must not cover any window, door or architectural feature.

7.7 Assessment Criteria – Heritage Signage

When this section applies

If signage is proposed within a heritage conservation area or on a heritage item, the provisions of this section shall prevail insofar as the desired locations, size and type of signage are concerned.

Owners of existing approved signs that do not comply with the provisions of this plan are encouraged to adopt the principles of this plan when upgrading or maintaining their signs.

7.7.2 Design objectives

Introduction

Bellingen Shire Council and Council’s Heritage Advisor acknowledge and accept the essential functions of marketing and advertising. This Chapter seeks to enhance the opportunities to attract custom and promote goods and services in Bellingen.

Inappropriately designed and poorly located signs are likely to discourage customers, and as such advertising will reflect poorly on the quality of merchandise and level of service available.

Signs which are of inappropriate size and in dominant locations may provide unreasonable advantage or disadvantage to businesses within the commercial area.

Given the through traffic routes and level of street parking in the Bellingen Conservation Area, over scaled signs are rendered less visible to potential customers because too many compete for prominence within the retail area across a crowded street.

This Chapter seeks to provide guidance as to selecting appropriate advertising both for the individual property and for the historical character of the overall streetscape.

Appropriate Advertising Structures and Sign Opportunities

Opportunities for advertising, as well as acceptable media used, may be more limited on Heritage Items and in the Conservation Area than on other buildings and areas. They may also be more widely available when traditional opportunities on facades are examined, particularly on the basis of historic photographs.

Historically, signs were rarely placed on pilasters, architectural moulding or across rustication (incised decorative patterns). They were placed so as to allow the architectural details of buildings to remain prominent.

The starting point for any consideration of external advertising is the archive of early photographs of the particular building and its immediate surroundings.

Generally, sign panels can be determined by dividing a building up into a grid and identifying locations on:

- a) a solid parapet above a cornice;
- b) the horizontal entablature or panel below a cornice;
- c) verandah (ground or upper floor) as well as the possible side valence panel formed by the roof profile
- d) spandrel panels below windows
- e) ground or first floor windows
- f) notice boards or plaques on ground floor piers
- g) string courses
- h) small signs limited to individual elements such as a rendered block
- i) on side upper-storey walls
- j) party walls able to be viewed above adjacent buildings.

These locations are shown in figure 7.2.

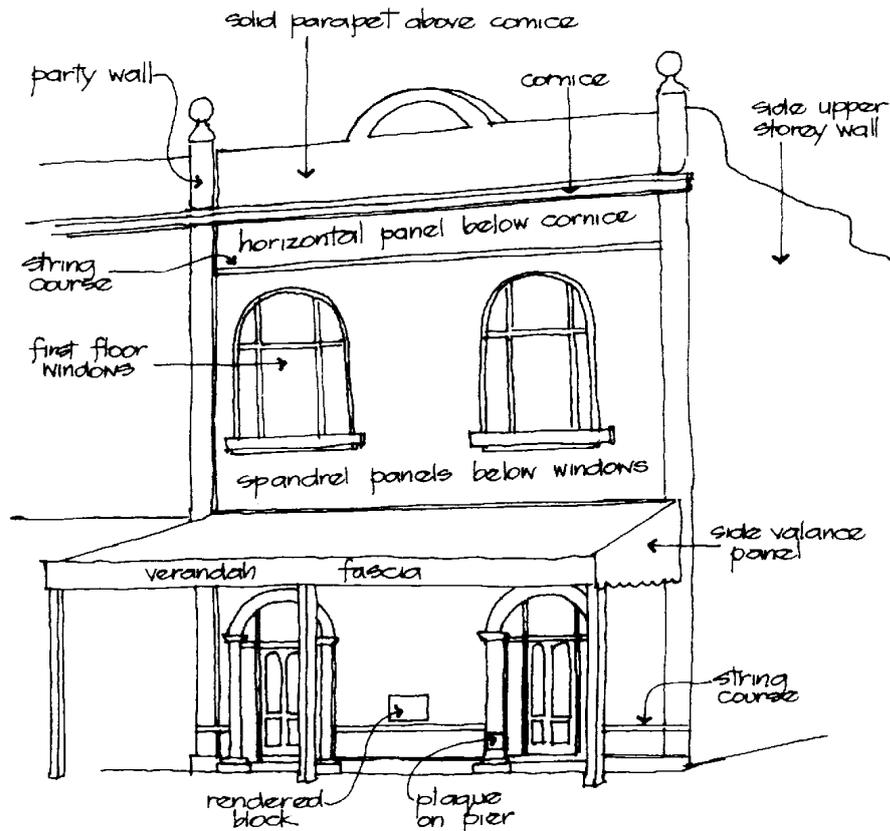


Figure 7.2 Identifying sign panels

Modern signs can, at times, be accommodated as follows:

- a) projecting from a building at first floor window level
- b) hanging beneath a verandah roof
- c) projecting from a building without a verandah above the ground floor window head or on a ground or first floor pier
- d) on windows
- e) on a plaque beside the entrance door
- f) as a free-standing pole sign or low level sign (below ground floor window sill level) in front of or beside the building
- g) as a panel on a front fence.

7.7.3 Performance standards: matters for consideration

Signs should be discreet and should complement the building or area. The architectural characteristics of a building should always dominate. For example, signs should not be placed on cast-iron, first floor verandahs, balustrades or in front of cast-iron verandah frieze work.

Advertising should be placed in locations on the building or item which would traditionally have been used as advertising areas. If the building or item has no such locations available, advertising will usually be inappropriate (see figures 7.3 and 7.4).

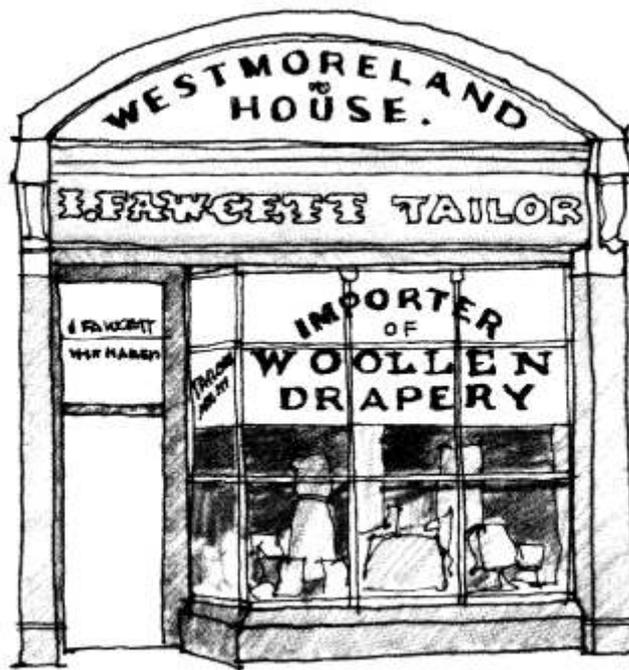


Figure 7.3 Traditional Signs

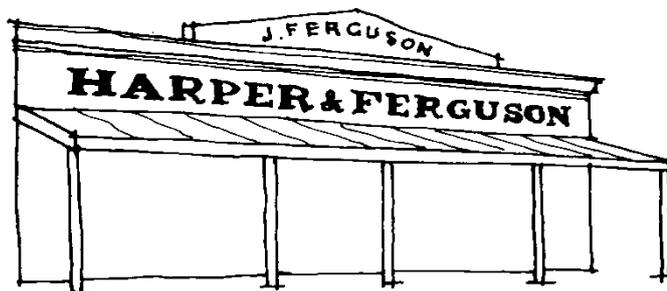


Figure 7.4 Traditional Sign Locations

Sky-sign opportunities will be rare. No signs should break an historic parapet or roofline of a building (see figure 7.5).

Sidewalls provide opportunities, but should be carefully considered (see figure 7.5). Painted signs on sidewalls are to be located at the top of the wall as a painted rectangle abutting the front corner or in some cases extending in a strip across the full depth of the building.

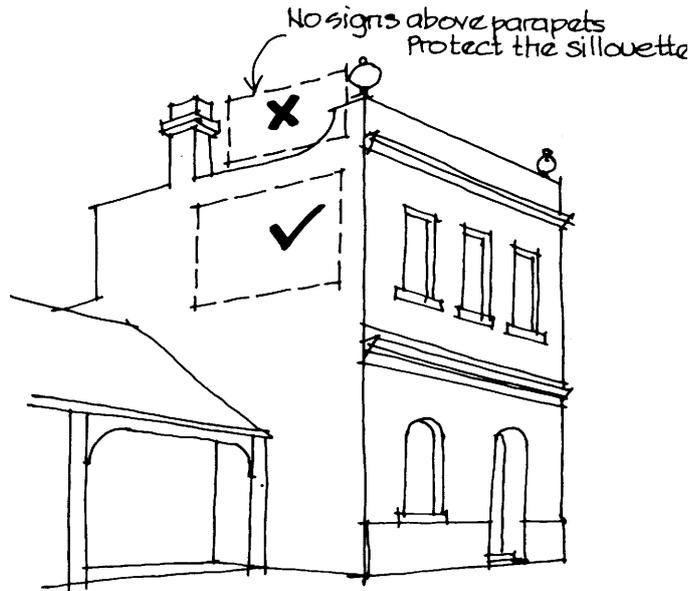


Figure 7.5 Upper Level Opportunities

It is not usually necessary to attempt to create or recreate an 'historic' character in the advertising, but modern standardised 'trademark' advertising will not usually be appropriate. This is unless the presentation is modified, by placing the modern sign in a panel with a perimeter margin and the surrounding wall surface painted in sympathetic heritage colours.

7.7.4 Maximum number of signs per premises

The general options and limits, as further illustrated in Figure 7.6 are as follows;

Ground floor facade

- b1 awning fascia;
- b2 one suspended under awning/verandah sign or cantilevered over-footpath sign at standard awning level where there is no verandah;
- b3 above door head/above window transom;
- b4 piers
- b5 below window sill (not recommended)
- b6 one sign on the window glass or masonry beside the door.

Permitted: b1, b2 and b6 plus numbers b3 or b4

In other words, on the ground floor facade there should be a maximum of four signs.

Note: A second under awning sign may be permitted on buildings with wide frontages in comparison to surrounding buildings. Such signs should be evenly spaced across the frontage of the building.

Upper level signs

- c1 Wall face applied panel sign
- c2 One projecting vertical sign
- c3 Parapet panel sign.

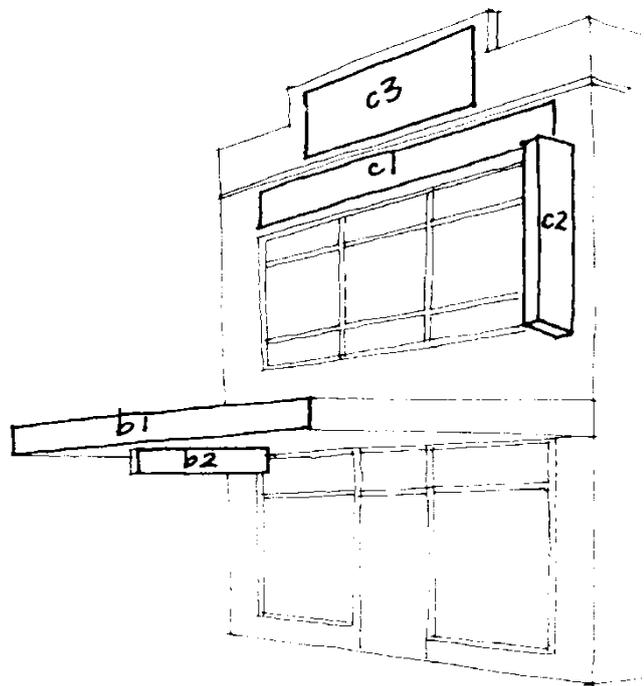
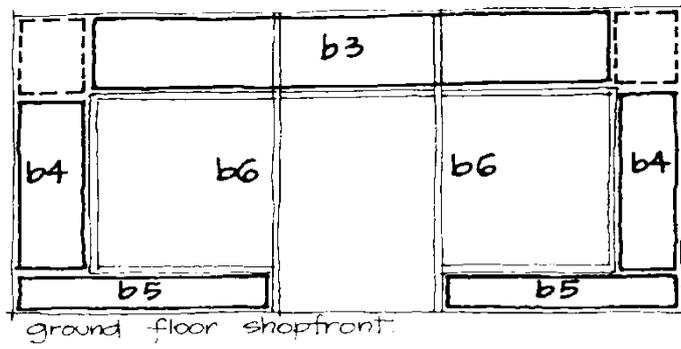
Permitted: c3 and c1 or c2.

Conditions, restrictions and exemptions

The following conditions apply with regard to these restrictions and exceptions:

- a) For non-standard facades the same principles apply.
- b) Heritage photographs should be utilised to demonstrate specific applications.
- c) Internally illuminated signs are restricted to the under awning location.
- d) It is good retail practice to limit window signs in number and area, thus allowing customers to view the merchandise.
- e) Corporate and Franchise colour schemes and signs will be considered in relation to the overall colour scheme of the building and must abide by the heritage principles.
- f) Any product advertising on business identification signage shall be secondary to the identification of the business.
- g) Signs shall not be erected directly on top of an awning, roofline or verandah.
- h) Signs that detract from the architectural appearance of the building will not be permitted.
- i) All signs must be maintained in good condition.

Figure 7.6 Key Number Of Signs Per Site



7.7.5 Size of signs

In general, there are no standard sizes for signs in heritage areas. They may vary according to the design and history of the building or its environment (see Figure 7.7).

The following will be utilized for guidance in assessing applications for signage on buildings which are contemporary or in assessing existing signs:

- 1) The total area of advertisements mounted parallel to the face of a building will, in general be less than 4 square metres in area for smaller properties and not more than 6 square metres for larger properties.
- 2) Signs suspended beneath awnings or verandahs will be less than one square metre in area per face.
- 3) The total area of signs on a building will be less than 8 square metres.

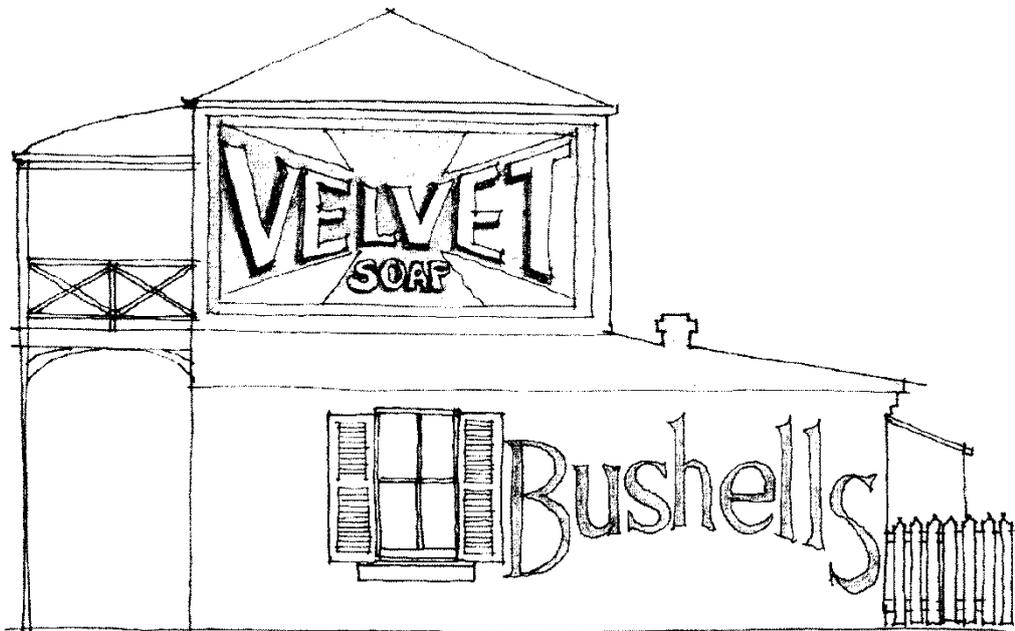


Figure 7.7 Historic Supergraphics

7.7.6 Specific sign type guidelines

Window signs

For heritage listed buildings, it is recommended that window signs involve painting of dark coloured letters onto the glass with a white translucent stipple background. Gold and silver edging is optional. Lettering faces should be restrained i.e. sans serif.

Awning fascia signs

Awning fascia signs are recommended to be painted in-situ and applied to all exposed fascia edges, thus reinforcing the role of the suspended awnings in providing a unifying element in the Conservation Area.

Wall face applied panel and parapet panel signs

Painted in situ signs on the pediments and parapets of the facades were a common feature, and are to be encouraged where appropriate, and historically accurate.

Where signs are new rather than reinstatements, they should be a painted panel with a border or edge moulding and mounted on the facade in one of the following locations, if not historically clear from photographs:

- Pediment block above cornice
- Frieze panel below cornice
- Defined panels above the verandah or awning.

Wall signs

Signs painted on the wall surface of the street or lane elevation were usually located at the top of the wall as a painted rectangle abutting the front corner or in some cases extending in a strip across the full depth of the building. Proposals for wall signs proposals on heritage listed buildings should take this information into consideration in the design phase.

7.7.7 Signwriting

Lettering

Photographs illustrate that the lettering most commonly used in the past was of a simple unembellished type set out as uniform capital letters.

The preferred lettering is that which reflects and interprets the lettering found in early photographs of the period. It is not expected that contemporary buildings copy original lettering. It is expected that the lettering reflects the period of the architecture of the building and this is particularly relevant for buildings which are listed as having individual significance.

Appropriate lettering types are detailed in Appendix 7.1

Layout

Lettering should be organised around an axis as shown in Appendix 7.2, cutting through the centre of the sign and be arranged to neatly fill the available space.

The space should suit the frame created by the building facade. This may be rectangular, triangular, triangular pedimented, or segmental pedimented with a curved cornice. The type will be horizontal or in an up-curved line.

Sign panels should be set within a “frame”. The colour of the “frame” should relate to the building colour scheme. The “frame” may be painted or it may be a “moulding”.

Corporate graphics and colours

The use of modern logos and colour schemes as used by many retail franchise chains will be considered on a case by case basis. All parties, prior to any manufacture or erection, should allow for an appropriate period of time for consultation and design, particularly where the proposal involves an individually heritage listed building.

APPENDICES

APPENDIX 7.1 – Traditional Sign Lettering

Lettering

The basic faces include:

- Egyptian (Antique): The boldest of faces
- Ionic (Fat Clarendon): A stylised bold face with flowing serifs
- Grotesque (sans serif): An expression of modernity with bold even strokes.

These are the most common nineteenth century faces based on a square section for each letter and used without compression. Other faces were used during the inter-war period to fit the Art Deco style. These faces should only be used on the appropriate architecture and carefully interpreted.

The following faces are more commonly available from computer based systems and are used to interpret traditional faces.

- Times New Roman
- Garamond
- Century Schoolbook;
- Cheltenham;
- Clarendon;
- Egyptian;
- Hellenic; and
- Ionic.

Mixed Faces

Generally capital letters were used in each word or phrase on a sign.

A variety may be used in circumstances such as one face for the Business and another for the Proprietor.

Compressed faces

Only sans serif faces appear to have been compressed, for use on small signs and to avoid abbreviation while retaining prominence without reducing height.

Spacing

In good quality signs, lettering was arranged to fill the space around a central axis. Lettering was visually spaced and not equally spaced.

Ornament

Traditional signs often incorporated ornamentation such as scrolls or illustrative figures. Lettering faces were also often given additional character by flaring letters, by presenting them as shaded faces, by highlighting parts of the letters or by giving them cast shadows. The lettering should be legible at a distance relative to its size and location.

Shading

The effect of raised lettering was created for key words such as the Business name, with all letters shaded at 45 degrees down to the right.

Highlighting

The reverse of shading with the effect of light falling on the raised parts of letters.

Traditional signs utilised light lettering on a dark background.

Use of these techniques is generally encouraged to promote variety where appropriate, with the proviso that it is always based on traditional forms.

Fluorescent and iridescent paints are inappropriate and not permitted.

APPENDIX 7.2 – Traditional Sign Layouts

