



Cabonne Council

Development Control Plan No.13 Advertising Signage in Conservation Areas (Molong and Canowindra)

As amended and approved by Council at the meeting of 20 November 2000.

I, G. L. P. Fleming, Shire Clerk, Cabonne Shire Council, certify that this is Development Control Plan No. 13 Advertising Signage in Conservation Areas (Molong and Canowindra) and was made pursuant to section 72 Environmental Planning and Assessment Act 1979 and approved by Council at the meeting of 20 November 2000.

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G. L. P. Fleming
Shire Clerk



Policy for ADVERTISING SIGNS in CONSERVATION AREAS

1 Introduction

Cabonne Council contains two conservation areas deemed to be of National and State significance. These are the conservation areas of Canowindra and Molong. This policy is designed to guide residents, property owners and businesses as to what are the most appropriate methods of advertising signs that will conserve these special places.

It is advised that an applicant confer with Council's Heritage Adviser and officers for further information on specific proposals prior to lodgement of an application.

Council approval is required for the erection of advertising signs within the conservation areas.

2 Conservation Area Character

Heritage conservation is about ensuring that the character of a place is retained.

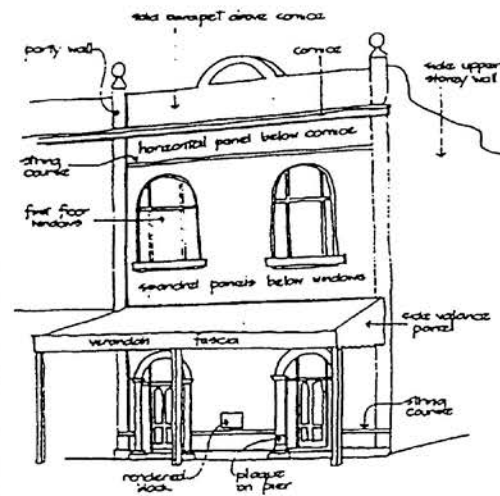
It is of value to the community to ensure that any work in one part of a conservation area does not detract from the overall appeal and attraction of the conservation area as a whole. Development that enhances this character is encouraged.

Heritage conservation areas include individual buildings, groups of buildings and places, streetscapes, vistas, public places and landscapes.

3 Appropriate sign opportunities

Historically signs were rarely placed on pilasters, architectural mouldings, across

rustication (incised decorative patterns) or above the awning level. Signs were placed so as to allow the architectural details of the buildings to remain prominent.



IDENTIFYING SIGN PANELS

Depending on individual site circumstances, modern signs can be accommodated

- ✓ on a window
- ✓ hanging beneath a verandah roof
- ✓ on a plaque beside the entrance door
- ✓ on a retractable canvas verandah blind

or in certain circumstances

- as a low level sign (below ground floor window sill level) in front of or beside the building
- as a small panel on the front fence
- on a building without a verandah projecting above the ground floor window head or on a ground level pier.

4 Objectives

Advertising should

- Be designed and located in a manner which conserves heritage significance whilst permitting adequate identification and business advertising
- Enhance the valued environmental character of the conservation areas and reinforce the architectural design and treatment of a building
- Ensure that signs are in keeping with the scale and character of the building to which they are affixed and do not detract from the heritage significance
- Encourage a coordinated and cooperative approach to the total marketing of the conservation area by establishing an image for the conservation area
- Be part of a policy which integrates landscaping, urban design and overall heritage management of the conservation areas
- Ensure that signs generally harmonise with other civic features and have regard to the size, character and juxtaposition of other signs
- Take into consideration the building as a whole and the public benefits or dis-benefits which may flow from any specific proposal for part of the building or the conservation area generally.
- Reduce the visual complexity and clutter within the streetscape by providing fewer but more effective signs.

The greater the number of signs and the more they dominate the streetscape, the less effective is the

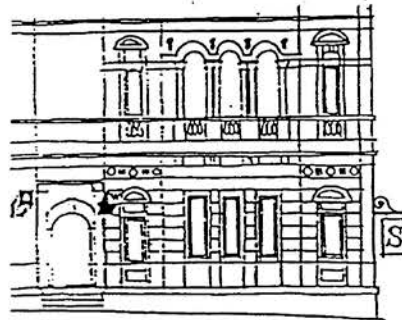
message of each sign and the greater the demand for more signs as business' complete.

5 Signs not requiring approval

An identification sign painted onto

- ▶ the existing awning fascia
- ▶ the glass shop front
- ▶ the premises as required by any other statute
- ▶ a real estate sign, or
- ▶ a temporary sign.

may be displayed without consent, but become part of the 'total advertising area' limits. These signs, however, may be ordered to be removed if judged to be unsightly, objectionable, and/or injurious to the amenity, streetscape, public place, heritage significance, etc.



CONSIDERING BUILDING DESIGN

Performance Criteria

6. General criteria

- 6.1 A sign on individual buildings should be discreet and should complement the building and the conservation area.

The architectural characteristics of a building should always remain predominate.

For example, signs should not be placed on cast iron, first floor verandahs, balustrades or in front of decorative detailing and finishes.

6.2 Sign location

Advertising should be placed in locations on the building that traditionally have been used as advertising areas.

If the building or item has no such locations, advertising will usually be inappropriate.

There are a number of options available, such as

- ▶ on the awning fascia
- ▶ suspended under verandah sign
- ▶ above the door head or display window transom
- ▶ on piers at ground level
- ▶ on the window glass or the masonry beside a door (NOTE: signs & fixtures over original finishes will not be considered eg glazed tiles or unpainted bricks)
- ▶ in certain circumstances, painted signs within parapets and on side walls.

All other signage will be either below the height of the awning on a particular building, or where there is no awning, below the height of awnings on adjoining buildings or at the standard level.

Above awning signs will be discouraged. An exception maybe flush wall signs on larger scale buildings, identifying the name of the building.

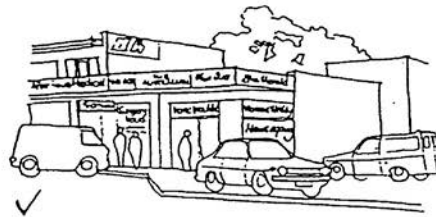
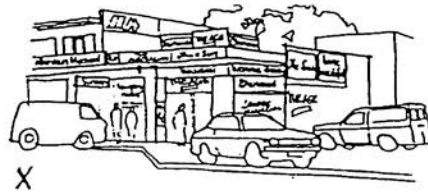


TRADITIONAL SIGN LOCATIONS

6.3 Number of signs

The number of signs will be restricted to

- ▶ up to three signs locations on a building with a verandah, or
- ▶ up to two signs on a building without a verandah, and
- ▶ one hanging sign under the verandah per premise.



REDUCING SIGN CLUTTER

6.4 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 the conservation area. However the following criteria will apply.

- ▶ Permanent signs on shop windows should not cover more than 25% of the window area, between the window sill and door head.
- ▶ A verandah fascia sign should not cover more than 75% of the fascia width.
- ▶ The total area of signage for any one building will, in general, be less than eight square metres.

6.4 Sign colour/s

As the external colours applied in different historic periods varies and were more limited in range than today, it is wise to research appropriate colours for buildings in heritage areas. Fluorescent and iridescent paints are inappropriate.

6.5 Sign illumination

Signs are preferably illuminated by floodlighting.

Small neon signs hanging inside the window of shops can be appropriate because they are more in the nature of a window display than of a dominant townscape element.

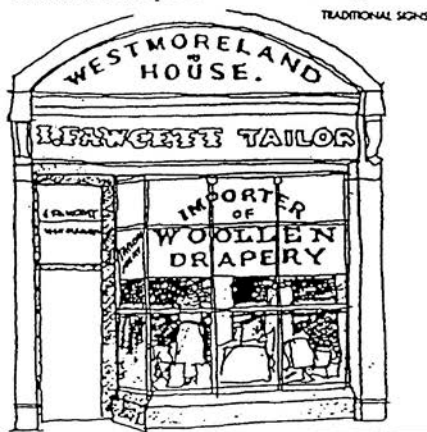
Internal illuminated wall, above awning projecting and pole signs are not appropriate. Large back-lit signs will be considered only on buildings constructed during the period when neon was used.

Flashing and revolving signs are not appropriate.

If considered appropriate, electrical conduits to spot lamps or illuminated signs are to be taken directly into the building.

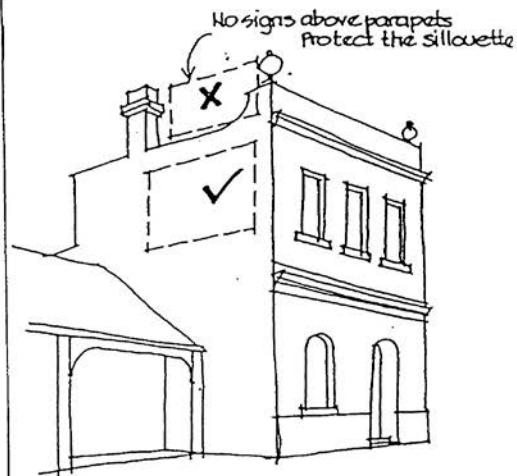
6.6 Sign lettering

Heritage lettering styles may involve shaded letters, the mixing of sizes and styles of letters and ornamental scrolls as relevant to the period of the building.



6.7 Townscape approaches

In the case of historic country towns such as Molong and Canowindra, it is important that particular attention is given to the view from the road as one enters the conservation area. Careful consideration should be given to the placement of any advertisements so as not to detract from the design and the heritage significance of the historic townscape.



UPPER LEVEL OPPORTUNITIES

6.8 Building standards

Materials used in the fabrication of a sign, and in attaching the structure to the building, to be

- ▶ Non-combustible
- ▶ Metal components, including fixing, high grade and either hot dipped galvanised or non-ferrous.
- ▶ Materials and structures must always be at safe distances from electrical supply mains and distribution main in accord with the requirements of the electric authority.
- ▶ Building details are to be included in the application.

7 Types of signs

7.1 Sky or fin signs

Sky sign and fin signs are discouraged. No sign should break an historic parapet or roof line of a building.

7.2 Trademark signs

It is not usually necessary to attempt to create or recreate an 'historic' character in the advertising, but standardised modern 'trademark' advertising will not usually be appropriate.

7.3 Wall signs

Side walls provide opportunities but should be carefully considered within the historical context.

7.4 Pole signs

Generally pole signs are inappropriate. Pylon or pole signs will only be considered where other advertising potential is limited and where support is given:

- to advertise rear parking and rear shop entries
- to identify and advertising communal facilities
- where signs or the building would be obscured by large street trees
- to advertise groups of shops in an arcade or plaza
- to locate the structure on the subject site without encroachment over the boundary.

7.5 Temporary footpath and 'A' frame signs

It is preferable for simple clear signs to be placed on or within a building.

However, Council may consider up to two "A" frame signs per shop/business, in addition to the other provisions contained therein.

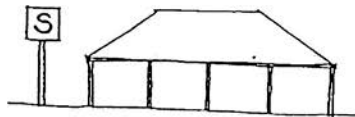
7.6 Signs within the Road Reserve

Generally such signs would not be favourably considered. If consideration were to occur, such signs must be part of the conservation area design strategy that seeks to increase the visual quality of the conservation area and to retain its heritage significance.

Council will however consider the erection of temporary event signage within the road reserve.

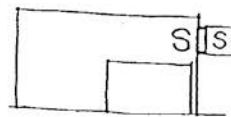
7.7 Public facilities

In considering signs in association with public facilities (such as seating, telephone booths, waste bins and shelters) careful consideration will be given to where they are placed and the overall context of the setting within the conservation area. Exact location, maintenance and design requirements should be included in any application.

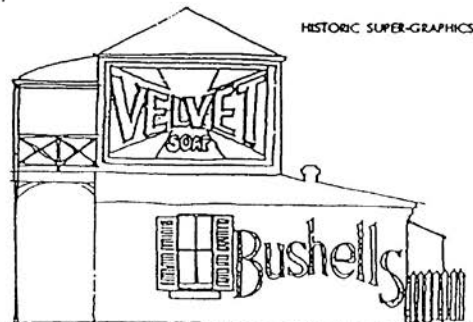


CONSIDERING BUILDING DESIGN

Leave the architecture alone.



Use the corner & respect the building design





WHEN APPROACHING A HERITAGE PRECINCT, SIGNS SHOULD NOT DOMINATE THE BUILDING PLANS OR THE WIDER TOWNSCAPE

8. DEFINITIONS

Advertiser in relation to an advertisement, advertising structure or a sign, means

- a. the person who caused the advertisement to be displayed or the advertising structure to be erected; and/or
- b. the owner of the building or land, or the occupier of land, on which the advertisement is displayed or the advertising structure is erected.

Advertising area in relation to any one occupancy shall mean the gross or total face area of each and every advertising or advertising area visible from a public place and displayed on or from that part of the building occupied by any tenant (see also total advertising area).

Advertising sign, in relation to any one occupancy, means

- a. the display by the use of colour, pattern, symbols, messages or other devices, or
- b. representation for promotional purposes or for conveying information, instructions, directions or the like, and
- c. whether or not the display includes the erection of a structure or the carrying out of a work.

Building includes any structure or any part thereof.

Business identification sign is a sign that displays any or all of the following information in relation to the place or premises to which it is fixed:

- a. the identity or a description of the place or premises
- b. the identity or description of any person residing or carrying on an occupation at the place or premises
- c. particulars of any occupation carried on at the place or premises
- d. such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on there
- e. particulars or notifications required or permitted to be displayed by or under any State or Commonwealth Act
- f. particulars relating to the goods, commodities or services dealt with or provided at the place or premises
- g. particulars of any activities held or to be held at the place or premises, or a reference to an affiliation with a trade, profession or other association relevant to the business conducted at the place or premises.

Conservation area means an area as defined in Council Policies and Planning Instruments.

External wall on shops separated from the street by a colonnade or posted verandah shall be the shop front and the structure above it, and not the wall or columns at the street alignment.

Illuminated in relation to an advertisement or advertising structure means a sign designed to be illuminated by an internal or external artificial source of light.

Painted awning fascia sign means a sign where the wording is

- a. restricted to the name of the proprietor or business (or both), and
- b. one recognised trademark or trade name (or both) of one commodity sold on the premises.

Painted glass shop front sign means a sign where

- a. the glass shop front remains translucent in nature, and
- b. total signage is less than 25% of the window area between the window sill and the door head.

Public Notice means a notice for public information displayed by a public authority giving information or directions about services provided.

Real estate sign means a sign that

- a. contains only a notice that the place or premises to which it is fixed is, or are, for sale or letting (together with particulars of the sale or letting), and
- b. is not displayed for more than ten (10) days after the letting or entering into the agreement to purchase, and
- c. is less than 2.5 square metres in area.

Flush bulletin board means a sign that is less than 2.5 square metres in area.

Temporary sign means a sign which

- a. announces any local event of an educational, political, recreational, religious or social character or relates to any temporary matter in connection with such an event, and
- b. does not include advertising of a commercial nature, except for the name/s of an event sponsor/s and being ancillary to the purpose of the event, and
- c. maybe in the form of banners, bunting, posters or similar things, and
- d. is erected for less than twenty eight (28) days before an event to which it relates is to take place and is removed within seven (7) days after that event, or as the Councils deems fit.

Examples of the purpose of a temporary sign include real estate sale, church fete, school exhibition, development under construction, etc.

Total advertising area means, in relation to any one premises or occupancy, the gross or total face area of all advertisements or advertising area visible from a public place (that is the sum of all advertising on all elevations).

Lodgement of a Development Application.

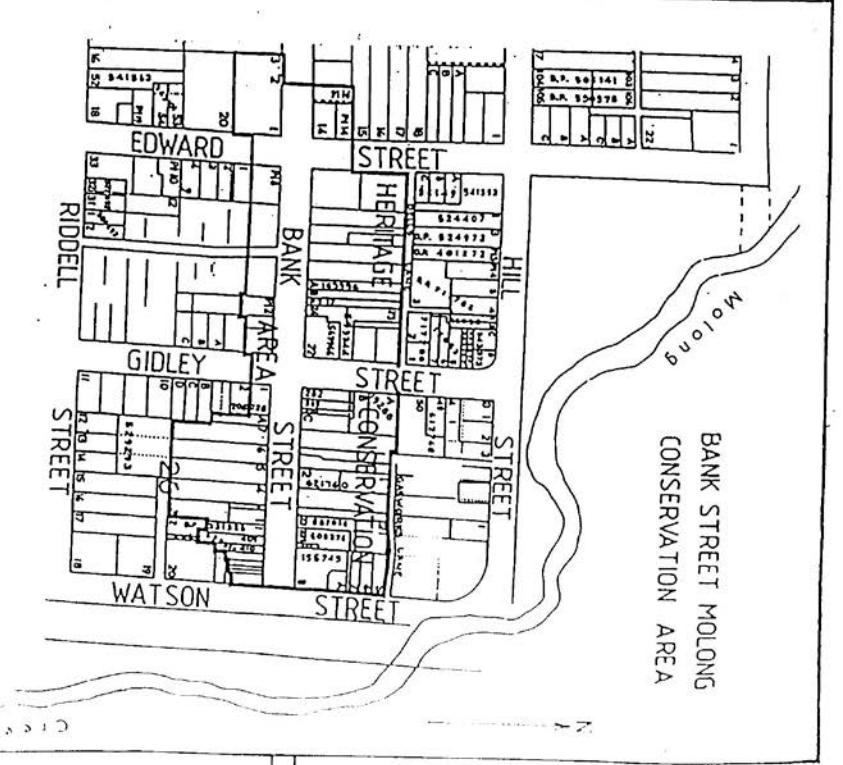
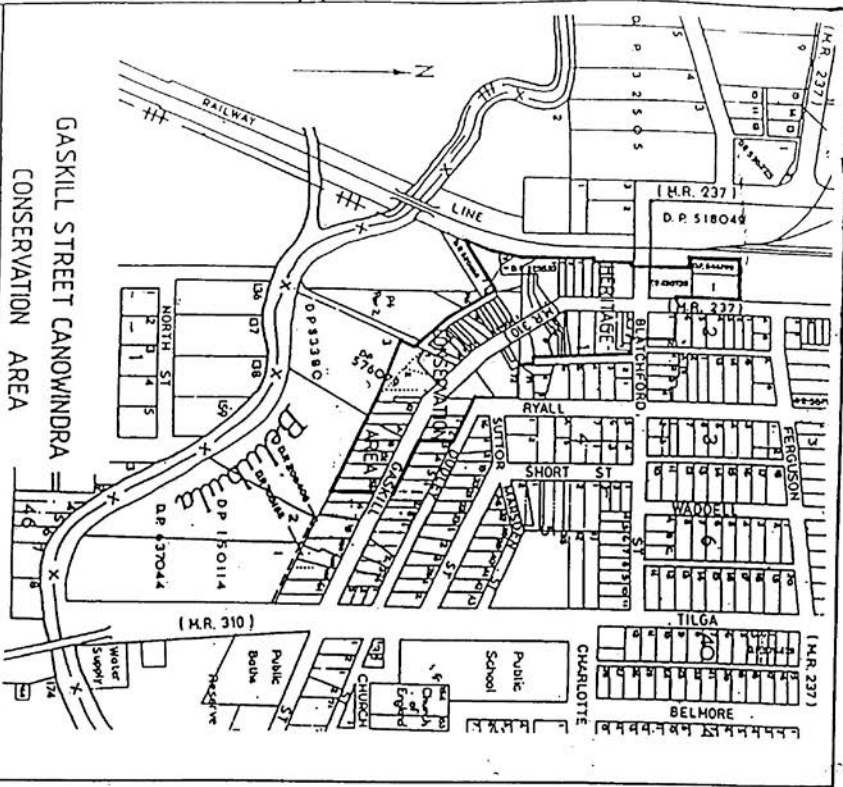
The following matters are to be addressed when seeking development consent for Advertising Signage within the conservation areas of Molong and Canowindra.

- (1) Submission of a fee for the assessment of the proposal. This fee is calculated on the estimated value of the work.
- (2) A locality plan indicating the land to which the application relates in relation to surrounding properties must accompany the application.
- (3) A site plan of the land to which the application relates must accompany the application.
- (4) A plan or drawing fully describing the proposed signage shall accompany the application. The applicant shall address the provisions of the Development Control Plan in preparing this plan. ie. scale, placement, design and number.

Attention to the following matters for the submission of a development application will ensure that the approval process is carried out expeditiously:

- (a) a completed development application form (signed by the owner of the property) together with applicable fees;
- (b) at least two copies of plans and specifications to a suitable scale.
- (c) A statement addressing how your proposal is consistent with the provisions of the development control plan.

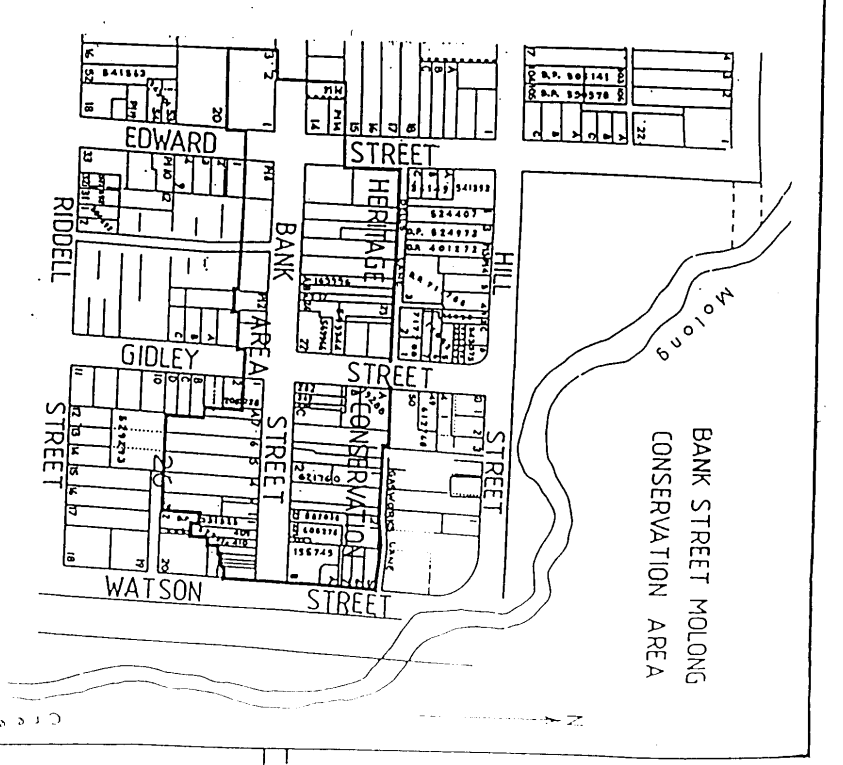
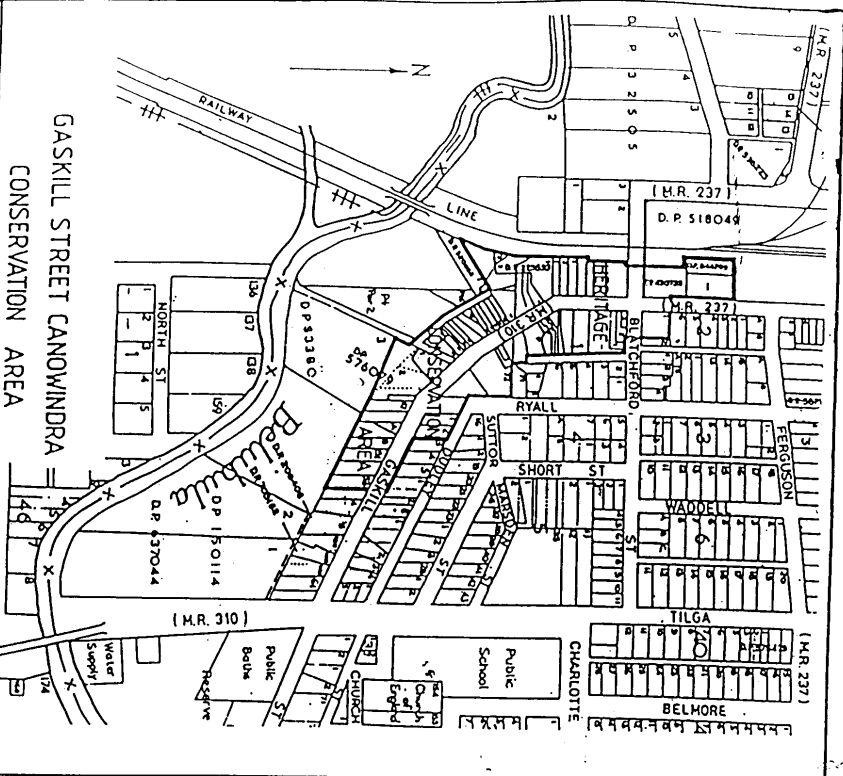
For advice or assistance with the preparation of a suitable development application please contact Planning or Building staff at Council's Department of Environmental Services .



SCALE 1:4000 (approx) LOCALITY- CANOWINDRA AND MOLONG
 DRAWN BY S WILD DATE 15-2-91
 SHIRE PLANNER G BARRY DATE 20-3-91
 FILE NO. COUNCIL DEPT. 590/01218/001
 12/1/12

ENVIRONMENTAL PLANNING & ASSESSMENT ACT, 1979
 SHIRE OF CABONNE
 LOCAL ENVIRONMENTAL PLAN 1991

STATEMENT OF RELATIONSHIP WITH OTHER PLANS
 MAP DEFINING HERITAGE CONSERVATION AREAS RELATING TO CLAUSE 29 SHEET 15 OF 15
 CERTIFIED IN ACCORDANCE WITH THE ENVIRONMENTAL PLANNING & ASSESSMENT ACT 1979 AND REGULATIONS
 22 3 91 DATE



SCALE 1:4000 (approx) LOCALITY- CANOWINDRA AND MOLONG

DRAWN BY S WILD DATE 15.2.91
 SHIRE PLANNER G BARRY DATE 20.3.91
 FILE NO. COUNCIL DEPT. 590/01218/001
 L2/1/12

ENVIRONMENTAL PLANNING & ASSESSMENT ACT, 1979
 SHIRE OF CABONNE
 LOCAL ENVIRONMENTAL PLAN 1991

STATEMENT OF RELATIONSHIP WITH OTHER PLANS
 MAP DEFINING HERITAGE
 CONSERVATION AREAS
 RELATING TO CLAUSE 19 SHEET 15 OF '15'
 PUBLISHED IN GOVERNMENT GAZETTE OF 15.8.95
 CERTIFIED IN ACCORDANCE
 WITH THE ENVIRONMENTAL
 PLANNING & ASSESSMENT
 ACT 1979 AND REGULATIONS
 SHIRE CLERK DATE 22.3.91