

POLICY:	ADVERTISING SIGNS IN PUBLIC AREAS
DATE ADOPTED:	Director Environmental, Planning & Building Services Report #11 Council 16 August 2017 Minute Book No. 12578
ORIGINAL ADOPTION:	Director Environmental, Planning & Building Services Report #6 Council 31 January 2007
FILE REFERENCE:	23.00045
OBJECTIVE:	To ensure that signs erected or displayed in the Bathurst Region are appropriate to their location and function and do not diminish the visual amenity, aesthetic, heritage significance and character of the locality or detract from the appearance of buildings and places. To ensure that movable signs are permitted to be displayed only within a clearly defined policy context and that their numbers, location and appearance will not cause problems of obstruction and visual intrusion in public places.

1. APPLICATIONS AND COUNCIL CONSIDERATION

- 1.1 The erection of signs where it occurs on a public road in the Bathurst Region is an activity requiring a permit under the Roads Act 1993.
- 1.2 In exercising its discretion to grant a sign permit, the Council will have regard to the principles set out in the policy.
- 1.3 Advertising signs contribute to the urban environment when their function is to convey information to the public which is relevant and appropriate to the location of the sign. The Council regards a sign appropriate if it:
 - (a) identifies the name or address of the building or use of a site to which it is attached;
 - (b) identifies the name or business of the owner or occupier;
 - (c) identifies activities carried on within that part of a building or site to which the sign is attached; and
 - (d) identifies - generally as a subordinate adjunct to any of the preceding forms of information - goods or services available at the building or site to which the sign is attached.
- 1.4 All the above elements should normally be contained in a concise form and manner which compliments the architecture of the building or design features of the streetscape or place.

- 1.5 The Council will endeavour to avoid the impairment of the amenity of the locality which may be caused where:
 - (a) The sign is of such scale, prominence, obtrusiveness or character as to be incongruous with the surrounding land uses;
 - (b) the sign adds to the danger of driver distraction;
 - (c) the sign adds to the visual clutter of the locality;
 - (d) numerous other signs exist on the site;
 - (e) the sign, when viewed from a position where the sign would be legible, would obscure existing signs, information, sight lines or architectural features, or would itself be obscured.
- 1.6 In granting a Permit for the erection or display of an advertising sign the Council will have regard to and may attach conditions concerning the following matters: the location, position, size, shape, colour, degree of illumination and the presence or rate of flashing lights.
- 1.7 Wherever possible, public information and parking signage should be coordinated to be readily identifiable and present a uniform image reflective of the City's identity.
- 1.8 Corporate signage, including the style and colours of proposals will be assessed in light of the objectives and requirements of this policy and be re-designed if necessary.
- 1.9 No advertising will be permitted on street furniture, unless approved by Council.
- 1.10 Any sign should be located as close as possible to the premises to which it relates, unless the Council is satisfied that there are local circumstances which make this difficult and that an alternative location acceptable to the Council can be identified.
- 1.11 Advertising signs will not be allowed to be placed or to remain where, in the Council's opinion, they would obstruct or conflict with pedestrian or vehicle movements, or sightlines, or obstruct access to or views from any other premises.
- 1.12 An approval for Private Advertising in Public Areas shall not take effect until the applicant has provided Council with a copy of a public risk policy with a minimum value of \$20 million which contains the following clauses "It is hereby agreed that the indemnity given by this policy is extended to the Bathurst Regional Council in respect to placement of private advertising in public areas".
- 1.13 There is an approval fee for Private Advertising in Public Areas which is to be incorporated within Council schedules of fees and charges and set out in detail in the approval conditions.

These fees will be determined on an annual basis by Council in association with Council's annual review of its fees and charges schedule.
- 1.14 The grantee of approval will be required to indemnify Council against all actions, lawsuits, debts, obligations, claims and other liabilities which may arise during the continuance of the approval.
- 1.15 An unobstructed passage for pedestrian movement of at least 2.0 meters wide in low pedestrian areas and 3.0 meters wide in high pedestrian areas shall be maintained at all times. Examples of high pedestrian areas include:
 - (a) William Street between Durham and Piper Streets;

- (b) George Street between Durham and Piper Streets;
- (c) Keppel Street between Seymour and Bentinck Streets; and
- (d) Howick Street between Seymour and Rankin Streets.

- 1.16 In areas where there is no full width footpath, the sign is to be located so that it does not obstruct the available footpath.
- 1.17 Areas without a formed footpath, the sign is not to be located to interrupt orderly pedestrian movements.

SPECIFIC CRITERIA RELATED TO A-FRAME SIGNS

- 1.18 Movable signs should not exceed 1m^2 in total face area (i.e. 1.25m x 0.8m or 1.0m x 1.0m).
- 1.19 Those business houses located on a corner will be allowed to have one(1) moveable sign for each street frontage. All other business houses will be allowed one (1) moveable sign only.
- 1.20 Movable A-Frame signs will be permitted to remain only where they include the name, location and details of the business of the sign's owner.

SPECIFIC CRITERIA RELATED TO TEARDROP BANNER OR FLAGS

- 1.21 Teardrop banners/flags should not exceed the height of any awning where an awning exists, or a maximum of 3.6m. No part of the Teardrop sign/banner is permitted to overhang a roadway.
- 1.22 Where a teardrop banner/flag overhangs a footpath/pedestrian movement way, a minimum clearance of 2.0m in low pedestrian area or 3.0m clearance in high pedestrian movement areas (noted in 1.15) is required.
- 1.23 Teardrop banner/flags shall be securely fixed into the ground, attached to a building or similar structure to ensure the banner or flag is not a danger to persons or property.
- 1.24 Teardrop banners/flags are not to impede vehicle sightlines, pedestrian movement or obscure or impede surrounding businesses.
- 1.25 Each business would be limited to two (2) teardrop banners/flags for the first 10m street frontage or part thereof. For every 10.0m after, one additional teardrop banner/flag is permitted. (i.e. for a 20.0m frontage, three (3) teardrop banner/flags are permitted with Council approval).
- 1.26 Only one teardrop banner/flag is permitted where an A-Frame sign is already approved and being displayed.
- 1.27 Those businesses located on a corner with two street frontage will be permitted to apply the above restrictions to each street frontage.

2. DISPLAY OF ADVERTISING SIGNS IN PUBLIC PLACES

Council may exercise its authority to remove, or require the removal of signs which are in contravention of this policy or in any case where the Council considers that the display of such a sign is not appropriate.