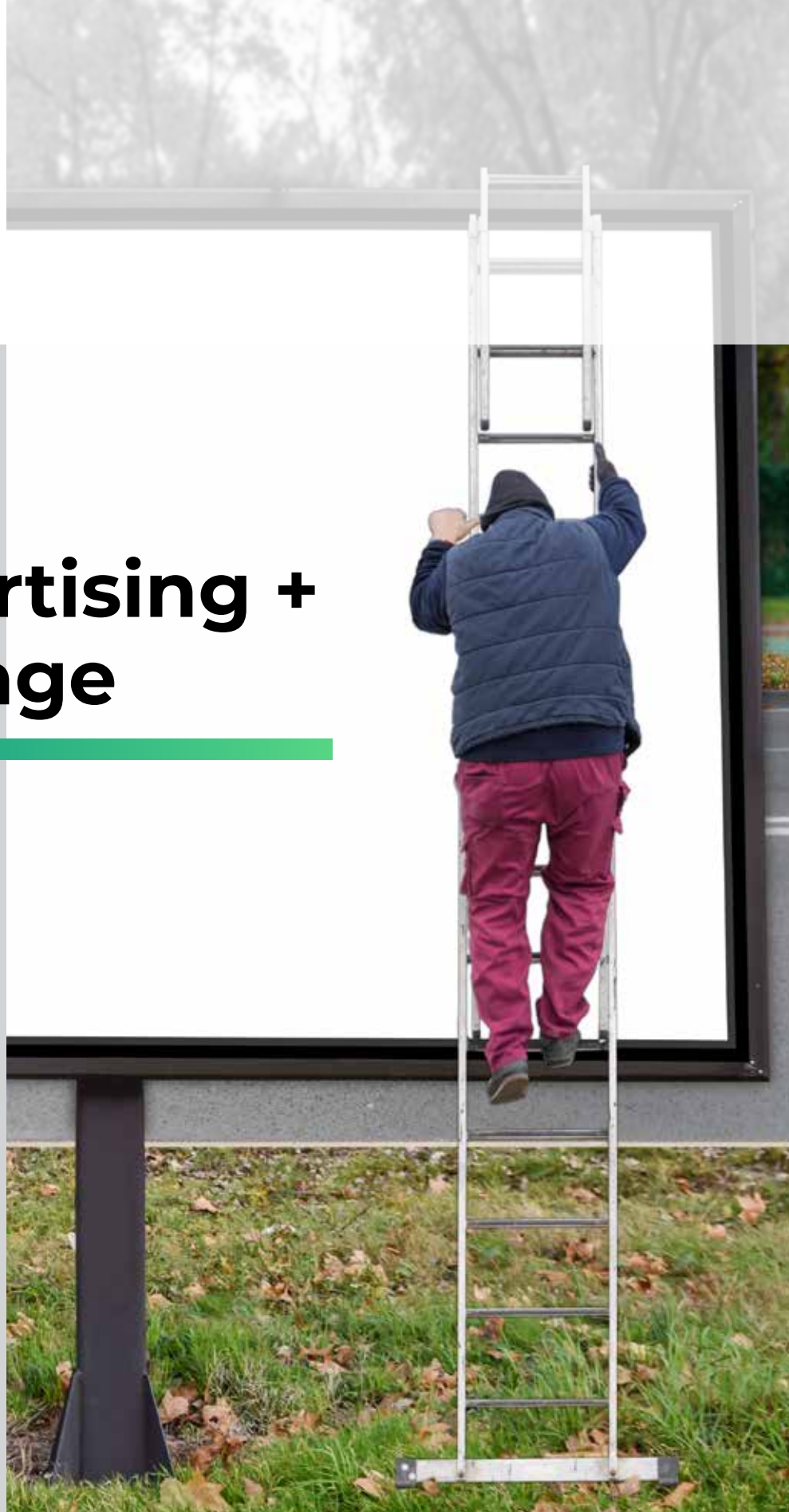


# advertising + signage

## PART L



COWRA COUNCIL  
116 KENDAL STREET  
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COWRA COUNCIL  
**COMPREHENSIVE DCP**  
2021



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# general controls

## PART L.1

*This part provides the standards and controls relating to advertising and signage generally in the Cowra Local Government Area.*

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*Outdoor advertising signage is important for successfully business marketing in the Cowra Shire. Poorly located and designed outdoor advertising signs can cause detrimental impacts. This Part encourages outdoor advertisements that are appropriate for the land and for the surrounding locality.*

### L.1.1. Application of this Section

Part L applies to all land within the Cowra Shire where the erection or placement of an advertising sign or structure is permissible under the provisions of Cowra Local Environmental Plan 2012.

### L.1.2. Objectives

The objectives for advertising and signage are:

- a. To ensure that all signage and advertising achieves a high level of design quality and does not detract from the visual quality of the public domain of the Cowra Township.
- b. To ensure that signs are structurally safe and well maintained.
- c. To minimise visual clutter and the unnecessary proliferation of signage and advertising.
- d. To ensure temporary signage does not adversely affect public safety or access to public land and roads.
- e. To retain the heritage significance of items within the Cowra Shire.
- f. To encourage relevant and appropriate signage which contributes to the streetscape.

### L.1.3. Information requirements

*Council's Development Application Guide explains how to prepare a Development Application. It provides a simple, step-by-step guide to all the things you will need to do before submitting an application to Council. You can use the Development Application Guide as a checklist for completing your plans and other supporting documentation.*

*In addition to the minimum requirements detailed in the Development Application Guide, Council will require additional information to be provided in support of a DA for certain types of development.*

The following information should be provided in support of Development Applications for Advertising signage:

- a. A written overview of the proposal.
- b. Details of proposed sign location –
  - i. zone under Cowra LEP 2012;
  - ii. permissibility and planning controls related to the specific site;
  - iii. location of existing buildings, structures and vegetation in proximity to the sign;
  - iv. surrounding land use including any trends in changing land uses.
- c. Description of the proposed sign – Information on the size of the sign, whether it is static, illuminated or non-illuminated, and other relevant detail.
- d. Colour photographs and photo-montages – current panoramic colour photographs of the location of the proposed site should be provided where possible and where these will assist Council in understanding and assessing the signage proposal.
- e. Assessment of the relevant provisions in State Environmental Planning Policy No. 64 – Advertising and Signage, including the road safety provisions, and public benefit test where the proposal is for an advertisement on a bridge or requires the concurrence of the RMS;
- f. Assessment of the context of advertising within the site identifying the character, quality and features of an area;
- g. Assessment of road safety considerations;

### L.1.4. Guiding Principles

The following guiding principles apply to advertising and signage structures in Cowra:

- a. Advertising and signage should:
  - i. Be compatible with the character of the surrounding area.
  - ii. Be compatible with the theme for outdoor advertising, where this exists.
  - iii. Not detract from the amenity or visual quality of any hertiage areas, open space areas or residential areas.
  - iv. Not compromise important views, or dominate the skyline.
  - v. Have a scale, proportion and form that is appropriate for streetscape, setting or landscape within which it is proposed to be placed.
  - vi. Have a scale, proportion and form that is appropriate for the site or building on which it is proposed to be placed.
  - vii. Reduce clutter by rationalising and simplifying existing advertising.
  - viii. Screen unsightliness.
  - ix. Not contain illumination that will result in unacceptable glare for pedestrians, motor vehicles or aircraft.
  - x. Not contain illumination that will detract from the amenity of any nearby residence or other form of accommodation.

### L.1.5. General Signage Controls

The following controls apply to advertising and signage proposals in the Cowra Shire:

- a. Where multiple tenancies are located within a building, a co-ordinated signage strategy should be prepared and submitted with a DA.
- b. Flag signage should be avoided in the Central Business District.
- c. Advertising and signage should not project lights or images onto a pedestrian footpath or public space.
- d. Temporary signage is permitted to be erected (without consent) in all zones under Cowra Local Environmental Plan 2012, provided:
  - i. It is a real estate sign, or relates to a local event of a religious, educational, cultural, political, social, sporting or recreational nature.
  - ii. It is not displayed for more than 28 days before or after the event.
  - iii. There is only one sign per frontage of the property or site.
  - iv. It does not include advertising of a commercial nature (except for the nsmae of a sponser etc).



### L.1.6. Signage involving heritage items

*Advertising and signage proposals involving heritage items require careful planning and design to ensure that the advertisement can achieve its purposes without adversely impacting on the positive characteristics or significant elements of the heritage item. A heritage item means a building, place or item listed in Schedule 5 of Cowra Local Environmental Plan 2012, as well as any other building, place or item identified as having heritage significance.*

In addition to the controls contained in further sections of this Part, the following controls apply to advertising and signage proposals involving heritage items:

- a. Advertising proposed for heritage items should have regard to its heritage significance and must complement the item. The architectural characteristics of a building should always dominate.
- b. Signage should be sympathetic to the architectural design of the heritage item and should be of a scale which is appropriate for the articulation and modulation of the building on which it is located.
- c. Historic signs may have their own significance and must not be obscured or diminished by later signage.

### L.1.7. Window signage controls

*Window signages means advertising that is displayed within a shopfront window. Window signage is useful to efficiently communicate the location and type of business within a site. Overuse of window signage can lead to visual clutter and can fail to achieve the original intended purpose of the signage, which is to gain the attention of users and promote the business, due to the vast amount of advertising and signage a user must view. Council does not wish to over regulate window signage, however the minimum controls contained in this section of the plan must be complied.*

For premises with active street frontages onto Kendal Street, window signage should:

- a. Have a maximum coverage of 40% of the area of the shop window that is visible from a public area.
- b. Be primarily for the purpose of business identification signage and may also include the hours of operation of the business and a minimum of second party signage.
- c. Avoid third party signage.

Note- Goods sold within the premises which are displayed in the shopfront window do not count towards the window coverage calculation.



### L.1.8. Above Awning Signage Controls

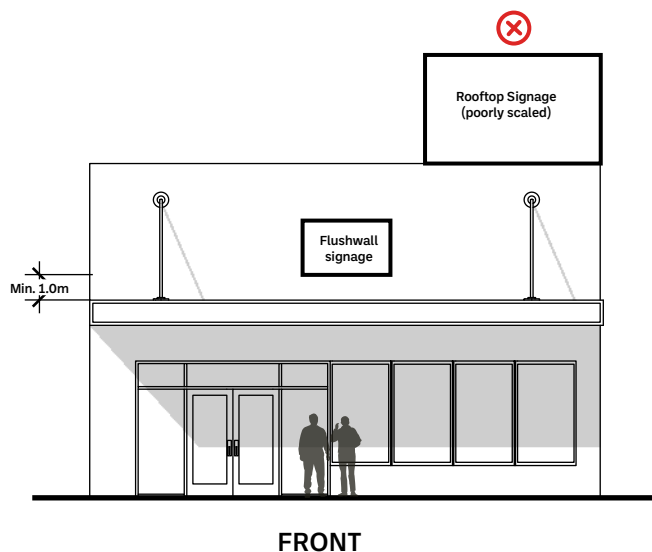
Above awning signage is a general term used to describe the following types of signs:

- Flush wall sign (attached to the wall of a building above awning level and not projecting more than 0.3 metres from the wall).
- Projecting wall sign (attached to the wall of a building above awning level and projecting horizontally from the wall)
- Roof sign (erected on or above the roof, parapet or eaves of a building).

The following controls apply to above awning signage:

#### L.1.8.1. B2 Local Centre Zone

- a. Roof signage should be avoided.
- b. Above awning signage should, where possible, be flush wall signage, and should be:
  - i. located at first floor level where the building is more than one level, and
  - ii. located a minimum 1m from the top of the awning level to maintain consistency.



- c. Projected wall signage above awning level may only be considered if:
  - i. it is consistent with the bulk and scale of the building, and
  - ii. it does not involve flashing signage, and
  - iii. it does not adversely impact on a heritage listed building.
  - iv. there are no other projected wall signs attached to the building.
- d. Where shop top housing is located, above awning illuminated signage is not appropriate.

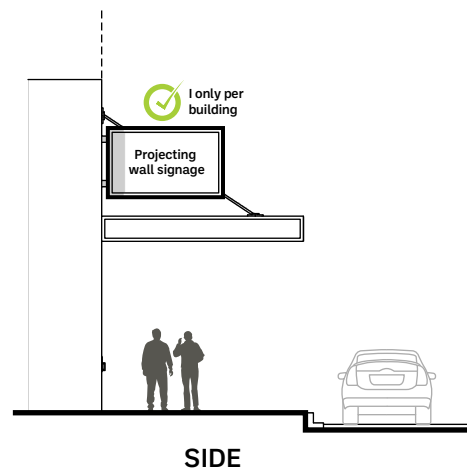
#### L.1.8.2. B5 Business Development Zone

- a. Above awning advertising and signage should be of a size that is consistent with the bulk and scale of the building and character of the streetscape.

#### L.1.8.3. B1 Neighbourhood Centre Zone

- a. Above awning advertising and signage should be of a size that is consistent with the bulk and scale of the building and character of the streetscape.

The following diagram conceptually illustrates appropriate use of above awning signage in the B2 zone:



### L.1.9. Under awning signage controls

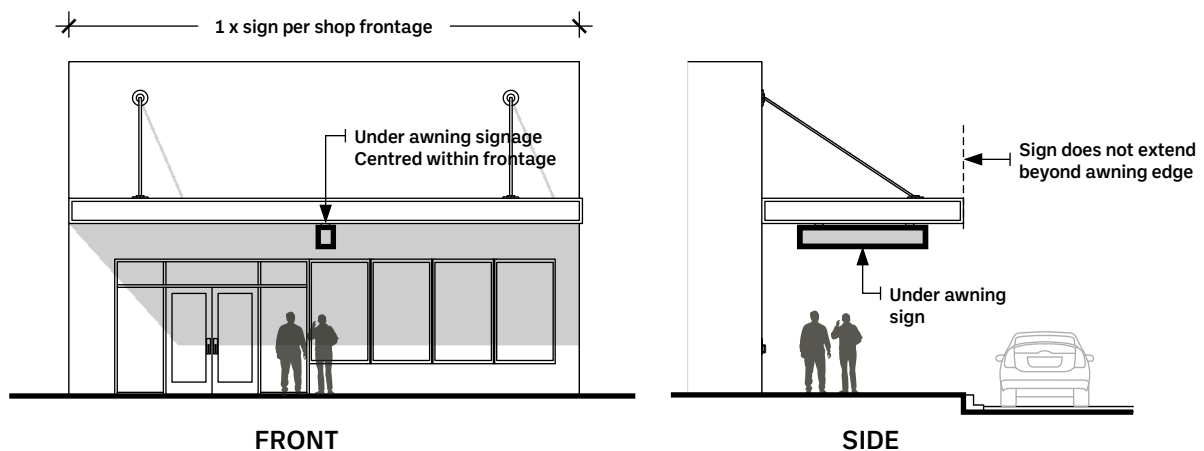
*Under awning signage means a sign attached to the underside of an awning.*

*Signage below awning level can be useful for conveying information about a business. Where a window frontage is not available or is of limited size, alternative signs may be appropriate for first and second party signage.*

Under awning signage is permitted in all areas where there are awnings.

The following controls apply to under awning signage:

- Be a similar size to the predominant type of under awning sign in the area, and located so as not to affect pedestrian safety or road users.
- Be located in the middle of the frontage where a business premises has more than one street frontage.
- Be located a minimum of 3 metres apart to ensure visibility for pedestrians.
- Not extend beyond the edge of the awning.
- Be limited to one sign per property street frontage.



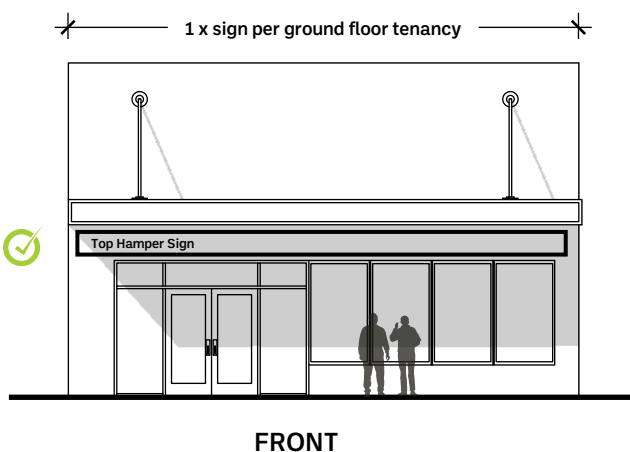
### L.1.10. Top Hamper Signage Controls

Top hamper signage means a sign attached to the transom of a doorway or display window of a building. Top hamper signs are a common and effective form of signage used to identify a business.

Top hamper signs are appropriate in all business and industrial areas.

The following controls apply to top hamper signage:

- a. Top hamper signs should include predominantly first party signage, with only a minor amount of second party content.
- b. Third party signage should not form part of top hamper signage proposals.
- c. One top hamper sign is permitted per property street frontage.
- d. The maximum dimensions of top hamper signage should not exceed beyond any wall / boundary and below top of door / window head.



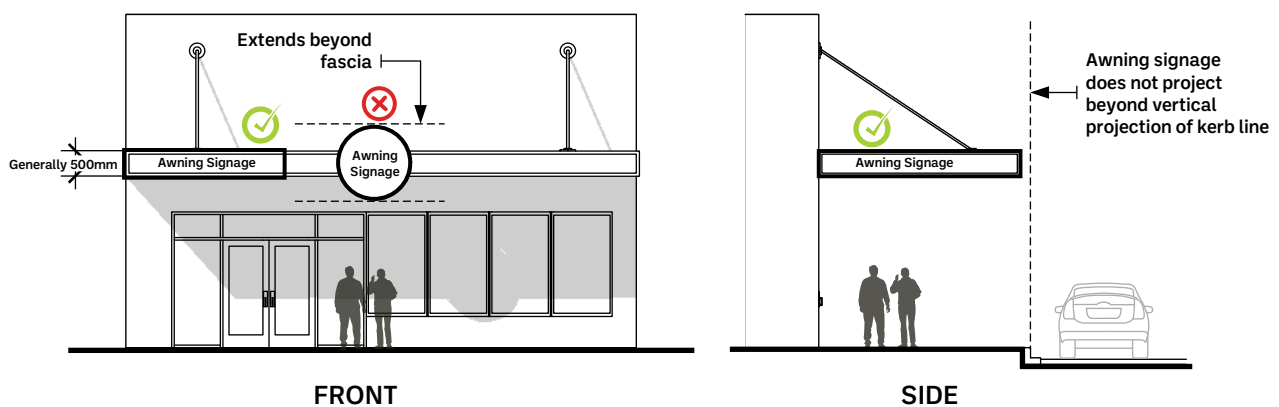
### L.1.11. Fascia Signage Controls

*Awning signage is also referred to as fascia signage and means an advertisement that is attached to the fascia or return of an awning.*

*Awning signage is effective in relating the location of a business type for users on the opposite side of the street, or further up the road, from the business.*

The following controls apply to all areas where there are awnings:

- Awning signage should be contained entirely within the dimensions of the awning and tenancy on which it is located.
- Awning signage should generally not exceed a vertical dimensions that is 500mm high.
- Awning signage should not extend beyond the vertical projection of the kerb line where the awning width matches the width of the footpath.



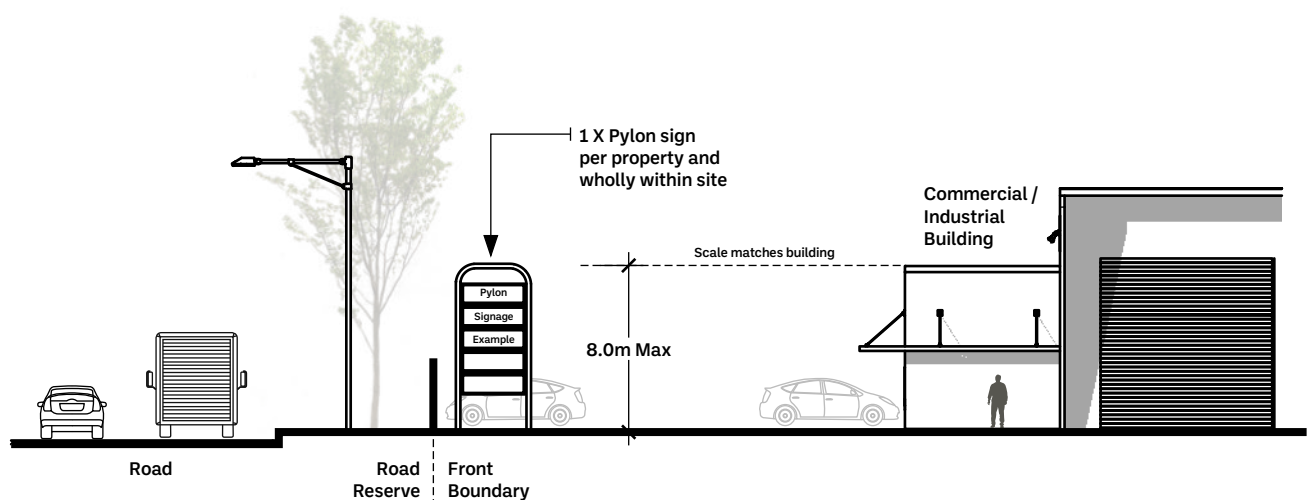
### L.1.12. Pylon and pole signage controls

*Pylon and pole signage means an advertising structure erected on a pylon or pole which is independent of any building or other structure.*

*Pylon and pole signage is appropriate in commercial and industrial areas with wide street verges and where buildings are more widely separated from one another.*

The following controls apply to pylon and pole signage:

- Pylon and pole signage should be designed to reflect the scale of the building to which it relates and surrounding buildings, and the streetscape characteristics of the area.
- Pylon and pole signage should be contained wholly within the site and must not overhang any public space or land.
- Pylon and pole signage should be limited to one sign per property street frontage.
- Pylon and pole signage is to be in accordance with the relevant Australian Standards and should be structurally sound and able to withstand the relevant wind loads.





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