

9.1 ADVERTISING SIGNS

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1 General Information

1.1 Objectives

The objectives of this Part are:

- To provide guidelines for the erection and display of advertisements and advertising structures.
- To maintain a balance between the established built form and character of the streetscape and commercial need to advertise goods and services.
- To ensure that advertisements and advertising structures erected or displayed do not intrude into and detrimentally affect the visual amenity of the area.
- To ensure that advertisements and advertising structures erected or displayed are compatible with the architectural style and size of the building and are compatible with the adjoining built environment.
- To prevent visual clutter through the proliferation of advertisements and advertising structures by encouraging fewer more effective signs.
- To ensure that advertisements and advertising signs do not disrupt vehicular or pedestrian flows.
- To ensure the distinctive urban character and amenity of the City of Ryde is maintained.

1.2 Application of this Part and the Ryde Planning Scheme Ordinance

- 1.2.1 Clause 42 of the Ryde Planning Scheme Ordinance provides that signs may only be erected or displayed if they provide information about a business, industry or profession carried on, at the premises or place at which the sign is displayed. This prohibits general advertising.

Matters that must be considered by Council, as specified by Clause 42(4) of the Ryde Planning Scheme Ordinance, when assessing applications for consent to display an advertising sign include:-

- (i) the effect of the sign on the amenity of the locality, including the need to avoid visual disorder or clutter of signs;
- (ii) the effect of the sign on the built environment or the landscape;
- (iii) the need for the sign and the opportunities for adequately displaying it on the site;
- (iv) the advertising pattern and theme in the locality and number of signs of the same type;
- (v) the effect of the sign on existing advertising signs;

- (vi) the size and likely impact of the sign, having regard to the size of the premises on which it is to be displayed and the scale of surrounding buildings; the effect of the sign on the safety and security of premises and public areas; and
- (vii) the effect of the sign on the appearance, efficiency and safety of a road, railway, waterway or other public way, having particular regard to the sign's colour, brightness and location.

1.2.2 This Part will be considered by Council in assessing all applications for consent to erect or display an advertisement or advertising structure.

1.3 Applications & Approval Process

1.3.1 All advertising signs, with the exception of signs which satisfy the requirements for Exempt and Complying Development set out in Part 2.1, require a Local Development Application.

1.3.2 Section 5 of this Part provides information on the assessment criteria and issues that an applicant should consider in the preparation and submission of any development application to Council.

1.4 Structure of this Part

Section 2 General Requirements for all Advertisements

Section 3 Advertising Sign Requirements by Type of Zone and Location

Section 4 Definitions and Requirements for Different Types of Advertising Signs.

Section 5 Assessment Criteria

The City of Ryde Acknowledges the Use of Some Illustrations from Hurstville City Council in this Part.

2 General Requirements For All Advertisements

2.1 Advertising Content

A sign must be either:

- a) A business identification sign that is a sign that provides information about a business, industry or profession on the land where it is displayed. The information may include the use of the land or building, goods manufactured or offered for sale, services offered and the name and address of the proprietor or occupier;
- b) A directional sign, that is a sign that directs persons to development on the land to which it is displayed;
- c) Council may grant consent for an advertising sign that does not comply with (a) and (b) if the advertising sign is part of a structure for the safety, amenity and convenience of pedestrians and provided in the form of street furniture or alike, and the structure is located on or adjacent to a road.

The Ryde Planning Scheme Ordinance prohibits Billboard Type Advertising Structures.

2.2 Language

- a) All advertising signs are to be displayed in the English language but may
- b) include a translation into another language using letters or characters that are no larger than the English language letters or characters.
- c) Any translated message must be accurate and complete.

2.3 Number of Signs

Visual clutter through the proliferation of advertisements and advertising structures is not permitted.

Excessive signage usually has an opposite effect to its original intention. The cluttering causes visual pollution and confusion to the observer. Having fewer, but clearer advertising assists not only the advertiser, but also the appearance of the building and the overall streetscape.

Excessive signage tends to have a “domino effect”, by competing with neighbouring premises in order to gain the advantage in exposure.

2.4 Design, Safety and Maintenance

- a) All signs must be sympathetic to, and compatible with the architectural style and finishes of the building to which they are attached, so as to look an integral part of the building rather than a “tack-on” appearance. They should not obscure existing architectural features such as windows.

- b) Signs are to be unobtrusive in design, colour, height and scale, so as not to impact adversely on the streetscape.
- c) Signs must be attractive and professionally written as well as being simple, clear and efficient. A well-designed sign inspires and promotes confidence in the business or product advertised.
- d) Signs should be located at a height which avoids impact from footpath maintenance vehicles and discourages vandalism.
- e) Council will give due attention to all applications with respect to possible distraction of motorists due to illumination, position, colours, design and proximity to traffic lights.
- f) Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to other relevant authorities such as the Roads and Traffic Authority for comment.
- g) Signs must be kept in good and substantial repair and in a clean and tidy condition at all times.
- h) Council will not favour signs, which are prone to deterioration in appearance and condition, and may order removal of objectionable or unsightly advertisements, pursuant to the provisions of Section 124 of the Local Government Act.

2.5 Illuminated Signs

- a) The lighting intensity and hours of illumination must not unreasonably impact on any residential properties adjoining the sign or that is within its locality.
- b) The lighting intensity of an advertising sign must be capable of modification or control after installation.
- c) Illuminated advertising signs must minimise the spill effects or escape of light beyond the subject sign and must not compromise safety for pedestrians, vehicles or aircraft.
- d) Illumination of a sign (with the exception of floodlit signs) must not be external to the sign i.e. surrounding a sign. Illumination must be part of the advertisement.
- e) Electric wiring to illuminated signs is to be concealed.
- f) Depending on its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination between 11pm and 6 am, or as is considered reasonable in the circumstances.

2.6 New Buildings and Multi - Tenant Buildings

Applicants designing new buildings or alterations and refurbishing of existing buildings are strongly encouraged to take into account advertising. Advertising should be considered as an integral part of the overall building.

A “tack-on” approach to signage on buildings is to be avoided. In this regard the submission of an overall co-ordinated concept plan for advertising on the building at the original Local Development Application stage is recommended. If

the concept plan is not supplied, then subsequent applications for advertising signs may be refused by Council.

2.7 Corporate Branding

Corporate Branding is the identification of the owner of a site and includes any associated logo.

Requirements:

- a) permitted only in business and industrial zones;
- b) must be part of a sign that provides information about a business, industry or profession on the land where it is displayed . That is, corporate branding and the address of the site cannot be the only information provided on a sign;
- c) permitted only on one sign per site;
- d) permitted only on a business directory board or pylon sign;
- e) occupies a maximum area of 0.6m² ;
- f) consists of words, symbols and shapes;
- g) the use of corporate colours is restricted to permitted signage only and the use of corporate colours in the external finishes of a building is prohibited.

2.8 Other Prohibited Advertising Signs

Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited

- a) General advertising;
- b) Signs not defined as a temporary sign made of canvas, fabric, similar sheet material or any type of airborne sign;
- c) Signs affixed to the surface of a public footway or public roadway;
- d) Signs that obscure obstruct or interfere with any road traffic signs or motorists vision or otherwise adversely affecting road safety;
- e) Signs prohibited under the Tobacco Advertising Prohibition Act, 1991 or any other Act.

3 Advertising Sign Requirements By Type Of Zone And Location

3.1 Residential Zones

3.1.1 Extent of Signage

Maximum of 1 sign will be permitted per site.

3.1.2 Permitted Signs

- (i) Business signs.
- (ii) Real estate signs.
- (iii) Home occupation signs
- (iv) Temporary signs

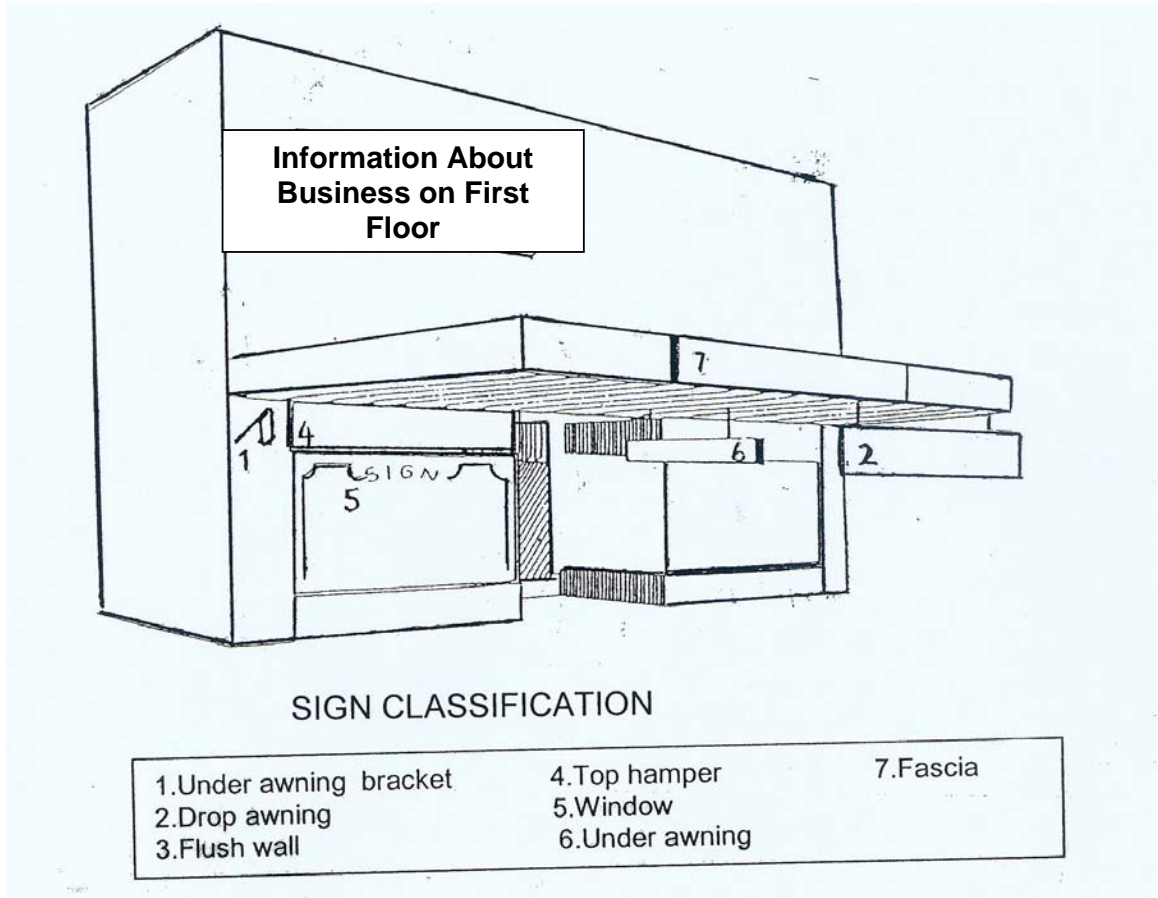
3.1.3 Illumination

Illumination of signs is prohibited.

3.2 Business Zones and Urban Village Zones

3.2.1 Signs for Commercial and Retail Shop - Fronts within Shopping Precincts or Areas

- (i) An Illuminated Under Awning Sign (one per site)
- (ii) Fascia Sign
- (iii) Top Hamper Sign
- (iv) Window Sign
- (v) Drop Awning Sign
- (vi) Under Awning Bracket Sign
- (vii) Real Estate Sign
- (viii) Temporary Sign
- (ix) Flush Wall Sign (Only if it relates to activity at that level)
- (x) Internally Illuminated Sign



Under awning signs are limited to one per shop-front, and should be positioned to provide reasonable spacing between other under awning signs to allow for fair exposure and usability. Where a shop front has exceptionally wide frontage more than one under awning sign may be permitted. The signs must be a minimum of 10 metres apart.

3.2.2 Extent of Signage Permitted

(i) For Three or more Storey Buildings

Maximum Sign Area – The total area of signs to be erected on a building (this includes all elevations) should not exceed 1.5m² per 1 metre of frontage of the property to the street.

All signage is restricted to the ground floor level and the transom area of the building i.e. the area above the doorway on the ground floor level to the floor level above. Council will only consider any additional signage after the submission of a signage plan for the total development.

(ii) For Two or More Storey Buildings

Maximum Sign Area – The total area of signs to be erected on a building (this includes all elevations) should not exceed 1.5m² per 1 metre of frontage of the property to the street.

(a) Front Elevation

All signage above the ground floor or awning level of a building must relate to the activity or use of the building at the first floor level.

The maximum area of signs above the ground floor or awning level on the front elevation should not exceed 15% of the area of the elevation situated at that level.

(b) Side and Rear Elevations

The maximum area of signs on side or rear walls should not exceed 15% of the area of each elevation visible from a public place. Where there is a break in any elevation the maximum coverage should apply to each part of that elevation.

(iii) For Single Storey Buildings

Maximum Sign Area – The total area of signs to be erected on a building (this includes all elevations) should not exceed 1 m² per 1 metre of frontage of the property to the street;

(a) Side and Rear Elevations

The maximum area of signs on side or rear walls should not exceed 15% of the area of each elevation visible from a public place. Where there is a break in any elevation the maximum coverage should apply to each part of that elevation.

3.2.3 Signs for Colonnades

Maximum Sign Area – The total area of signs to be erected at ground floor level (this includes all elevations) should not exceed 1m² per 1 metre of frontage of the property to the street.

Signs permitted on shopfronts in colonnades include:

- (i) window signs
- (ii) top hamper
- (iii) under awning bracket signs

Flush wall signs on the external wall of the colonnade that have a maximum dimensions of 1.2m x 0.5m are permitted where the signs are located on that part of the external wall of the colonnade that is adjacent to the business the sign relates to and the sign only identifies the name of that business.

All signs which must be sympathetic in colour and design to the building.



3.2.4 Pole and Pylon Signs

Pole and Pylon signs are only permitted on sites with large street or road frontages that are occupied by uses such as service stations, large take-away food outlets and large retail outlets.

3.2.5 Signs for Regional Shopping and Commercial Centres

All signs visible from a public place will be considered on their merits relative to the general aims and objectives and provisions of Section 1, 2, 4 and 5 of this Plan.

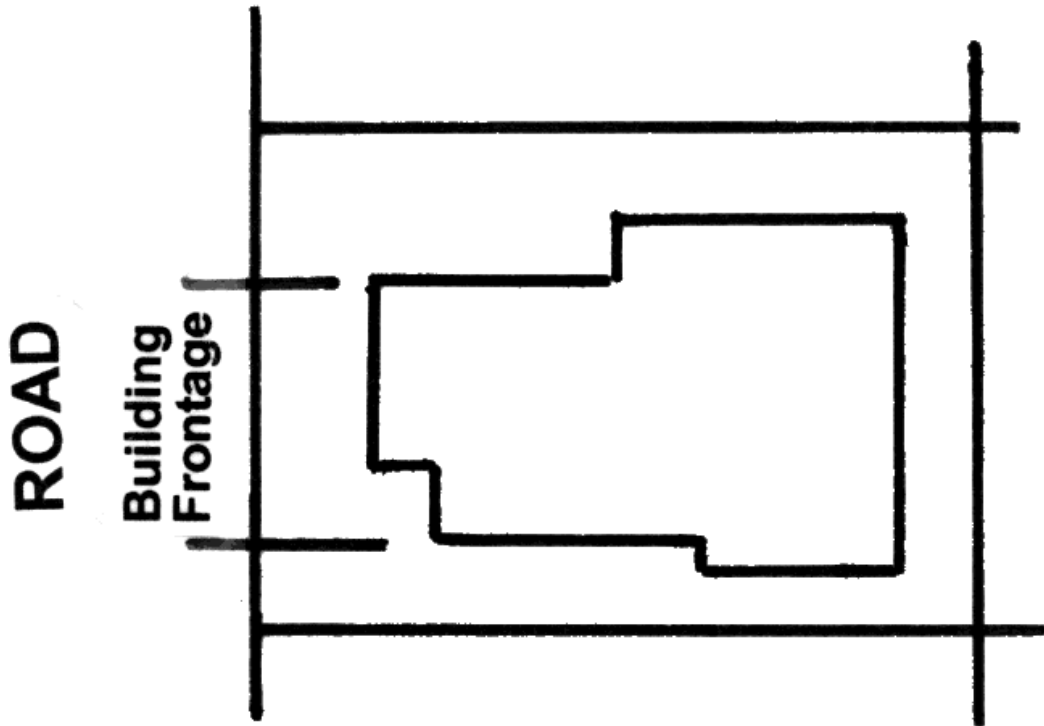
3.3 Macquarie Park Corridor

3.3.1 Extent of Signage

The total area of signs on a site (excluding the area of a business directory board or pylon sign) must not exceed 1 square metre of signage per 1 metre of building frontage for the first 10 metres then 0.3 square metres of signage for each 1 metre of building frontage after that.

Building frontage is a straight line measurement of the length of a building as it presents to the street. The measurement should represent the length of the building that is clearly visible to a street (refer to diagram on Page 17). Where a site has two street frontages the length of the building as it presents to the longest street frontage may be used to calculate the total area of signs permitted on the site. This is subject to the principal sign for the site being placed on the elevation containing the longest building frontage.

Where more than one building is located on the site the building frontage of each building as it presents to the street may be used in the calculation of the total signage for a site. Where only part of a building frontage is visible to the street (i.e. where part of the building frontage of one building is hidden behind another building) only that part that is visible to the street is to be used in the calculation of signage.



3.3.2 Permitted Signs

- (i) Pylon Sign (One Only Per Site)
- (ii) Business Directory Board Sign (One Only Per Site)
- (iii) Directional Sign
- (iv) Flush Wall Sign
- (v) Panel Sign
- (vi) Plinth Sign
- (vii) Real Estate Signs
- (viii) Temporary Signs

3.4 Industrial and Special Use Zones

3.4.1 Extent of Signage Permitted

The total area of signs on a site cannot exceed one (1) square metre of signage per one (1) square metre of building frontage for the first 10 metres then 0.3 square metres of signage for each metre of building frontage after that.

Variation to the extent of signage permitted i.e. exclusion of the pylon sign and business directory board sign from area calculations may be considered by Council if the site upon which the signs are to be erected upon is large and contains more than one occupant such as in an industrial park.

Building frontage is a straight line measurement from each end of the building as it presents to the street. Where a site has two street frontages the length of the building as it presents to the longest street frontage is used.

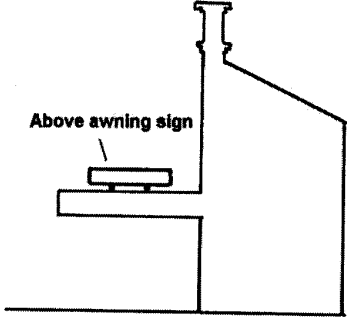

3.4.2 Permitted Signs

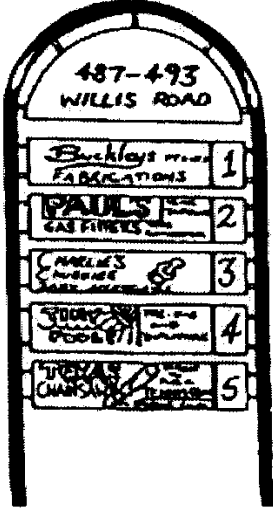
- (i) Pylon Sign (One Only Per Site)
- (ii) Business Directory Board sign (One Only Per Site)
- (iii) Directional Sign
- (iv) Flush Wall Sign
- (v) Panel Sign
- (vi) Plinth Sign
- (vii) Real Estate Signs
- (viii) Temporary Signs
- (ix) Pole Sign (Only One Per Site and Not Permitted with any other Free Standing Sign)

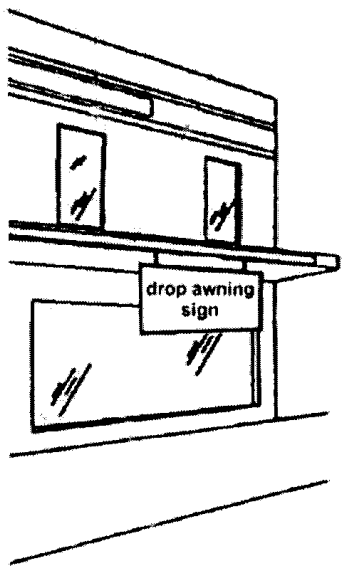

3.5 Heritage Conservation Areas and Heritage Items

All signs in heritage conservation areas or on heritage items requires a heritage impact statement as set out by the NSW Heritage Office.

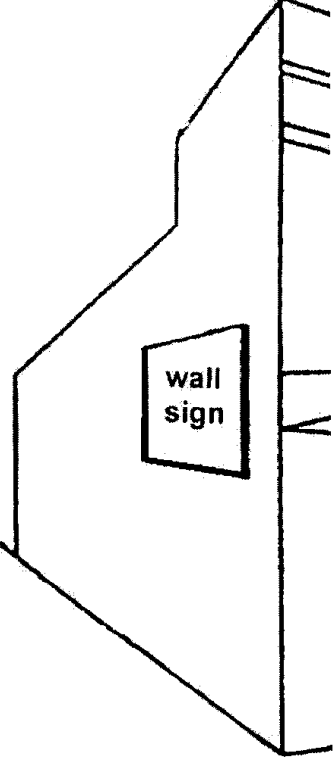
4 Definitions and Requirements for Different Types of Advertising Signs

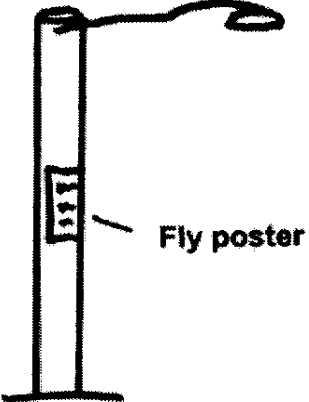
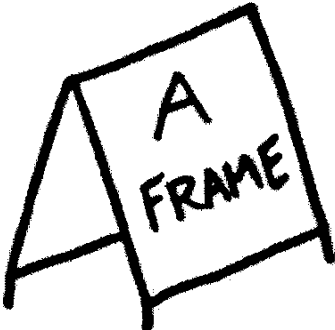
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Above Awning / Verandah Sign</p>  <p>The diagram shows a cross-section of a building with a verandah. A rectangular sign is mounted on the wall above the verandah. A label 'Above awning sign' with a pointer indicates the sign's location.</p>	<p>A sign above a verandah or awning or if there is no verandah or awning a sign that is more than 3.7 m above pavement level and which projects more than 300mm from the wall of the building.</p> <p>Prohibited throughout the City of Ryde</p>
<p>Billboard Sign (Free Standing or Attached to a Building Structure Eg. Fence)</p>  <p>The illustration shows a rectangular billboard sign supported by two posts. The sign features the text 'Rocco's Italian RESTAURANT' and 'OPEN 7 DAYS' along with a graphic of a hand holding a fork.</p>	<p>A sign used for the display of general advertising material not necessarily related to the place or premises on which it is located.</p> <p>Prohibited throughout the City of Ryde</p>
<p>Bunting Sign</p>	<p>An advertisement that consists of bunting streamers, flags, windvanes and the like. A single flag is not a bunting sign.</p> <p>Prohibited throughout the City of Ryde</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Business Directory Board</p> 	<p>Free standing advertising structure that is located within the property boundary of a multiple occupancy premises and which identifies the names and activities of the occupants of the premises. This sign may be permitted on sites that have a single occupancy that comprises a number of activities.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) maximum area does not exceed 6.2m² ; (b) maximum height of 3.5m above ground level; (c) illumination of sign will be considered by Council on a merit basis taking into account location of sign, proximity to main road, hours of operation. Up lighting is the preferred form of illumination; (d) only one per premises; (e) must be located within a landscaped setting. <p style="text-align: center;">Complying Development or Local Development Application Required</p>
<p>Business Sign</p>	<p>A sign that provides information about a business, industry or profession on the land where it is displayed. The information may include the use of the land or a building, goods manufactured or offered for sale, services offered and the name of any business or product.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) maximum area 0.75m² ; (b) maximum height and/or width of 1500mm; <p style="text-align: center;">Complying Development or Local Development Application Required</p>


SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Directional Sign</p>	<p>A sign not exceeding 0.3 m² that directs vehicle or pedestrian traffic within the property the sign relates to.</p> <p>Complying Development or Local Development Application Required</p>
<p>Drop Awning Sign (Weather Protection Sign / Canvas Blind)</p>  <p>The diagram shows a building facade with a window. A drop awning is extended from the building, and a sign is attached to its underside. The sign is labeled 'drop awning sign'.</p>	<p>A sign displayed on a roll down blind, retractable sun/weather protection awning or the like that is attached to the under side or outer edge of the awning and is parallel to the kerb.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) the advertisement does not exceed a maximum coverage of 40% of the surface area of the blind; (b) the blind or awning is attached behind the fascia; (c) the blind or awning is setback a minimum of 0.6m from the kerb; (d) only one sign per premises; (e) non illuminated. <p>Complying Development or Local Development Application Required</p>
<p>Fascia Signs</p>  <p>The diagram shows a building facade with a window. A sign is attached to the fascia of the building. The sign is labeled 'Fascia Sign'.</p>	<p>A sign on the fascia or return end of an awning.</p> <p>Requirements</p> <p>A fascia sign shall not project above, below or beyond the fascia or return end of the awning to which it is attached.</p> <p>Complying Development or Local Development Application Required</p>

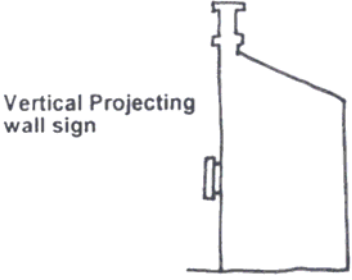
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
Fin Sign	<p>Erected on or above the canopy of a building such as a service station canopy.</p> <p style="text-align: center;">Prohibited throughout the City of Ryde</p>
Flashing Sign	<p>A sign illuminated (as to any part of the advertising area) at frequent intervals by;</p> <p>(a) an internal source of artificial light; or</p> <p>(b) any light source indirectly illuminating the sign.</p> <p style="text-align: center;">Prohibited throughout the City of Ryde</p>
Floodlit Sign	<p>A sign illuminated by external lighting.</p> <p>Requirements</p> <p>Lighting shall not cause distraction or nuisance to neighbouring properties or traffic.</p> <p style="text-align: center;">Complying Development or Local Development Application Required</p>

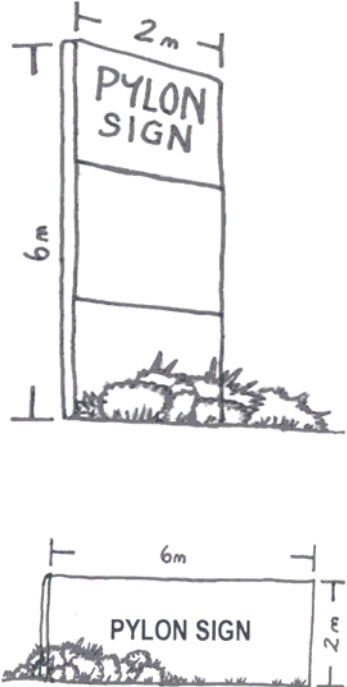
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Flush Wall Sign</p> 	<p>A sign attached or painted on the wall of a building and projecting horizontally no more than 300mm from the wall.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) Only one sign per building elevation; (b) Where it is illuminated shall not be less than 2.6 metres above the ground; (c) shall not exceed a maximum area of five (5) square metres; (d) shall not extend laterally beyond the wall of the building to which it is attached; (e) shall not project above the top of the wall to which it is attached; (f) shall not be located on a building wall if there is an existing building or business identification sign; (g) shall not extend over a window or other opening or architectural feature; (h) shall not project horizontally more than 300mm from the wall; and (i) Consideration must be given to design and aesthetics, so as to harmonise with the nature of the streetscape and townscape. <p>Flush wall sign advertising on end walls adjoining residential properties are prohibited. However, Council may permit advertising on end walls adjoining a public place.</p> <p style="text-align: center;">Complying Development or Local Development Application Required</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Fly Poster (Bill Poster)</p> 	<p>A poster type or hand written advertisement promoting any event, activity, product or service fixed to power poles, bus shelters or other public property, fences, buildings shop fronts, shop front windows or hoarding.</p> <p style="text-align: center;">Prohibited throughout the City of Ryde</p>
<p>Free Standing Signboard (A Frame / Sandwich Board)</p> 	<p>A moveable freestanding sign displayed at ground level.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) Only permitted in arcades etc where they do not obstruct path of travel; (b) Maximum width 0.6m; (c) Maximum height 1.1m; (d) Stabilized through weighting system. <p style="text-align: center;">Exempt Development where the above Conditions can be Satisfied</p> <p style="text-align: center;">Prohibited on Footpath Areas throughout the City of Ryde</p>
<p>Home Occupation Sign</p>	<p>A sign at a dwelling that advertises a home occupation in the dwelling.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) must not exceed 0.3 square metres; (b) must not be illuminated – Exempt Development.

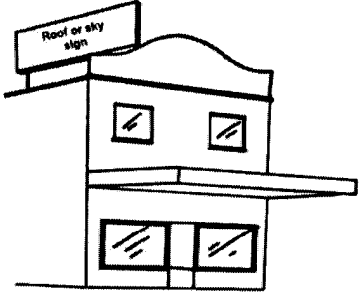
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Internally Illuminated Sign</p>	<p>A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as advertising.</p> <p>Complying Development or Local Development Application Required</p>
<p>Moving Sign</p>	<p>Attached to a building and capable (as to any part of the advertisement or advertising structure) of movement by any source of power (whether or not included in any other class of advertising structure). Includes electronic message boards.</p> <p>Prohibited throughout the City of Ryde</p>
<p>Panel Sign</p>	<p>A sign with an advertisement area that is greater than 5m² but no more than 12m².</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) only permitted in business and industrial zones; (b) shall not extend laterally beyond the wall of the building to which it is attached; (c) shall not project above the top of the wall to which it is attached; (d) shall not project horizontally more than 300mm from the wall. <p>Local Development Application Required</p>

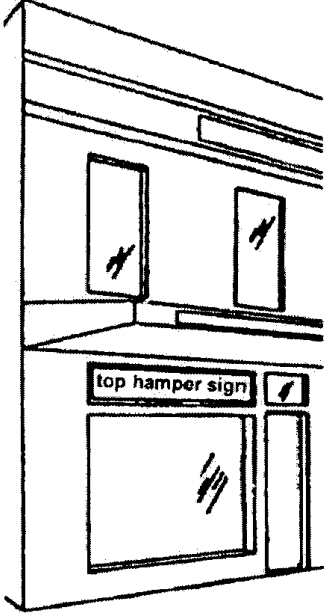
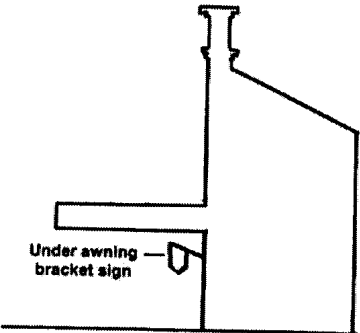
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Plaque or Plinth Sign</p>	<p>A sign located at ground level as an ornament or memorial.</p> <p>Requirements</p> <p>(a) maximum height of 900mm;</p> <p>(b) maximum area of 1.2m.</p> <p>Complying Development or Local Development Application Required</p>
<p>Pole Sign</p> 	<p>A sign displayed on a pole independent of any building or other structure.</p> <p>Requirements</p> <p>(a) shall not be more than six (6) metres in height;</p> <p>(b) have a maximum area of 3.3 square metres;</p> <p>(c) to be contained wholly within the site. A sign is not to overhang any public space. Eg Footpath</p> <p>However Council will give consideration to a pylon sign being constructed to a maximum height of eight (8) metres where it can be clearly demonstrated that the overall approved signage on the site will be reduced by at least 50%.</p> <p>Signs should generally be placed on buildings. Therefore Pole signs will not be permitted where signs are capable of being placed on a building and buildings are within 5 metres of the road frontage.</p> <p>Complying Development or Local Development Application Required</p>

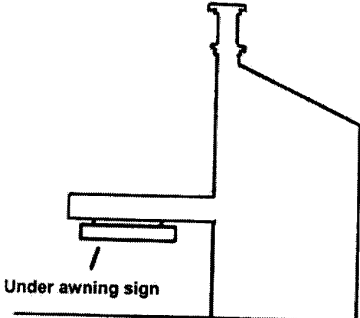
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Projecting Wall Sign</p> <p>Projecting Wall Sign</p>  <p>Vertical Projecting wall sign</p>	<p>A sign attached either vertically or horizontally to the wall of a building (other than the transom of a doorway or display window) and projecting more than 300mm from the wall.</p> <p>Requirements</p> <p>1. Vertical</p> <p>(a) shall not project more than 300mm;</p> <p>(b) the bottom of the sign shall be no less than 2.6m above the ground with the top of the sign being no more than 3.7metres above the ground.</p> <p>Complying Development or Local Development Application Required</p> <p>2. Horizontal</p> <p>Prohibited throughout the City of Ryde</p>
<p>Promotion Sign</p>	<p>A sign on land or a building that advertises.</p> <p>(a) goods or services of a class not provided, produced or sold on the land or in the building;</p> <p>(b) Events or competitions not conducted on the land or in the building.</p> <p>Prohibited throughout the City of Ryde</p>

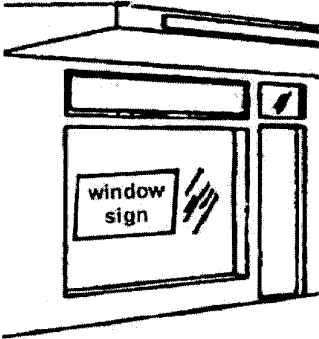
SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Pylon Sign</p> 	<p>A sign located at ground level independent of any building and structure.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) Maximum height 6m; (b) Maximum area of structure 12m; (c) One per site; (d) A pylon sign and a business directory board sign are not to be located at the same entrance way or access way. Such signs must be physically separated from each other; (e) Must be provided within a landscaped setting; (f) illumination of sign will be considered by Council on a merit basis ie. location of sign, proximity to main road, hours of operation. Up lighting is the preferred form of illumination. <p>Signs should generally be placed on buildings. Therefore Pylon signs will not be permitted where signs are capable of being placed on a building and buildings are within 5 metres of the road frontage.</p> <p style="text-align: center;">Local Development Application Required</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Real Estate Sign</p>	<p>An advertisement in respect of a place or premises to which it is affixed which contains only a notice that the place or premises is for sale or letting together with particulars of the sale or letting</p> <p>Requirements</p> <p>(i) For Residential sites</p> <p>(a) one per site;</p> <p>(b) the sign has a maximum area of 2.5m².</p> <p>(ii) For Commercial or Industrial Sites</p> <p>(a) one per site;</p> <p>(b) the sign has a maximum area of 4.5m².</p> <p>Such signs are not to be displayed for more than fourteen (14) days after letting or completion of the sale of the premises or place to which the sign relates.</p> <p>Exempt Development except where the above Conditions cannot be Satisfied then Complying Development or Local Development Application Required</p>
<p>Reflective Sign</p>	<p>A sign finished with materials specifically made to reflect external light.</p> <p>Complying Development or Local Development Application Required</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Roof or Sky Sign</p> 	<p>An advertising sign which is;</p> <ul style="list-style-type: none"> (a) on or above the roof of a building but not a verandah; (b) fixed to the wall of the building and part of the sign projects vertically above the wall; (c) fixed to a structure (not a building) and part of the sign is more than 7 metres from the ground. <p style="text-align: center;">Prohibited throughout the City of Ryde</p>
<p>Temporary Sign (Special Event)</p>	<p>An advertisement of a temporary nature which announces a local event of a religious, educational, cultural or recreational character or relates to any temporary matter in connection with such an event.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) displayed on the property where the special event is to be held except if erected by or on behalf of Council or a public authority; (b) not illuminated; (c) sponsors name or logo is subsidiary to message; (d) not containing a political message or image relating to political elections; (e) no general advertising apart from the name of the sponsor; (f) has a maximum area of 3m²; (g) displayed no longer than 14 days before the event and removed within 7 days after the event. <p style="text-align: center;">Exempt Development except where the above Conditions cannot be satisfied then a Local Development Application Required</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Top Hamper Sign</p>  <p>The diagram shows a building facade with a doorway and a window above it. A sign is mounted on the transom above the doorway. The sign is rectangular and contains the text 'top hamper sign' and a small graphic of a lightning bolt. The sign is attached to the building structure.</p>	<p>A sign painted to attached to the transom of a doorway or display window at ground floor level of a building.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) shall not extend beyond any wall; (b) shall not extend below the level of the head of the doorway or window above which it is attached. <p>Complying Development or Local Development Application Required</p>
<p>Under Awning Bracket Sign</p>  <p>The diagram shows a building facade with a chimney. A sign is suspended from a wall-mounted bracket or pole under the awning level. The sign is rectangular and contains the text 'Under awning bracket sign' and a small graphic of a lightning bolt. The sign is attached to the building structure.</p>	<p>A sign suspended from a wall- mounted bracket or pole under awning level.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) one permitted per shop front; (b) message relates to the use of the premises or its products or activities; (c) the base of bracket is a minimum of 2.3m above the ground; (d) does not project more than 0.5m from the wall on which it is mounted. <p>Exempt Development where the above Conditions are Satisfied otherwise Prohibited throughout the City of Ryde</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p data-bbox="300 321 578 352">Under Awning Sign</p> 	<p data-bbox="701 321 1412 388">A sign that is attached to and hangs below an awning and is erected at right angles to the building wall.</p> <p data-bbox="701 426 902 457">Requirements</p> <ul style="list-style-type: none"> <li data-bbox="701 495 1377 594">(a) shall be erected approximately horizontal to the ground and at no point less than 2.6m from the ground; <li data-bbox="701 632 1390 800">(b) shall be erected at right-angles to the building to which the awning is attached; shall be securely fixed to the awning by means of suitable metal supports not exceeding 50mm in width or diameter; <li data-bbox="701 837 1398 974">(c) shall not project beyond the edge of the awning, except in the case of an awning wholly within the boundaries of the allotment occupied by the building; <li data-bbox="701 1012 1395 1079">(d) shall be no greater than 2.4 metres in length and 300mm in height; <li data-bbox="701 1117 1419 1253">(e) one permitted per shopfront , however where a premise has exceptionally wide frontage, more than one under awning sign may be permitted, but must be a minimum of ten (10) metres apart. <p data-bbox="724 1283 1401 1350" style="text-align: center;">Complying Development or Local Development Application Required</p>

SIGN TYPE	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Window Sign</p> 	<p>An advertisement located or displayed on or in the window or glass entry doors of a building.</p> <p>Requirements</p> <ul style="list-style-type: none"> (a) message relates to the use of the premises or its products; (b) at least 75% of the area of the window or glass remains uncovered by any advertising sign; (c) located at ground level. <p>Exempt Development except where the above Conditions cannot be Satisfied then a Local Development Application Required</p>

5 Assessment Criteria

The following provides information on the assessment criteria used by Council and issues that an applicant should consider in the preparation and submission of any development application to Council.

5.1 Character of the Area

Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?

Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

5.2 Special Areas

- (a) Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

5.3 Views and Vistas

- (a) Does the proposal obscure or compromise important views?
- (b) Does the proposal dominate the skyline and reduce the quality of vistas?
- (c) Does the proposal respect the viewing rights of other advertisers?

5.4 Streetscape, Setting or Landscape

- (a) Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- (b) Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- (c) Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- (d) Does the proposal screen unsightliness?
- (e) Does the proposal protrude above buildings, structures or tree canopies in the area of locality?

5.5 Site and Building

- (a) Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- (b) Does the proposal respect important features of the site or building, or both?
- (c) Does the proposal show innovation and imagination in its relationship to the site or building, or both?

5.6 Associated Devices and Logos with Advertisements and Advertising Structures

- (a) Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

5.7 Illumination

- (a) Would illumination result in unacceptable glare?
- (b) Would illumination affect safety for pedestrians, vehicles or aircraft?
- (c) Would illumination detract from the amenity of any residence or other form of accommodation?
- (d) Can the intensity of the illumination be adjusted, if necessary?
- (e) Is the illumination subject to a curfew?