

City of Ryde Development Control Plan 2014

Part: 9.1 Signage

Translation

ENGLISH

If you do not understand this document please come to Ryde Civic Centre, 1 Devlin Street, Ryde Monday to Friday 8.30am to 4.30pm or telephone the Telephone and Interpreting Service on 131 450 and ask an interpreter to contact the City of Ryde for you on 9952 8222.

ARABIC

إننا نعتذر عليك فهم محتويات هذه الوثيقة، نرجو للحضور إلى مركز بلدية رايد Ryde Civic Centre على العنوان: 1 Devlin Street, Ryde 1 من الاثنين إلى الجمعة بين الساعة 8.30 صباحاً والساعة 4.30 بعد الظهر أو الاتصال بمكتب خدمات الترجمة على الرقم 131 450 لكي تطلب من أحد المترجمين الاتصال بمجلس مدينة رايد، على الرقم 9952 8222، نيابة عنك.

ARMENIAN

Եթէ այս գրութիւնը չէք հասկնար, խնդրեմ եկէք՝ Բայր Սիվիլ Սենթըր, 1 Տելվին փողոց, Բայր, (Ryde Civic Centre, 1 Devlin Street, Ryde) Երկուշաբթիէն Ուրբաթ կ.ա. ժամը 8.30 – կ.ե. ժամը 4.30, կամ հեռաձայնեցէք Հեռաձայնի եւ Թարգմանական Սպասարկութեան՝ 131 450, եւ խնդրեցէք որ թարգմանիչ մը Բայր Քաղաքապետարանին հետ կապ հաստատուի ձեզի համար, հեռաձայնելով՝ 9952 8222 թիվի:

CHINESE

如果您看不懂本文，請在周一至周五上午 8 時 30 分至下午 4 時 30 分前往 Ryde 市政中心詢問 (Ryde Civic Centre, 地址: 1 Devlin Street, Ryde)。你也可以打電話至電話傳譯服務中心，電話號碼是: 131 450。接通後你可以要求一位傳譯員為你打如下電話和 Ryde 市政廳聯繫，電話是: 9952 8222。

FARSI

اگر این مدرک را نمی فهمید لطفاً از 8.30 صبح تا 4.30 بعد از ظهر دوشنبه تا جمعه به مرکز شهرداری رايد، Ryde Civic Centre, 1 Devlin Street, Ryde مراجعه کنید یا به سرویس مترجم تلفنی، شماره 131 450 تلفن بزنید و از یک مترجم بخواهید که از طرف شما با شهرداری رايد شماره 9952 8222 تلفن بزند.

ITALIAN

Se non capite il presente documento, siete pregati di rivolgervi al Ryde Civic Centre al n. 1 di Devlin Street, Ryde, dalle 8.30 alle 16.30, dal lunedì al venerdì; oppure potete chiamare il Telephone Translating and Interpreting Service al 131 450 e chiedere all'interprete di contattare a vostro nome il Municipio di Ryde presso il 9952 8222.

KOREAN

이 문서가 무슨 의미인지 모르실 경우에는 1 Devlin Street, Ryde 에 있는 Ryde Civic Centre 로 오시거나 (월 – 금, 오전 8:30 – 오후 4:30), 전화 131 450 번으로 전화 통역 서비스에 연락하셔서 통역사에게 여러분 대신 Ryde 시청에 전화 9952 8222 번으로 연락을 부탁드립니다.

Amend. No.	Date approved	Effective date	Subject of amendment

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1.0 GENERAL INFORMATION

1.1 Objectives of this Part

Objectives

1. To provide guidelines for the erection and display of signage and advertising structures.
2. To maintain a balance between the established built form and character of the streetscape and commercial need to advertise goods and services.
3. To ensure that signage and advertising structures erected or displayed do not intrude into and detrimentally affect the visual amenity of the area.
4. To ensure that signage 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.
5. To prevent visual clutter through the proliferation of signage and advertising structures by encouraging fewer more effective signs.
6. To ensure that signage does not disrupt vehicular or pedestrian flows.
7. To ensure the distinctive urban character and amenity of the City of Ryde is maintained.

1.2 Application of this Part

- 1.2.1** The land use table within Ryde Local Environmental Plan 2014 identifies the signs that are permitted within each zone with Council consent. General advertising is prohibited in all zones.
- 1.2.2** This Part will be considered by Council in assessing all applications for consent to erect or display any signage or advertising structure.

1.3 Applications and Approval Process

- 1.3.1** All signage, with the exception of signs which satisfy the requirements of SEPP (Exempt and Complying Development Codes) 2008 and signage set out in Schedule 2 Exempt Development of Ryde Local Environment Plan 2014, require a Local Development Application.
- 1.3.2** Section 4 of this part provides the definition requirements and controls for different types of signage within the City.
- 1.3.3** 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 Signage
- Section 3** Signage Requirements by Type of Zone and Location
- Section 4** Definitions and Requirements for Different Types of Signage.
- Section 5** Assessment Criteria

The City of Ryde acknowledges the use of some illustrations from Hurstville City Council in this

Part.

2.0 GENERAL REQUIREMENTS FOR ALL SIGNAGE

2.1 Signage Content

Controls

- a. A sign must be either:
 - i. A business identification sign or a building identification sign as defined in Ryde Local Environmental Plan 2014; or
 - ii. A directional sign, that is a sign that directs persons to development on the land to which it is displayed.

Billboard Type Signage and Advertising Structures are prohibited.

2.2 Language

Controls

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

2.3 Number of Signs

Controls

- a. Visual clutter through the proliferation of signage and advertising structures is not permitted.

Note: 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

Controls

- 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.

Note: 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. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to other relevant authorities such as the Roads and Maritime Services for comment.
- f. Signs that 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 1993.

Note: 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.

2.5 Illuminated Signs

Controls

- 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 a sign must be capable of modification or control after installation.
- c. Illuminated 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 11 pm and 6 am, or as is considered reasonable in the circumstances.

2.6 New Buildings and Multi - Tenant Buildings

Controls

- a. Applicants designing new buildings or alterations and refurbishing of existing buildings are strongly encouraged to take into account signage. Signage is to be considered as an integral part of the overall building.
- b. A "tack-on" approach to signage on buildings is to be avoided.

Note: 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 signage 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.

Controls

With respect to Corporate Branding:

- a. it is permitted only in business and industrial zones;
- b. it 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. it is permitted only on one sign per site;
- d. it is permitted only on a business directory board or pylon sign;
- e. it is to occupy a maximum area of 0.6 m² ;
- f. it is to consist 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 Signage

Controls

- a. Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited
 - i. General advertising;
 - ii. Signs not defined as a temporary sign made of canvas, fabric, similar sheet material or any type of airborne sign;
 - iii. Signs affixed to the surface of a public footway or public roadway;
 - iv. Signs that obscure obstruct or interfere with any road traffic signs or motorists vision or otherwise adversely affecting road safety; and
 - v. Signs prohibited under the Tobacco Advertising Prohibition Act, 1991 or any other Act.

3.0 SIGNAGE REQUIREMENTS BY TYPE OF ZONE AND LOCATION

3.1 Residential Zones

Controls

3.1.1 Extent of Signage

- a. Maximum of 1 sign will be permitted per site.

3.1.2 Sign Options

- b. Sign options in residential zones are:
 - i. Business signs;
 - ii. Real estate signs;
 - iii. Home occupation signs; and
 - iv. Temporary signs.

3.1.3 Illumination

- c. Illumination of signs is prohibited.

3.2 Business Zones

Controls

3.2.1 Sign options for Office and Retail Shop - Fronts within Shopping Precincts or Areas

- a. Sign options in business zones are:
 - 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); and
 - x. Internally Illuminated Sign.

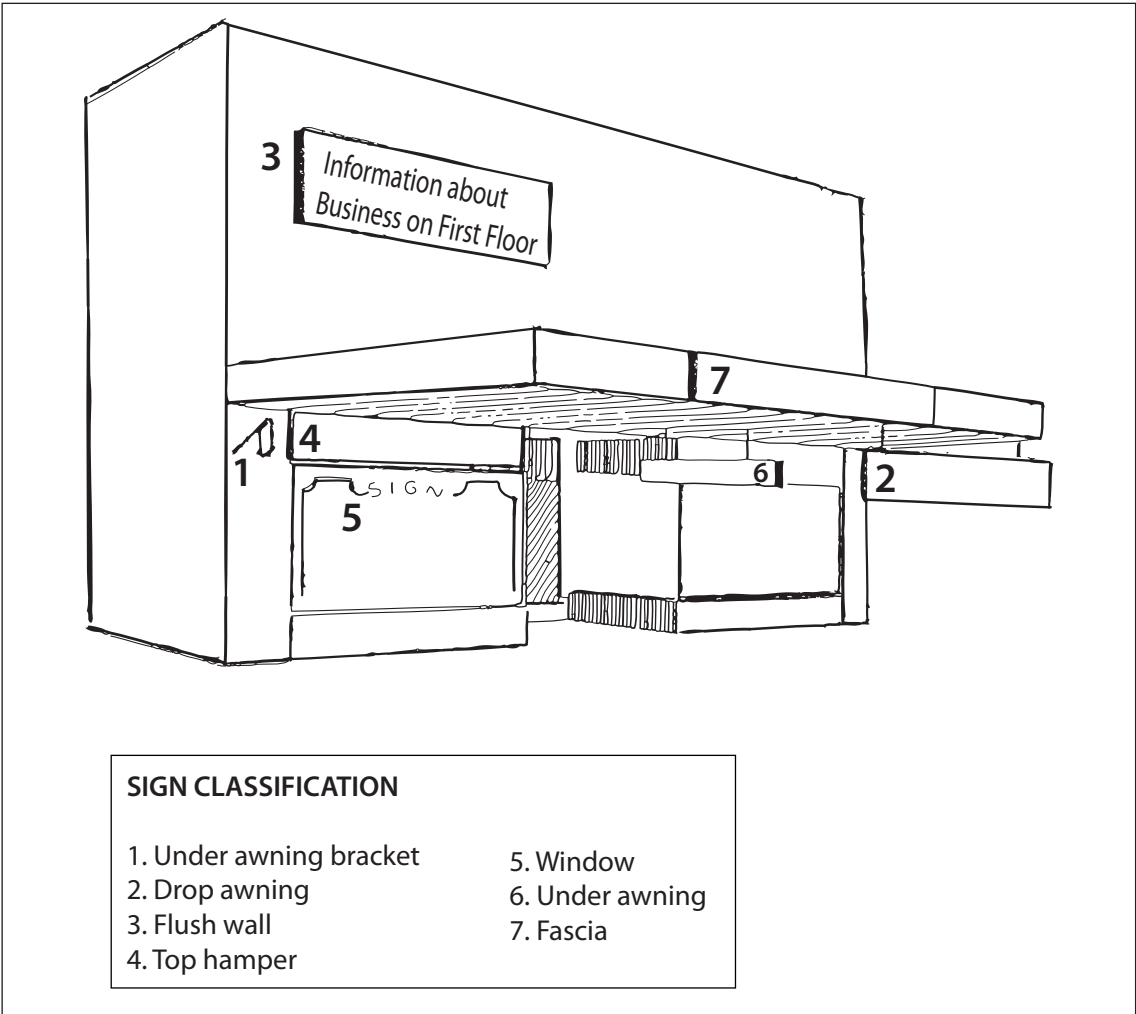


Figure 9.1.01 Sign Classifications (Business Zones)

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

Controls

For Three or more Storey Buildings

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

For Two or More Storey Buildings

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

- b. 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.

- c. 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.

For Single Storey Buildings

- a. 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;
- 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.

3.2.3 Signs for Colonnades

Controls

- a. Maximum Sign Area – The total area of signs to be erected at ground floor level (this includes all elevations) should not exceed 1 m² per 1 metre of frontage of the property to the street.
- b. Signs permitted on shopfronts in colonnades include:
 - i. window signs;
 - ii. top hamper; and
 - iii. under awning bracket signs.
- c. Flush wall signs on the external wall of the colonnade that have a maximum dimensions of 1.2 m x 0.5 m 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.
- d. All signs which must be sympathetic in colour and design to the building.



Figure 9.1.02 Colonnades (refer Clause 3.2.3)

3.2.4 Pole and Pylon Signs

Controls

- a. 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

Controls

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

3.3 Macquarie Park Corridor

3.3.1 Extent of Signage

Controls

- a. 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.

Note: 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 Figure 9.1.03). 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.

- b. 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.

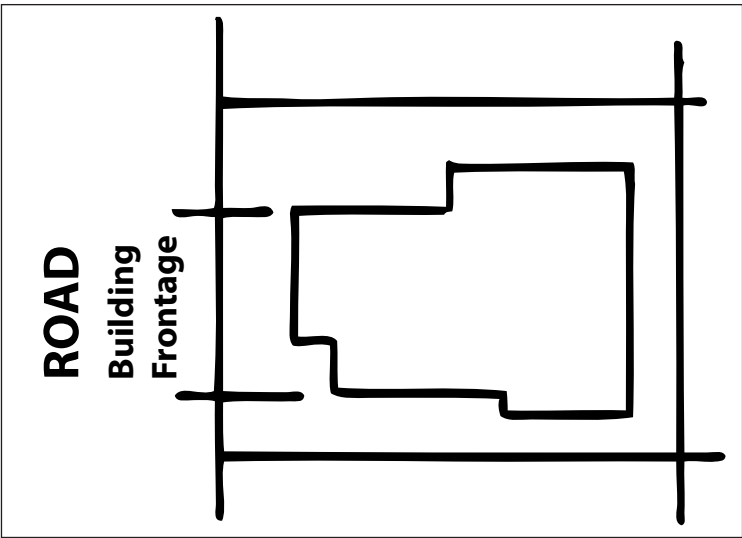


Figure 9.1.03 Building Frontage for Calculation of Extent of Signage

3.3.2 Permitted Signs

Controls

a. Sign options in Macquarie Park Corridor are:

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

3.4 Industrial and Special Purpose Zones

3.4.1 Extent of Signage Permitted

Controls

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

Controls

a. Sign options in Industrial and SP1 Special Activities & SP2 Infrastructure zones are:

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

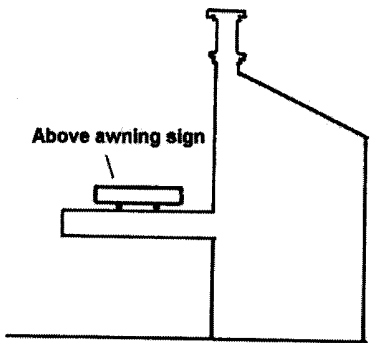

3.5 Heritage Conservation Areas and Heritage Items

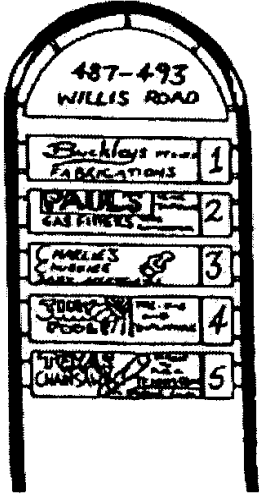
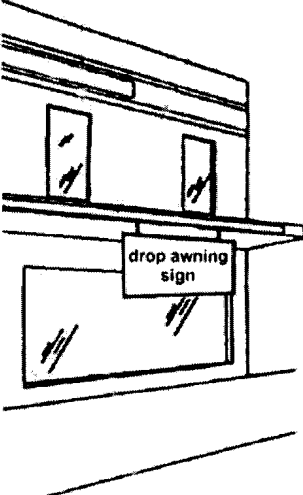
Controls

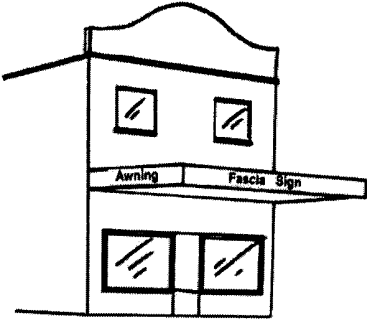
a. All signs in heritage conservation areas or on heritage items requires a heritage impact statement as set out by the NSW Heritage Division.

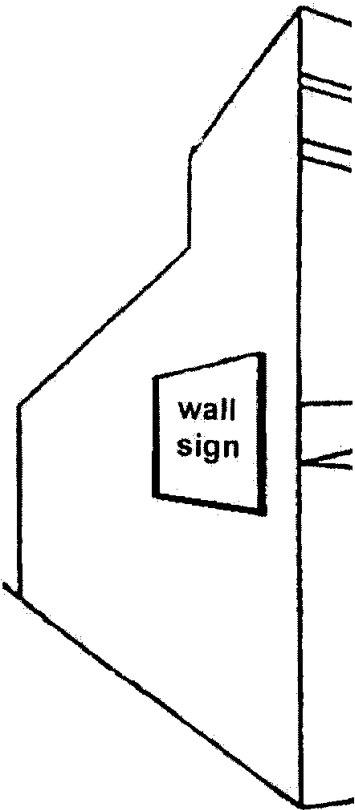
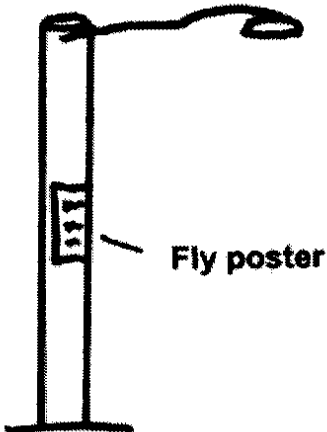
4.0 DEFINITIONS AND REQUIREMENTS FOR DIFFERENT TYPES OF SIGNAGE

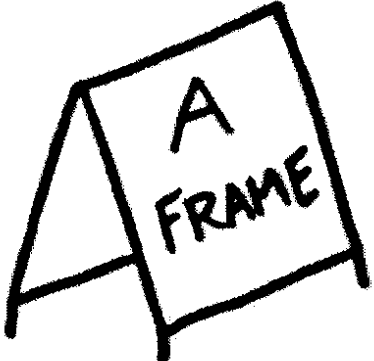
The following pages include illustrations (where possible), definitions and controls with respect to all types of signage referred to in this Part.


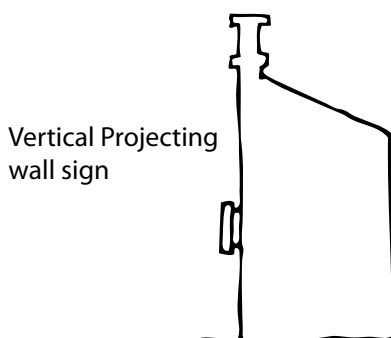
SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
Above Awning / Verandah Sign 	<p>A sign above a verandah or awning or if there is no verandah or awning a sign that is more than 3.7 m above pavement level and which projects more than 300 mm from the wall of the building.</p> <p>Prohibited throughout the City of Ryde</p>
Billboard Sign (Free Standing or Attached to a Building Structure e.g.. Fence) 	<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>
Bunting Sign	<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>

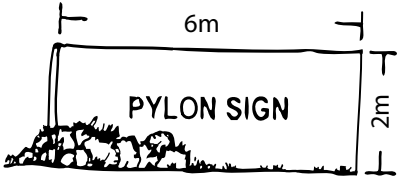
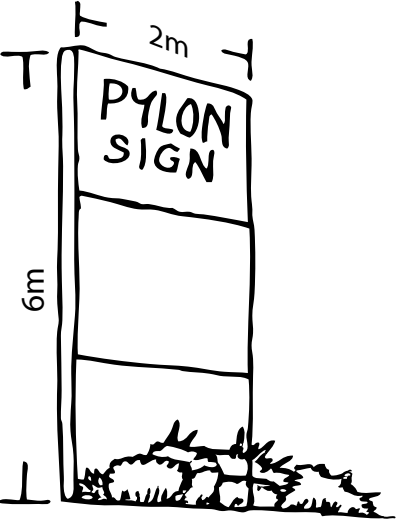
SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Business Directory Board</p> 	<p>Free standing advertising structure that is located within the property boundary of a multiple occupancy premises and which identifies the names and activities of the occupants of the premises. This sign may be permitted on sites that have a single occupancy that comprises a number of activities.</p> <p>Controls</p> <ol style="list-style-type: none"> a maximum area does not exceed 6.2 m² ; maximum height of 3.5 m above ground level; 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; only one per premises; must be located within a landscaped setting.
<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>Controls</p> <ol style="list-style-type: none"> maximum area 0.75 m² ; maximum height and/or width of 1500 mm
<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>Drop Awning Sign (Weather Protection Sign / Canvas Blind)</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>Controls</p> <ol style="list-style-type: none"> the advertisement does not exceed a maximum coverage of 40% of the surface area of the blind. the blind or awning is attached behind the fascia; the blind or awning is setback a minimum of 0.6 m from the kerb; only one sign per premises; non illuminated.

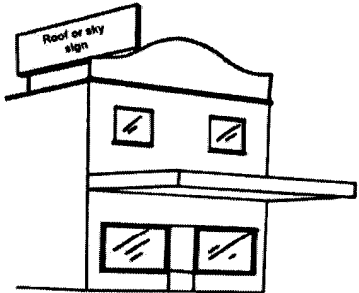
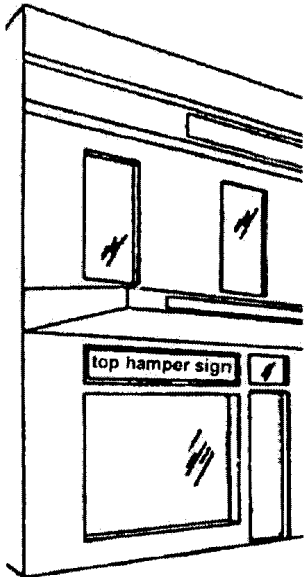
SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
Fascia Signs 	<p>A sign on the fascia or return end of an awning.</p> <p>Controls</p> <p>a. A fascia sign shall not project above, below or beyond the fascia or return end of the awning to which it is attached.</p>
Fin Sign	<p>Erected on or above the canopy of a building such as a service station canopy.</p> <p>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>1. an internal source of artificial light; or</p> <p>2. any light source indirectly illuminating the sign.</p> <p>Prohibited throughout the City of Ryde</p>
Floodlit Sign	<p>A sign illuminated by external lighting.</p> <p>Controls</p> <p>a. lighting shall not cause distraction or nuisance to neighbouring properties or traffic.</p>

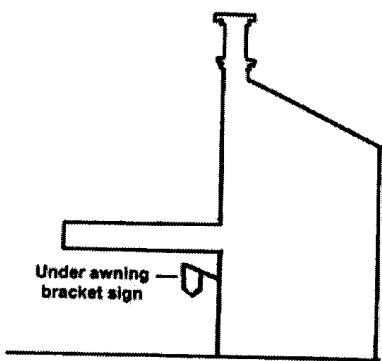
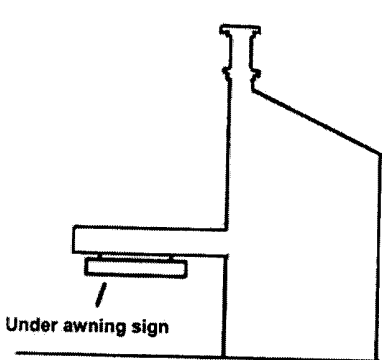

SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Flush Wall Sign</p> 	<p>A sign attached or painted on the wall of a building and projecting horizontally no more than 300 mm from the wall.</p> <p>Controls</p> <ul style="list-style-type: none"> a. Only one sign per building elevation. b. Where 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 300 mm from the wall. i. consideration must be given to design and aesthetics, so as to harmonise with the nature of the streetscape and townscape. j. 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>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>Prohibited throughout the City of Ryde</p>

SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Free Standing Signboard (A Frame / Sandwich Board)</p> 	<p>A moveable freestanding sign displayed at ground level.</p> <p>Controls</p> <ul style="list-style-type: none"> a. Only permitted in arcades etc. where they do not obstruct path of travel. b. Maximum width 0.6 m. c. Maximum height 1.1 m. d. Stabilized through weighting system. <p>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>Controls</p> <ul style="list-style-type: none"> a. must not exceed 0.3 square metres. b. must not be illuminated.
<p>Internally Illuminated Sign</p>	<p>A sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as advertising.</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 5 m² but no more than 12 m².</p> <p>Controls</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 300 mm from the wall.

SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
Plaque or Plinth Sign	<p>A sign located at ground level as an ornament or memorial.</p> <p>Controls</p> <ul style="list-style-type: none"> a. maximum height of 900 mm. b. maximum area of 1.2 m.
Pole Sign 	<p>A sign displayed on a pole independent of any building or other structure.</p> <p>Controls</p> <ul style="list-style-type: none"> a. shall not be more than six (6) metres in height. b. have a maximum area of 3.3 square metres. c. to be contained wholly within the site. A sign is not to overhang any public space, e.g. footpath. d. 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%. e. 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.
Projecting Wall Sign 	<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 not more than 300 mm from the wall.</p> <p>Controls</p> <ul style="list-style-type: none"> a. Vertical <ul style="list-style-type: none"> i. shall not project more than 300 mm; and ii. the bottom of the sign shall be no less than 2.6 m above the ground with the top of the sign being no more than 3.7 metres above the ground. b. Horizontal <p>Prohibited throughout the City of Ryde</p>

SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Promotion Sign</p> 	<p>A sign on land or a building that advertises:</p> <ol style="list-style-type: none"> 1. goods or services of a class not provided, produced or sold on the land or in the building; and 2. events or competitions not conducted on the land or in the building. <p>Prohibited throughout the City of Ryde</p>
<p>Pylon Sign</p> 	<p>A sign located at ground level independent of any building and structure.</p> <p>Controls</p> <ol style="list-style-type: none"> a. Maximum height 6 m. b. Maximum area of structure 12 m. 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 i.e. location of sign, proximity to main road, hours of operation. Up lighting is the preferred form of illumination. g. 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>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>Controls</p> <ol style="list-style-type: none"> a. For Residential sites <ol style="list-style-type: none"> i. one per site; and ii. the sign has a maximum area of 2.5 m². b. For Commercial or Industrial Sites <ol style="list-style-type: none"> i. one per site; ii. the sign has a maximum area of 4.5 m²; and iii. maximum display time - 6 months. c. Such signs are not to be displayed for more than seven (7) days after letting or completion of the sale of the premises or place to which the sign relates. <p>Exempt Development except where the above Conditions cannot be Satisfied</p>
<p>Reflective Sign</p>	<p>A sign finished with materials specifically made to reflect external light</p>

SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Roof or Sky Sign</p> 	<p>An advertising sign which is:</p> <ol style="list-style-type: none"> on or above the roof of a building but not a verandah; fixed to the wall of the building and part of the sign projects vertically above the wall; and fixed to a structure (not a building) and part of the sign is more than 7 metres from the ground. <p>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>Controls</p> <ol style="list-style-type: none"> 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. not illuminated. sponsors name or logo is subsidiary to message. not containing a political message or image relating to political elections. no general advertising of a commercial nature except for the name of the event sponsor. has a maximum area of 3 m². displayed no longer than 14 days before the event and removed within 7 days after the event.
<p>Top Hamper Sign</p> 	<p>A sign painted on or attached to the transom of a doorway or display window at ground floor level of a building.</p> <p>Controls</p> <ol style="list-style-type: none"> shall not extend beyond any wall. shall not extend below the level of the head of the doorway or window above which it is attached.

SIGN OPTIONS	DEFINITIONS / REQUIREMENTS AND CONTROLS
<p>Under Awning Bracket Sign</p> 	<p>A sign suspended from a wall-mounted bracket or pole under awning level.</p> <p>Controls</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 2.3 m above the ground.d. does not project more than 0.5 m from the wall on which it is mounted.
<p>Under Awning Sign</p> 	<p>A sign that is attached to and hangs below an awning and is erected at right angles to the building wall.</p> <p>Controls</p> <ul style="list-style-type: none">a. shall be erected approximately horizontal to the ground and at no point less than 2.6 m from the ground.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 50 mm in width or diameter.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.d. shall be no greater than 2.4 metres in length and 300 mm in height.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>Window Sign</p> 	<p>An advertisement located or displayed on or in the window or glass entry doors of a building.</p> <p>Controls</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>

5.0 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

1. Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
2. Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

5.2 Special Areas

1. 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

1. Does the proposal obscure or compromise important views?
2. Does the proposal dominate the skyline and reduce the quality of vistas?
3. Does the proposal respect the viewing rights of other advertisers?

5.4 Streetscape, Setting or Landscape

1. Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
2. Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
3. Does the proposal reduce clutter by rationalising and simplifying existing advertising?
4. Does the proposal screen unsightliness?
5. Does the proposal protrude above buildings, structures or tree canopies in the area of locality?

5.5 Site and Building

1. 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?
2. Does the proposal respect important features of the site or building, or both?
3. Does the proposal show innovation and imagination in its relationship to the site or building, or both?

5.6 Associated Devices and Logos with Signage and Advertising Structures

1. 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

1. Would illumination result in unacceptable glare?
2. Would illumination affect safety for pedestrians, vehicles or aircraft?
3. Would illumination detract from the amenity of any residence or other form of accommodation?
4. Can the intensity of the illumination be adjusted, if necessary?
5. Is the illumination subject to a curfew?

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