


**DERWENT VALLEY COUNCIL  
SIGNAGE POLICY**



<b>Adopted by Council:</b> 19 April 2007 Decision No: 30/07	<b>Review Date:</b>
<b>Signed by:</b> Stephen Mackey General Manager	 19/04/2007

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## **INTRODUCTION AND PURPOSE**

The purpose of this policy is to provide a more detailed definition and description for signs than that which currently exists within the Planning Scheme

## **POLICY STATEMENT**

The Planning Scheme currently states any sign of greater than 0.2 square metres in area and intended to be read from off the site from any public place shall be subject to Council approval.

For the purposes of Schedule six of the Planning Scheme sign includes:

- Any sign which is fixed to any building, free standing or mounted;
- Any sign or display painted on or fixed to a building;
- Any lighted sign;
- Billboard;
- Bunting;
- Flags;
- Advertising displays; and
- Hoardings;

But does not include temporary signs that are displayed for a period of less than one calendar month nor signs which are exempted from planning approval under clause S6.6 of the Planning Scheme.

This policy as stated above provides a more detailed definition of signs and the dimensions.

The policy is to be read in conjunction with the Planning Scheme and is developed to provide more detail to those wishing to apply for a sign within the Municipal Area.

## **SCOPE**

This policy is for the control of signage in the Derwent Valley and more particularly in the designated Town Boundary, which can be defined as the 60 klm. areas entering the town at Lawitta, Glenora Road and Lyell Highway.

All other signage outside the designated New Norfolk Town Boundary will be discretionary and must be advertised. An application for such signage must be in accordance with the "Application for Approval" as defined in this Signage Policy and Section 6.2 of Schedule 6 of the Planning Scheme.

## **SIGN DEFINITIONS**

**“Sign”** Shall have the meaning defined in Sections 3.8.7, 4.5.6, 5.7.5 and Schedule 6 of the Planning Scheme (ie. means any graphic, pictorial or written display greater than 0.2 square metres in area or is illuminated).

**“Awning Facia Sign”** a sign on the facia or return ends of cantilever or suspended awning.

**“Above Awning Sign”** a sign attached to and suspended above an awning.

**“Below Awning Sign”** a sign attached to and supported below an awning.

**“Banner Sign”** a sign composed of lightweight non-rigid material, such as cloth, canvas or similar fabric, attached to the wall of a building or other structure.

**“Ground Based Sign”** a sign permanently attached to the ground on its own supportive structure independent of any building, but not including a pole or pylon sign.

**“Horizontal Projecting Wall Sign”** a sign projecting from the wall of a building without an awning, having a horizontal dimension greater than its vertical dimension.

**“Pole or Pylon Sign”** a sign erected on a pole, poles or a pylon independent of any building, provided it is not designed or used as a poster panel.

**“Roof Sign”** a sign erected on a roof or parapet of a building with the highest point of its base not exceeding a vertical distance of 300mm above the roof ridge capping or parapet.

**“Sky Sign”** a sign erected on a roof or parapet of a building where the highest point of its base exceeds a vertical distance of 300mm above the roof or parapet.

**“Sunblind Sign”** a sign incorporated into the fabric or structure of a sunblind or canopy situated over a door or window.

**“Transom Sign”** a sign attached to a transom of a doorway or display window of a building.

**“Vertical Projecting Wall Sign”** a sign projecting from a wall of a building with a vertical dimension greater than or equal to its horizontal dimension.

**“Wall Mural”** a graphic or pictorial painted design, which does not convey a defined advertising message.

**“Wall Sign”** a sign painted on or attached parallel to the wall or window of a building.

**“Application for Approval”** Sign applications are required to be submitted on the form prescribed (Development Application Signage) in the Planning Scheme together with drawings of an appropriate scale showing the following information:

- The design, dimensions, message, lettering size and colours of the proposed sign.

- A site plan showing the position of the sign relative to the building and other structures on site.
- Elevations showing the position of the sign relative to walls or other structures on the site.
- The means of construction and fixing.
- The method and extent of illumination and whether the sign is ‘flashing’ (if applicable).

Unless otherwise exempt pursuant to the provisions of this Policy or Schedule 6 Section 6.6 of the Planning Scheme all signs require a Planning Permit.

## **INTERPRETATION**

For the purposes of this Policy the following terms are to have the meaning as detailed below:

**“Directly Relates”** Means that a sign identifies either:

- The names of the business, company or proprietor, and/or
- The products or services available on site.

**“Exempt”** Exempt signs under the provisions of the Planning Scheme Section 6.6

**“Flashing and Moving Sign”** Means a sign that can move, contains moving parts, changes its message, contains a moving message or graphics, changes its intensity of illumination, flashes or has a moving or flashing border.

**“May be Illuminated”** The provision ‘may be illuminated’ refers to either external or internal illumination unless otherwise specifically stated.

The illumination of signs requiring approval or permitted under the provisions of this Schedule shall be to the satisfaction of the Council.

**“Projection”** The term ‘projection’, unless otherwise implied, means the greatest distance between the outside edge of a sign to a supporting wall or structure and includes any ancillary structure such as brackets.

**“Site”** For the purposes of this Policy shall include a separately occupied part of the ground floor of any building and any upper floor of any building.

**“Exemptions”** The following signs are exempt from “Planning Approval” throughout the “Planning Area” under the provisions of this Policy and notwithstanding Section 6.1 of Schedule 6 of the Planning Scheme, application shall not be required.

- any notice or display of a temporary nature, ie to be in position for a period of one month or less indicating a sale, a concert or show, an auction or similar activity;

- any wording or lettering or fixing of a sign indicating the name of the business or profession, trade, etc, and indicating the nature of the business or profession providing the lettering thereon does not exceed 0.3 metres in height painted on or attached to the premises;
- a notice erected on a construction site for the duration of the works providing such notice only indicates matters relating to the operation;
- any sign to be fixed under a canopy or awning at the front of retail premises.

**“Prohibited Signs”** The Council has discretion to refuse or permit any of the following signs:

- any sign attached to or displayed on any street furniture, including letter boxes, bus shelters, seat, telephone and electricity poles, or street name signs, excepting signs required by statutory authorities and/or those directly indicating unction or use.
- Portable signs including sandwich boards are prohibited on public reserves, road reserves and footpaths unless licensed by the Council.

**“Sign Standard”** The following standards are those set by Council for the defined sign types within the Schedule. In situations where the council requires lesser dimensions and other details may be applied to signs requiring approval, in order that the requirements of the Schedule may be met.

**“Above Awning Sign”**

- Maximum depth 500mm
- Maximum width 300mm
- Shall not project beyond the width of the awning or exceed 2700mm in length whichever is the shorter.
- Minimum distance between any other “Above Awning Sign” or “Horizontal Projecting Wall Sign” 2400mm
- May be illuminated
- Minimum distance from the side boundary of the “lot” or “site” 1200mm.

**“Awning Facia”**

- Maximum depth 500mm.
- Maximum area of sign in this category shall be to the satisfaction of the Council.
- May be illuminated.
- Shall not extend vertically or horizontally beyond the awning facia to which it is attached.

**“Below Awning Sign”**

- Maximum depth 500mm.

- Maximum width 300mm.
- Shall not project beyond the width of the awning or exceed 2700mm in length whichever is the shorter.
- Minimum clearance from the ground level 2400mm.
- Minimum distance between any other “Below Awning Sign” or “Horizontal Projecting Wall Sign” 2400mm.
- Minimum distance from the side boundary of the “lot” or “site” 1200mm.
- May be illuminated.

**“Banner Sign”**

- Such standards as the Council may require.
- May be illuminated.

**“Ground Based Sign”**

- Maximum height above ground 2400mm.
- Maximum area on each face 2.5 square metres.
- The sign shall not encroach on any road or other public reservation.
- May be illuminated.

**“Pole or Pylon Sign”**

- Maximum height to the highest point of the sign above ground 5000mm.
- Minimum height to the lowest point of the sign above ground 2400mm.
- If the sign projects over any footpath it should not protrude beyond the outer boundary of the footpath.
- May be illuminated.

**“Poster Panel or Bill Board”**

- Maximum length 600mm.
- Maximum depth 300mm.
- May be illuminated.

**“Horizontal Projecting Wall Sign”**

- Maximum depth 500mm.
- Maximum width 300mm.
- Maximum length 2700mm.
- Shall not encroach within 300mm of the kerb alignment.
- Minimum clearance from ground 2400mm.

- Maximum height to the highest point of the sign above ground 3000mm.
- Minimum distance between any other “Horizontal Projecting Wall Sign” or “Awning Sign” 2400mm.
- May be illuminated.
- May be approved only in the absence of any “Vertical Projecting Wall Sign”.

**“Vertical Projecting Wall Sign”**

- Maximum projection 1200mm.
- Minimum height above ground 2400mm.
- Maximum height to the highest point of the sign not to be above eaves or parapet.
- Maximum width 300mm.
- Limit of one vertical projecting wall sign per site, providing that where a site has a frontage to more than one street, one vertical projecting sign may be allowed on each street frontage.
- May be illuminated.
- May be approved only in the absence of a “Horizontal Projecting Wall Sign”.

**“Roof Sign”**

- Maximum distance between top of sign and roof fixing point or parapet 750mm.
- Maximum depth 750mm.
- Maximum length 4500mm.
- Message may be on a maximum of two faces.
- Limit of one “Roof Sign” per site.
- May be illuminated.

**“Sky Sign”**

- Building height up to 7500mm;
- Maximum distance between top of sign and roof fixing point or parapet 2300mm.
- Maximum depth 2000mm.
- Maximum length 4500mm.
- Message may be on a maximum of two faces of the building.
- Limit of one “Sky Sign” per site.
- May be illuminated.

**Building height greater than 7500mm;**

- Signs on roofs where buildings exceed 7500mm in height are not encouraged throughout the Planning Area.
- A sign in this category may be approved at the discretion of the Council in cases when it is incorporated within the overall design features. In all cases dimensions shall be to the satisfaction of the Council.

**“Sun Blind”**

- Shall not be permitted to project below a point 2400mm above ground level.
- Shall not project beyond a point within 450mm of the kerb alignment.
- May be illuminated.

**“Transom Sign”**

- Shall not extend more than 200mm beyond any building alignment.
- Shall not extend beyond or below the level of the head of the doorway or window above which it is attached.
- Shall not be more than 3600mm above the ground to the highest point of the sign.
- Shall have a maximum depth of 500mm.
- May be illuminated.

**“Wall Mural”**

- Each case considered on its merits.

**“Wall Sign”**

- Messages to be on front face only unless on a corner location with two street frontages or laneway frontages.
- Maximum projection from face of wall 450mm.
- Maximum area of sign in this category shall be to the satisfaction of the Council.
- May be illuminated.
- Shall not extend laterally beyond the wall or above the top of the wall to which it is attached.



## **POLICY PROVISIONS**

### **1. Signs not Meeting Standards**

A sign that does not meet the standards or definitions for signs within this Policy may be considered by the Council only in circumstances where it would be unreasonable for the sign standards or definitions to apply.

In assessing a sign in this category the Council shall take into consideration those matters listed for the assessment of signs in Table C (Discretionary Signs).

### **2. Zone Requirements**

#### **2.1 Table A (Exempt Sign)**

In addition to those signs listed in Section 6.6 of the Planning Scheme, a sign listed in Table A is also exempt from Planning Approval in that Zone provided:

- The sign complies with the specific sign standards.
- The sign is to be placed on a building or a site, which has a 'P' use status in the Zone and where the sign relates to that land use.
- The sign is not located in a Heritage Area or on a building or site listed in Schedule 4 of the Planning Scheme. These signs are to be the subject of a works order to the Tasmanian Heritage Council.

#### **2.2 Table B (Preferred Sign)**

A sign listed in Table B is a preferred sign in that Zone and will be permitted by the Council provided:

- The sign complies with the sign standards or standards applied pursuant to any conditions imposed by the Council.
- The sign is to be placed on a building or site, which has a "P" use status in the Zone, and the sign directly relates to that use.
- The design and siting of the sign in relationship to architectural, streetscape or landscape features is to the satisfaction of the Council.
- In cases where a sign in Table B is to be located in a Heritage Area or on a building or site listed in Schedule 4 of the Planning Scheme, the signs are to be the subject of a Works Order to the Tasmania Heritage Council.

2.3 Table C (Discretionary Sign)

A sign listed in Table C may be approved at the discretion of the Council if it is considered suitable in that Zone.

In addition to the specific signs listed in Table C for each Zone, this group also includes a sign which:

- Is to be placed on a building or site not having a 'P' use status in the Zone and where the sign relates to that use, or
- Is to be placed on a building or site in any use, or on vacant land, and where the sign does not relate to that use,
- Is a Sky Sign on a building greater than 7500mm in height.

Signs in Table C are to comply with the sign standards or standards applied pursuant to any conditions imposed by the Council.

In cases where the sign is located in a Heritage Area or on a building or site listed in Schedule 4 of the Planning Scheme, the signs are to be the subject of a Works Order to the Tasmanian Heritage Council.

2.4 Table D (Prohibited Sign)

The Council has discretion to refuse or permit a sign listed in Table D; such a sign will be refused unless it can be demonstrated to Council that it will not:

- Lead to clutter of signage on the site or involve unnecessary repetition of messages;
- Cause a potentially unsafe distraction to drivers of motor vehicles;
- Obscure or confuse driver's view of traffic, pedestrians, traffic signals and signs;
- Significantly disturb the amenity of nearby property and its occupants due to its proposed illumination, movement, structure location, placement or size;
- Affect the attainment of the Desired Character of the Zone in which it is located or that of an adjoining Zone;
- Detract from the architectural, streetscape or landscape features of the site and the vicinity;
- Adversely affect the area in terms of appearance, size or illumination; or
- Introduce a discordant type of sign, message, display or illumination into the streetscape.

Notwithstanding the provisions for signs in Table B and Table C these signs shall not be approved if in the opinion of Council they:

- Lead to clutter of signage on the site or involve unnecessary repetition of messages;
- Cause a potentially unsafe distraction to drivers of motor vehicles;
- Obscure or confuse a driver's view of traffic, pedestrians, traffic signals and signs;
- Significantly disturb the amenity of nearby property and its occupants due to its proposed illumination, movement, structure location, placement or size;
- Affect the attainment of the Desired Character of the Zone in which it is located or that of an adjoining Zone;
- Detract from the architectural, streetscape or landscape features of the site and the vicinity;
- Adversely affect the area in terms of appearance, size or illumination; or
- Introduce a discordant type of sign, message, display or illumination into the streetscape.

*Land Use Planning and Approvals Act Section 63*

- (2) *A person must not use land in a way, or undertake development or do any other act, that-*
- (a) *is contrary to a State Policy, a planning scheme or special planning order, or*
  - (b) *impedes or obstructs the execution of any such scheme or order; or*
  - (c) *constitutes a breach of a condition or restriction of a permit imposed by a planning authority pursuant to any such scheme or order or a determination of the Appeal Tribunal.*

**Removal of Non-conforming signs or signs that do not have approval**

Signs that do not conform to this policy and or Council's Planning Scheme or that do not comply with a permit issued by Council the following steps will be taken:

- Council shall write to the owner of the sign giving them 14 days to have the sign changed to comply with this policy or Planning Permit issued by Council.
- After the 14 day period stated above, if no action has been taken by the owner to have the sign changed to comply with the policy or Planning

Permit issued by Council, Council will remove the sign and take appropriate action to recover the costs of its removal.

Signs that have not been approved by Council and for which a permit is required the following steps will be taken:

- Council shall write to the owner of the sign giving them 7 days to make application for a permit for the sign.
- After the 7-day period, if no response to (a) above is received, Council will remove the sign and take appropriate action to recover the cost of its removal.

Removal of signs on the closure of a Tourism Facility or Business

Signs for a Tourism Facility or Business that has closed are to be removed within 14 days of the closure. Council will remove any sign or signs that have not been removed within this period, and any costs associated with their removal will be recoverable from the owner of the Tourism Facility or Business.

This section will also apply to any Tourism Facility or Business that is of a seasonal nature or is closed for a period of time longer than one-month duration.

Attachment "A"

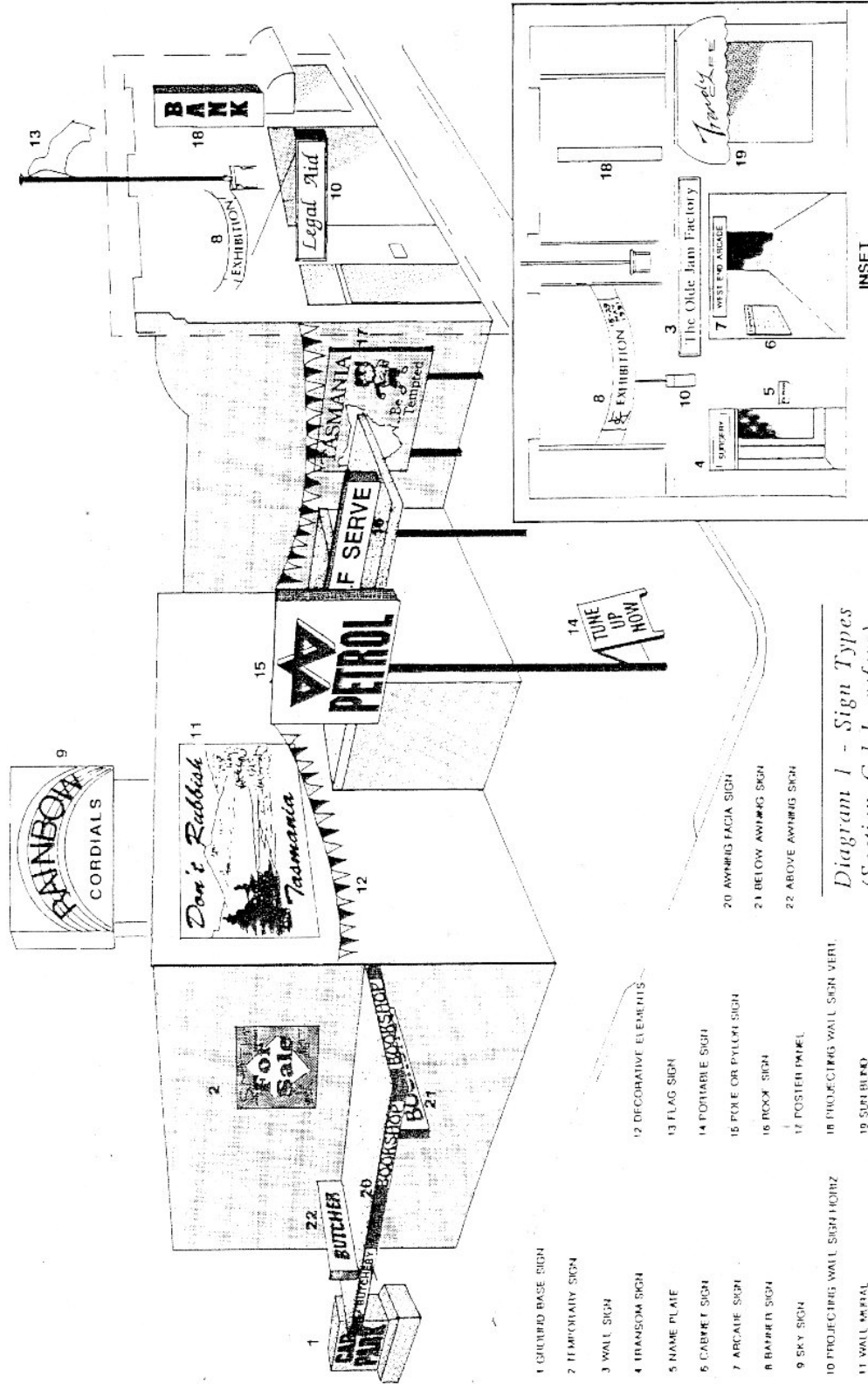


Diagram 1 - Sign Types  
(Section G.I.I. refers)

Attachment "B"

<b>Zone</b>	<b>Awning Facia</b>	<b>Above Awning</b>	<b>Below Awning</b>	<b>Horizontal Projecting Wall</b>	<b>Transom</b>	<b>Ground Based</b>	<b>Pole Or Pylon</b>	<b>Vertical Projecting Wall</b>	<b>Sun Blind</b>
<b>Residential</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Future Residential Village</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Rural Residential " A "</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Rural Residential " B "</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Commercial</b>		x Table B	x Table A	x Table A	x Table A	x Table B	x Table B	x Table B	x Table C
<b>Residential Commercial Business</b>		x Table C	x Table A	x Table A	x Table A	x Table B	x Table B	x Table C	x Table C
<b>Tourist Facility</b>	<b>x Table C</b>	x Table B	x Table A	x Table A	x Table A	x Table B	x Table B	x Table B	x Table C
<b>Enterprise Centre</b>		x Table C	x Table A	x Table A	x Table A	x Table B	x Table B	x Table B	x Table C
<b>General Industrial</b>		x Table A	x Table A	x Table A	x Table A	x Table B	x Table B	x Table B	x Table C
<b>Service Industry</b>	<b>x Table C</b>	x Table C	x Table A	x Table C	x Table A	x Table B	x Table D	x Table C	x Table C
<b>General Rural</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Rural Retreat</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Forestry</b>		x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Community Use</b>	Signs are discouraged in the Community Use and Open Space Zones								
<b>Open Space</b>	Signs are discouraged in the Community Use and Open Space Zones								
<b>Special Development</b>		x Table C	x Table B	x Table B	x Table C	x Table B	x Table B	x Table C	x Table D

<b>Zone</b>	<b>Wall</b>	<b>Roof</b>	<b>Banner</b>	<b>Poster Panel</b>	<b>Sky</b>	<b>Wall Mural</b>
<b>Residential</b>	x Table C	x Table C	x Table C	x Table C	x Table D	x Table C
<b>Future Residential Village</b>	x Table C	x Table C	x Table C	x Table C	x Table D	x Table C
<b>Rural Residential " A "</b>	x Table C	x Table C	x Table C	x Table C	x Table D	x Table C
<b>Rural Residential " B "</b>	x Table C	x Table C	x Table C	x Table C	x Table D	x Table C
<b>Commercial</b>	x Table B	x Table B	x Table C	x Table C	x Table C	x Table C
<b>Residential Commercial Business</b>	x Table B	x Table C	x Table C	x Table C	x Table D	x Table C
<b>Tourist Facility</b>	x Table B	x Table B	x Table C	x Table C	x Table C	x Table C
<b>Enterprise Centre</b>	x Table B	x Table C	x Table C	x Table C	x Table D	x Table C
<b>General Industrial</b>	x Table B	x Table C	x Table C	x Table C	x Table C	x Table C
<b>Service Industry</b>	x Table B	x Table C	x Table C	x Table C	x Table D	x Table C
<b>General Rural</b>	x Table C	x Table C	x Table C	x Table C	x Table D	x Table C
<b>Rural Retreat</b>	x Table C	x Table C	x Table C	x Table C	x Table D	x Table C
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<b>Community Use</b>	Signs are discouraged in the Community Use and Open Space Zones					
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