

# Advertising signage

## Further information

If you are unsure, please ask. Time spent early may avoid delays later.

### Civic Centre:

158 Russell Street  
Bathurst

### Duty Town Planner:

02 6333 6211

### Hours:

8:30 am to 4:45 pm  
Monday to Friday

### Website:

[www.bathurst.nsw.gov.au](http://www.bathurst.nsw.gov.au)



**BATHURST  
REGIONAL  
COUNCIL**

## Disclaimer

This fact sheet provides a summary of the major issues concerning advertising signage. Any person using this document must do so on the basis that not every scenario and issue can be addressed, and discussion with relevant staff at Council's Environmental, Planning & Building Services Department should be undertaken. This document is subject to change without notice.

## What is signage?

The Bathurst Regional Local Environmental Plan (LEP) 2014 defines signage as:

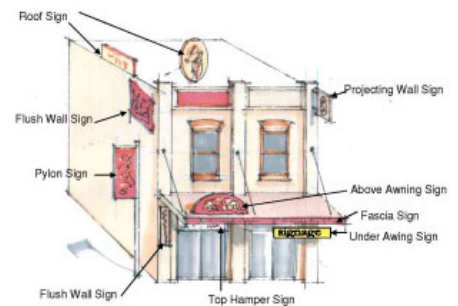
"any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- an advertising structure,
- a building identification sign,
- a business identification sign,

but does not include a traffic sign or traffic control facilities."

## Types of signage

Chapter 12 – Signage and Colour Schemes of the Bathurst Regional Development Control Plan 2014 defines a series of signage types including blade sign, directional signs, fascia signs, flush wall signs, and pylon signs and temporary sign.



**BUILDING SIGN TYPES**

## Is approval from Council required?

Some advertising signage may be exempt development (see Schedule 2 of the Bathurst Regional LEP 2014), although Council must be notified of the proposed sign and the sign must comply with the relevant exempt criteria.

In addition to Council's exempt development provisions, State Environmental Planning Policy (Exempt and Complying Development) 2008 (SEPP) permits the replacement of: an existing building identification or business identification sign provided the following is complied with:-

The signage must:

- replace a lawful sign, and
- not be greater in size than the sign that is replaced, and
- not be a sign that is flashing or animated, and
- not involve any alteration to the structure or vessel on which the sign is displayed, and
- not obstruct or interfere with traffic signs.

All other advertising signs need to obtain Council's consent before installation. This means a development application must be lodged with Council for determination. Consent will only be granted to signs for products or services operating on the land where the sign is located. Clause 7.10 of the Bathurst Regional LEP 2014 identifies other types of signs and the standards which apply requiring development consent.

There are also some other signs, such as a sign on a footpath, which require a different approval process. For advertising signs located on the footpath or road reserve, please contact Council's Environmental, Planning & Building Services department on 6333 6211 for further advice.

## **What signs are prohibited?**

The following types of advertising signs shall not be erected or displayed:

- Rooftop signs
- Air borne signs, i.e. blimps
- The use of public land to display signage on a trailer not attached to a vehicle
- Signs incorporating flashing lights or movable components

A sign that has been erected without Council's consent or which is not in accordance with Council's consent may be altered, obliterated, demolished or removed, and Council may recover from the advertiser all expenses incurred.

## **How do I design an advertising sign?**

An advertising structure may only be erected or displayed if it is designed for any one or more of the following purposes:

- to identify the premises on which it is situated;
- to indicate the name of the occupier and the nature of activity conducted on the site;
- to identify the nature and type of goods and services available from the site.

Obtain a copy of the Bathurst Regional Development Control Plan 2014. Details relating to signage can be found in Chapter 12 – Signage and Colour Schemes. Developments must be designed in accordance with the controls in these documents.

## **Is it necessary to discuss the application with a Council officer?**

Yes. Applicants are advised to consult with the Duty Town Planner who can assist with any enquiries prior to formally preparing the application and accompanying documentation. No booking is required.

## **Am I ready to lodge a development application?**

All applications for advertising structures are to be submitted on the standard development application form, signed by ALL owners of the subject site.

The Duty Town Planner will check all applications to ensure the submission requirements are satisfied and pre-lodgement consultation issues are addressed.