

15.01-1L

C226wsea

Signs

Policy Application

This policy applies to applications for the development of land for signs, except for land within Epping Central Precincts 4A, 6, and 7 as defined in the Epping Central Framework Plan, Plan 1 to the Schedule of the Activity Centre Zone.

Objectives

To encourage signs that are designed, positioned and maintained in a manner that responds to the size and scale of development on the land.

To encourage signs which are integrated into, and do not dominate the development.

To ensure that signs in, or generally viewable from, residential areas do not adversely impact the amenity of the area.

Discourage signs on shop fronts which obscure active street frontages, passive surveillance and visual links to inside the premises.

Strategies

General

Encourage the siting of signs that:

- Minimise protrusion beyond the edges of the host building.
- Avoid obscuring major view lines.
- Avoid dominating the landscape.
- Utilise the space allocated within the building design.
- Consolidate signs in one location for development with multiple tenancies.

Encourage the design of signs that:

- Complement the appearance and functionality of the development in which they are displayed.
- Use the colours and materials derived from the surrounding area or land.

Encourage signs that identify the business conducted on the property, rather than other promotions, to avoid visual clutter.

Ensure that where a sign is written in another language, an English translation is provided.

Avoid the use of bunting signs, banners, trailers, balloons, or streamers as permanent signage, unless they are associated with motor vehicle sales premises.

Ensure signs in association with community-based sporting clubs are located and designed to minimise the visual impact on open space.

Ensure portable signs (including A-frame, poster stand, free standing banner, teardrop signs) are located within the boundaries of the land where the advertised service is provided, and are:

- Secured or weighted at all times.
- Minimal in size and limited in numbers to avoid visual clutter.

Encourage signs on temporary construction hoardings and scaffolding mesh screen (or similar) that are designed to complement the locality, surrounding architecture, and the works being undertaken on the site.

Business Identification Signs

Encourage signs that are permanent, and that are integrated into the façade of the building or development where the business is conducted.

Encourage businesses that share a frontage to consolidate their signs, in a consistent and proportionate approach.

Avoid visual saturation of display village and land sales office signs within an estate.

Limit business signs that present towards the sky for aerial viewing, to the minimum size required to assist way finding.

Promotion and Major Promotion Signs

Encourage promotion signs that are visually distinct from business identification signs.

Support promotion signs in Council reserves only when the size, height, and design are compatible with the natural and built environment of the reserve and surrounding area.

Precinct and Estate Signs

Encourage a precinct-based approach for the siting and design of signs in residential, commercial and industrial estates.

Encourage signs in purpose-built locations on buildings or structures.

Ensure major promotion signs that advertise real estate:

- Avoid a proliferation of competing signs.
- Have regard to the existing landscape and character of the area.

Residential Areas

Encourage signs that are:

- Modest in scale.
- Sensitive to the residential character and amenity of the area.
- Located within a landscaped setting inside the property.

Discourage signs that are reflective or illuminated.

Shop Fronts

Encourage signs mounted on a shop front or within windows that:

- Do not dominate the shop front nor compete with business identification signs.
- Achieve active frontages by comprising no more than 20% of the shop front inclusive of window glazing.

Policy Guideline

Consider as relevant:

- Existing signs on a building or site when assessing new proposals.