



**Inverell Shire Council
Development Control Plan No 1**

To Control Roadside Advertising

*Adopted 12 December 1988
Amended 14 December 1992*

1. Citation

- 1.1 This plan may be cited as Shire of Inverell Development Control Plan No. 1 - Code for the Control of Roadside Advertising.

2. Land to Which the Plan Applies

- 2.1 This plan applies to all land within the Shire of Inverell. The planning instrument which applies to the Shire is: Inverell Shire Local Environmental Plan, 1988.

3. The Need for Controls

The reasons for controlling outdoor advertising include:

3.1 Environmental Impact

Too many signs, poorly situated signs, signs of inappropriate shape, size and colour, unprofessional signs and poorly maintained signs, look out of place and are detrimental to the environment.

3.2 Road Safety

There is reduced safety and convenience through distraction and confusion of drivers. Signs which are illuminated or situated in hazardous areas are especially dangerous.

3.3 Aesthetics

Roadside advertising occupies "public visual space" and this space must be properly managed to avoid disharmony and general discordance with the environment. An orderly system of outdoor advertising creates the impression of a well managed area which cares for its visitors.

3.4 Advertisers

Provision must be made for fair allocation of advertising space to benefit the Shire in general. Any new signs erected shall refer only to Tourist facilities within Inverell Shire.

In summary, there is a need for a measure of control which allows for effective outdoor advertising without reduced safety, convenience and adverse environmental impact.

4. Aims for Outdoor Advertising

- 4.1 Provide for effective rural roadside advertising for the Shire's tourist attractions and its commercial facilities and services.
- 4.2 Provide for an equitable allocation of rural roadside advertising space with facilities present and future having a fair chance to be advertised and promoted.
- 4.3 Provide for an orderly system of outdoor roadside advertising supporting the impression of a well managed Shire, which cares for its residents, visitors and environment.
- 4.4 Ensure that roadside advertising does not provide potential traffic hazard areas along the Shire's roads.

5. Application for Signs

Requirements for the approval of outdoor advertising vary according to the function or category of sign, the type of sign and its locations.

5.1 What Type of Advertising Sign May be Approved?

Signs which identify a business or service industry which provides a tourist facility in the Inverell Shire. Signs which are clearly advisory only and do not provide direction to or information about commercial or service activity are not regarded as advertising for the purpose of this Code. Examples of advisory signs include site identification of properties, signs erected by a public authority, or by a community group with the consent of a public authority for the purpose of directing the public provided that it does not refer by name to individual business premises.

5.2 Applications

The type of application for rural roadside advertising under this Code is a Development Application, under Part IV of the Environmental Planning and Assessment Act, 1979. The Development Application is required in addition to a permit or license for most signs in rural areas, and especially for major signs in prominent locations. The Development Application is administered by Council's Town Planning Department and relates particularly to whether the sign and content is permissible rather than whether the structure is appropriate.

5.3 Prohibited Signs

The following types of signs are not acceptable in the Shire:

- * Signs fixed to trees, or light, telephone or power poles;
- * Signs which could reduce road safety;
- * Any sign which would, in the opinion of the Council, be unsightly, objectionable or injurious to the amenity of the locality, any natural landscape, public reserve or public place;
- * Portable signs in road reserves.

6. **Definitions**

6.1.1 Advertisement - means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

6.1.2 Advertising Structure - means a structure used or to be used principally for the display of an advertisement but does not include temporary advertising structures or commercial signs.

6.1.3 Tourist Facility - means an establishment for providing holiday accommodation or recreation and may include a boat shed, boat landing facilities, camping ground, caravan park, holiday cabins, hotel, houseboat, marina, motel, playground, refreshment room, water sports facilities.

6.2 Definitions: Sign Categories

6.2.1 Promotional Sign (tourist facility)

This category of sign relates to tourist facilities of regional or district significance as decided by the Shire Council and Regional manager of the Department of Leisure, Sport and Tourism. These facilities are considered to be of sufficient importance to tourists to justify directional and promotional advertising not otherwise provided for in this Code.

The signs may contain the name of the facility and the attractions available there, but not the names of any proprietary products or services.

6.2.2 Rural Tourist Direction Signs

These signs relate to tourist facilities (see Section 6.1) and places of scientific, historical or scenic interest, which are considered by the Council to be of "sufficient interest to tourists to justify a separate directional sign at one or more intersections but which do not necessarily meet the criteria of being a facility of regional or district significance".

Signs for most accommodation facilities would fall into this category.

7. Locations

7.1 The requirements governing the approval of applications for signs and advertising are set down in various parts of Local Government and Planning Law. In instances where advertising is allowed, the location and configuration are matters for Council's discretion. Advertising control has been introduced to protect the environment, the traffic safety along a road, and to preserve aesthetics. With these three factors in mind, the following areas have been designated as advertising corridors, on the basis that Council will not allow signs to be erected at bends or adjacent double centre line markings:-

- (a) Delungra
as shown on Sheet 1.
- (b) Gilgai
as shown on Sheet 2.
- (c) Inverell
as shown on Sheets 2, 3, 4, 5,6.
- (d) Other Shire Villages
within 1 km of the boundary of the village.

7.2 General Provisions - Size and Relationship to the Road and Landscape

The size, location and character of signs, should complement features of the area. Signs in environmentally significant areas need care when designed in order to preserve or enhance the nature of the area. In each sign application, Council will consider the merits of the proposal in terms of the impact of the style and size of the sign, and attach requirements, if necessary.

7.2.1 Size

No signs are permitted within 15 metres of the centre line of a highway or main road. Council recognises the fact that advertisers are endeavouring to pass a message to vehicle occupants but considers that advertising signs should be large enough to perform this objective. As a consequence the minimum size signs permitted will be 3.0 metres by 1.5 metres. However in the area shown on sheet 6, no signs are permitted within 25 metres of the centre line of the highway or main road.

7.2.2 Content

The major aim in rural areas is to minimise the impact of signs in order to preserve the rural or natural character whilst conveying only the essential information to the travelling public.

The legend used on an advertisement is a critical factor in determining the permissibility or merit of a sign. Sign legend or content will be limited to the advertising of tourist facilities (see definition) or places of scientific, historical or scenic interest of Inverell Shire.

Signs will be required to be approved under the provisions of Ordinance 55 of the Local Government Act, and licensed accordingly.

7.2.3 Maintenance

Advertisements and advertising structures shall be maintained in a good condition, kept clean, neatly painted and be of a professional standard.

7.2.4 License Numbers

The license number issued for each approved advertisement or advertising structure shall be shown on each sign or structure or land to which it relates, so as to be easily visible and readable (Ordinance 55 requires that the permit or license be produced when requested).

7.2.5 Replacement of Signs

Applications to erect signs on premises which may have existing use rights shall be treated on merit having regard to the proposed sign's location, type, colour and size and its likely effect on the amenity of the area.

7.2.6 Distances

To preserve the amenity of the roadside rural areas, a distance of 100 metres between signs in the advertising corridors is to be maintained. However in the area shown on sheet 6 a distance of 250 metres between signs is to be maintained.

7.3 General

Council holds the right to have signs erected of regional significance which advertise regional tourist facilities in other local Government areas.