

## **Submission by Wentworth Chamber of Commerce on DCP no 21 Advertising and Information Signage**

### **Point 3 Objectives**

Objectives sound however, need more emphasis on business identification and promotion.

### **Point 6 Approval Requirements**

In this section is listed the ‘signs that do not require consent’ provided they meet the standards of DCP 33 and are consistent with design criteria. Listed here are business identification signs.

Also, in this section requiring consent are signs proposals for Heritage Buildings.

Heritage buildings, where a business activity is undertaken, should fall within the category of business signs. Such businesses undertaken in heritage buildings should not be disadvantaged relative to other businesses providing they meet the standards of DCP 33 and are consistent with design criteria.

### **Table 1 Requirements for various signage types**

This table identifies ‘Permitted only with Development Consent’ however, business identification signs are listed as requiring consent. This is inconsistent with approval requirements under Point 6 as indicated above.

All business identification signage should be exempt including that which is flood lit for the defined period of trading. This facilitates clients finding a business particularly during winter months and where street lighting may be inadequate.

It is noted under Section 3.2 Exempt Signage that the requirements for exemption of business identification signage are stated so, why is business identification signage listed in Table 1 as requiring consent. It should be stated in table 1 that ‘business identification signage that does not comply is subjected to consent approval’.

All business identification signage should be exempt from development approval, including that on heritage buildings or heritage conservation areas where a business activity is undertaken and where signage complies with the standards of DCP 33 and is consistent with design criteria.

This is in the interest of cutting more red tape for business.

Signage that does not meet these criteria should be subject to development approval.

### **Under Specific Guidelines and Controls**

A coordination of signage colour schemes and sizing should be undertaken in heritage conservation areas in the Blue Mountains Villages. Consistency of signage background colours would do much to enhance the continuity, visual appeal and consistency of the heritage conservation villages.

Flashing signs should not be permitted in any areas.

### **Appendix 1**

“Development applications are required for all permissible advertising signs and structures, other than those identified as exempt development(see Table 1)”. Table 1 identifies NO exempt development.

There are inconsistencies in this document regarding business identification signage which need to be addressed.

The Wentworth Falls Chamber of Commerce considers that all business identification signage including that on heritage buildings, where a business is undertaken, should be exempt from development approval where the signage is consistent with and complies with the standards of DCP 33 and design criteria.

### **Additional Points in Wentworth Falls Village and Surrounds**

- 1. All parking areas in the village should be appropriately signposted together with directions to Plantation Street for parking**
- 2. There should be heritage signage within the village and surrounds identifying significant heritage sites and buildings. This would further enhance the heritage and tourist attraction of the village and surrounds. The Chamber has incorporated a limited heritage walk on a village / tourism map however this needs to be further enhanced and supplemented with signage.**

3. A town map should be located in the town centre depicting facilities such as toilets, scenic attractions, sites of heritage significance, location of bus stops and routes, taxi ranks, and businesses both within the villages and in the surrounding area.

The map below for Mudgee and surrounds provides a model. The Chamber would be happy to work with Council in the development of a similar focus map for Wentworth Falls.



**Lew Hird**  
 President Wentworth Falls Chamber of Commerce