



DIRECTOR SUSTAINABLE DEVELOPMENT SERVICES REPORT

13 March 2007

DSDS8	REQUEST FOR FINGER BOARD SIGN LOT23 DP809807
	NO.23 ROY LEWIS CLOSE, SOUTH KEMPSEY
FILE: 258	PRJ
	{Folio No. *}

SUMMARY:

Council is in receipt of a request to vary Development Control Plan 25 – Advertising Signs in Kempsey Shire for a finger directional sign for an approved home activity at the intersection of Roy Lewis Close and Crescent Head Road.

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Applicant: Creative Design Cabinet Making – Trudi Wight
Subject Property: Lot 23 DP809807, 23 Roy Lewis Close, South Kempsey
Zone: Rural Small Holdings 1(C1)

DESCRIPTION:

Council is in receipt of correspondence requesting approval for the installation of a finger board sign to be attached to the street identification sign pole for Roy Lewis Close. This sign has been requested by the business owners of Creative Design Cabinet Making to make it easier for their clients to find them.

Council approved a home activity for cabinet making within a shed at the subject property pursuant to Development Consent T6-03-879 in February 2004.

The subject property is located at the north east end of Roy Lewis Close, which prevents passing traffic from being made aware of the business via a conventional property based business sign. [\(Appendix W – Page G120\)](#)

A previous request for placement of signage on private land fronting Crescent Head Road for the subject business could not be approved under the Kempsey Local Environmental Plan and State Environmental Planning Policy SEPP 64 as the proposed signage was not for tourist activity and was not located on the same property as the business in a non urban zone.

Development Control Plan No 25 - Advertising Signs in Kempsey Shire

Development Control Plan 25 provides that Council may allow the placement of directional signs to premises which provide a commercial service for travellers and tourists.

Such signage is not to be used to advertise other commercial undertakings.

For Council to approve the installation of the requested directional sign on Council's road reserve it must determine whether to allow a variation to Clauses 5(a) & (b) of Development Control Plan 25 to permit a commercial business directional sign to be erected in a non-commercial/industrial area.

A site inspection conducted on 28th February 2007 revealed that the existing street identification sign for Roy Lewis Close is located on the north eastern side of the Crescent Head road reserve adjoining Roy Lewis Close. The street sign pole did not have any other directional sign boards attached to it.

No objection is raised to a variation of Development Control Plan 25 in this instance as the addition of a commercial directional finger board to the Roy Lewis Close Street Sign will not have any detrimental impact on road safety as the sign area is small, does not restrict driver visibility and is set back away from the road pavement in Crescent Head Road.

Having regard to the restricted number of premises serviced by Roy Lewis Close, the potential for the proliferation of such requests is minimal.

REPORT IMPLICATIONS:

- ***Environmental***

Nil

- ***Social***

Due to the small size of the proposed finger board sign, the visibility of the sign and the designated road speed eighty (80) km/hour, it is unlikely that the sign would capture any additional sales from passing traffic on Crescent Head Road and therefore would not create additional traffic issues for the residents of Roy Lewis Close and surrounding area.

- ***Economic (Financial)***

The business owner believes the proposed sign will provide assistance for clients already trying to find them.

- ***Policy or Statutory***

The proposed sign would act to direct existing clients to the business more easily.

RECOMMENDATION:

That Council resolve to approve a variation to Clause 5(a) and (b) of Development Control Plan 25 - Advertising Signs in Kempsey Shire to permit a business directional sign to be erected to the Roy Lewis Close Street Sign at the full cost to the applicants.

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R B Pitt
DIRECTOR SUSTAINABLE DEVELOPMENT SERVICES