

Outdoor Advertising and Signage

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1 Introduction

This section provides objectives and controls for the design and siting of outdoor advertising and signage. These provisions intend to protect the streetscape quality from visual clutter while recognising the use of signage in business and retail areas. It applies to all signage within the City. The controls contained within this section complement the provisions of State Environmental Planning Policy No.64 – Advertising and Signage, State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 and the RLEP.

This section of the DCP should be read in conjunction with:

- Part A - Introduction and Part B - General Controls of the DCP; and
- Other sections of the DCP for specific development types, locations or sites, if relevant to the application.

To the extent of any inconsistency between this section and any other DCP sections, this section will prevail.

1.1 Types of signage and definitions used

Signage is a group term under the standard instrument (local environmental plans) order which means *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:*

- (a) *an advertising structure,*
 - (b) *a building identification sign,*
 - (c) *a business identification sign,*
- but does not include a traffic sign or traffic control facilities.*

Other land use terms within the 'Signage' group term include:

Building identification sign which means *a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.*

Business identification sign which means *a sign:*

- (a) *that indicates:*
 - (i) *the name of the person or business, and*
 - (ii) *the nature of the business carried on by the person at the premises or place at which the sign is displayed, and*
- (b) *that may include the address of the premises or place and a logo or other symbol that identifies the business, but that does not contain any advertising relating to a person who does not carry on business at the premises or place.*

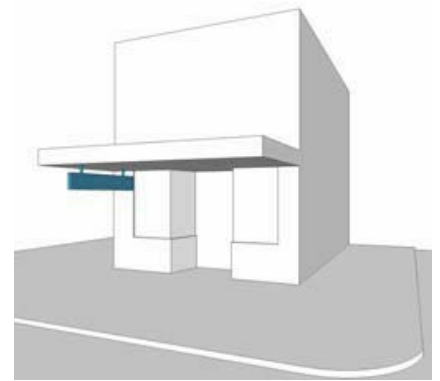
Advertising structure means *a structure used or to be used principally for the display of an advertisement.*

The most common types of signs are: fascia signs, wall signs, under awning signs and top hamper signs.

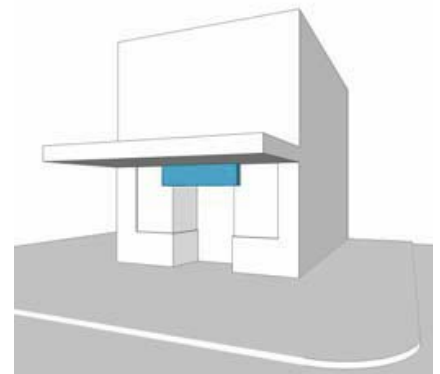
1.2 Submission Requirements

Design details of all outdoor advertising and signs are to be submitted with a development application for any building that requires advertising or signage and must include:

- Details of all advertising proposed for the site, including:
 - Number of signs proposed
 - Location and size of signs proposed
 - Lettering content for each sign
 - Colours to be used.
- Plans drawn to an appropriate scale showing the location and size of all proposed advertising on the building.
- Photographs showing the site and the relationship of the proposed advertising to that on adjoining buildings and the streetscape.



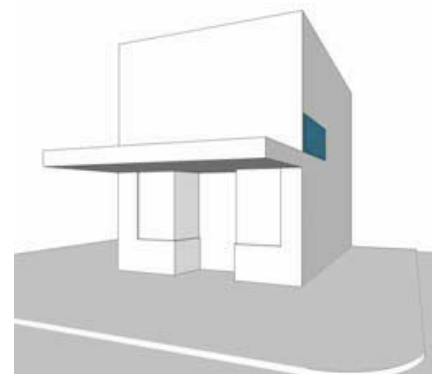
Under awning signs



Top hamper signs



Fascia signs



Wall signs

2 General Design and Siting

Explanation

The design and location of outdoor advertising can have a significant effect on the environment. The following matters need to be considered in determining the design and location for outdoor advertising on a building:

- architectural detailing
- existing advertising
- the amenity of the streetscape
- heritage significance of the building (where relevant)

Note:

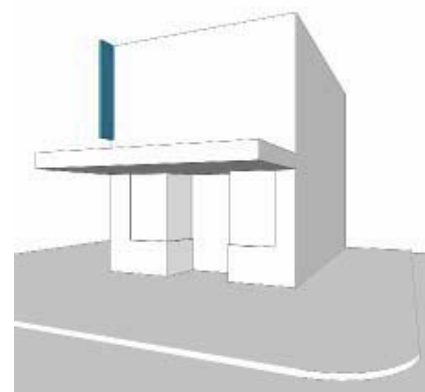
The objectives and controls in this DCP apply equally to buildings and places listed as Heritage Items or within Heritage Conservation Areas.

Objectives

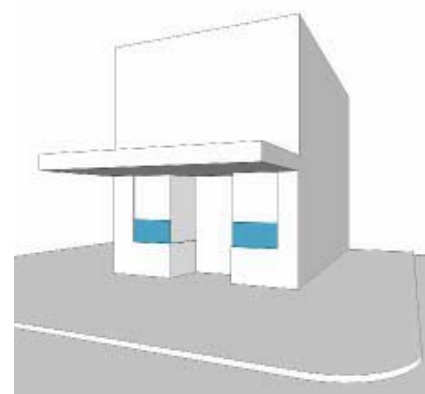
- To facilitate well designed and suitably located signage that allows for the identification of a business, land use, or activity to which the signage relates.
- To ensure that outdoor advertising is in keeping with the scale, character and architectural style or features of the building.
- To ensure any outdoor advertising and signage does not adversely impact on the locality or cause any distraction to road users.

Controls

- i) Signage should recognise the legitimate needs for directional advice, business identification and promotion.
- ii) Signage must complement and be compatible with the development on which it is situated and with adjoining development.
- iii) Signage should not obscure architecturally decorative details or features of buildings or dominate building facades. It should be placed on the undecorated wall surfaces or designed sign panels provided.
- iv) Entire building facades and /or walls must not be painted or covered with cladding or other material to act as a large billboard type.
- v) Where a building or site contains multiple tenancies or uses, a coordinated approach for all signs is required.
- vi) Signage shall be displayed in English but may include a translation in another language.



Projecting wall signs



Window signs

- vii) Signage erected or displayed on identified heritage buildings or within heritage conservation areas must not detract from the architectural character and heritage significance of such buildings or areas.
- viii) Outdoor advertising attached to vehicles or trailers which are parked for advertising purposes will not be permitted.



Develop patterns and themes in the streetscape. Use advertising to highlight not obscure architectural details.

3 Signage based on land use zones

3.1 Residential Zones

Explanation

Interspersed throughout residential areas are a number of commercial activities such as corner or mid block shops. These activities and home businesses have a legitimate claim to some form of signage. However, any outdoor advertising or business identification signage should not impinge on the amenity of adjoining or nearby residential housing, particularly in relation to noise, visual amenity and spillage of light.

Objectives

- To ensure that signs in residential areas are appropriate to the surrounding dwellings.

Controls

- i) Signage must not be illuminated and signage must relate to the use of the building or land.
- ii) Minimise signage along boundaries common with residential properties.
- iii) Business identification signs (including those for a home business) must not be more than 1.5sqm in area.
- iv) Proposals for signage on buildings operating as existing uses or business premises will be assessed against the controls relating to business zones.

3.2 Business Zones

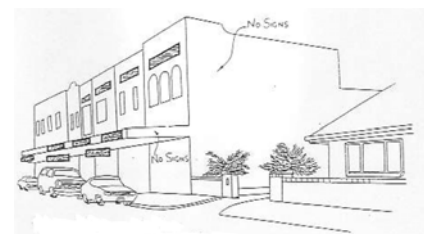
Explanation

The greatest demand and pressure for outdoor advertising is experienced in commercial centres. There is usually a large number of businesses and activities competing for a limited amount of advertising space, each trying to ensure that their message has prominence over other activities, particularly those of a similar nature.

These demands need to be carefully weighed up against the visual impact advertising can have, particularly in relation to the proliferation of advertising that can occur where building facades are obscured by signs.

Objectives

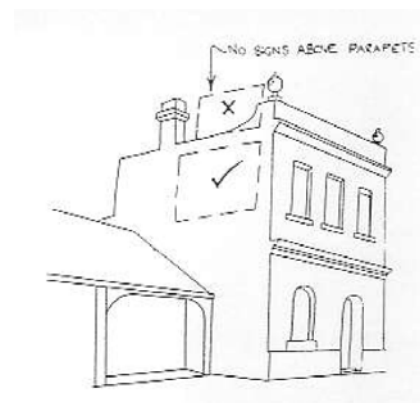
- To reduce the visual complexity of streetscapes by providing fewer, more effective signs.
- To recognise that outdoor advertising can help to express the character of a commercial district or business centre.



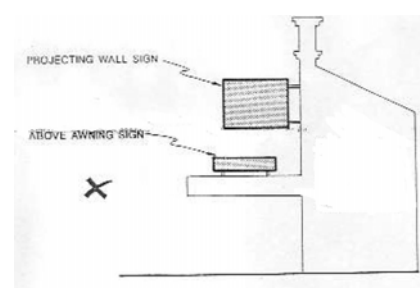
**Protect residential amenity.
Avoid signs facing residential
properties**

Controls

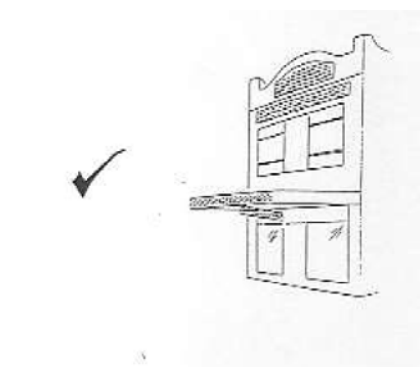
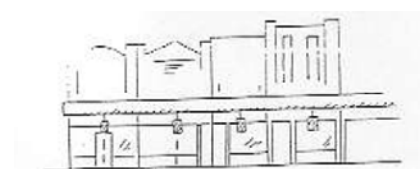
- i) The size and shape of any signage must relate to the size of the building or space to which it is to be attached to or placed on. Larger building facades are capable of accommodating larger signs without detracting from the appearance of the building.
- ii) Signage must not dominate or obscure a building or its architectural features. Advertising should highlight and reinforce architectural details.
- iii) Roof signs and advertising structures must not project above the parapet of the building or that part of the building to which they are attached (including signs and bunting mounted on plant rooms or other roof structures).
- iv) Avoid fin signs, projecting wall signs and above awning signs (sitting on the awning).
- v) The visual amenity and value of streetscapes should be protected through careful consideration of proposals for flush wall signage.
- vi) On any building listed as a Heritage Item or situated in a Heritage Conservation Area outdoor advertising (projecting and flush) must not be located above awning level.
- vii) Upper level signs are best located at major focal points of a building only, to advertise arcades, plazas, etc...and to provide as corporate identity for developments which contain a range of businesses.
- viii) Outdoor advertising on or attached to buildings must align and relate to the architectural design lines on a building façade or, in the absence of architectural detail or decoration, relate to the design lines of adjacent buildings.
- ix) Limit under awning to one per shop or for larger premises one per 6 metres of shop frontage.
- x) Under awning signs must be at least 2.6 metres above footpath level.
- xi) Pole or pylon signs must not exceed the height of adjoining or adjacent buildings, or 6 metres, whichever is the lower.



No signs above parapet



Projecting wall signs, fin signs and above awning signs are unsuitable



One under awning sign per shop

3.3 Industrial Zones

Explanation

Industrial areas vary greatly in architectural styles and quality, scale of buildings, siting of buildings, landscaping and the types of land uses.

Many industrial areas may not be visually attractive; however, careful design and location of signage can be an effective mechanism to assist in enhancing the visual quality of the area while at the same time improving communication via advertising.

Objectives

- To ensure a co-ordinated approach to outdoor advertising is taken where multiple occupancy of sites occurs.
- To minimise visual clutter while contributing to the identity of the area and the streetscape.

Controls

- i) The design and location of signage should be placed on fewer, larger signs.
- ii) Signage should be integrated with onsite landscaping.
- iii) Signage should not visually dominate the area of building walls, parapets or landscaped areas.
- iv) Larger multiple occupancy industrial developments should be identified by one or two signs or directory boards at the entrance identifying the names and activities of the occupants.
- v) Signage for each unit in a multiple occupancy development should be of a uniform size, shape and general presentation.
- vi) Signage must relate to the use of the building or land.
- vii) Avoid lines of bunting draped between poles and /or buildings.

3.4 Special Purpose Zones

Explanation

Special Purpose zones are used to accommodate various specialist activities usually associated with the provisions of services by Government or public authorities such as schools, churches, hospitals, state and regional roads, drainage and other utility works.

These activities may be located in the midst of residential areas and care needs to be taken that any outdoor advertising does not impinge on the amenity of these areas.

Generally, advertising unrelated to the use of the land is not appropriate and should be limited.

Objective

- To facilitate quality outdoor advertising and signage for identification and public information purposes of activities carried out or services provided on site.

Controls

- i) Signage must not be flashing or animated.
- ii) Signage must be designed and located so that it forms an integral part of the building or land upon which it is situated.
- iii) The number of signs should be kept to a minimum. Where possible signs should be grouped together. Avoid a proliferation of advertising material.

3.5 Environmental, Recreation and Rural Zones

Explanation

Recreation zoned areas can accommodate a variety of activities and land uses including public and private recreation facilities. There is a legitimate need for adequate directional and identification signage in these areas.

Environmental zoned areas are visually and environmentally sensitive and as such any outdoor advertising and signage must be sympathetic to these sensitivities. This is also important in the Rural zone, while recognising the need for business identification for any primary/ rural industries.

Objectives

- To ensure the environmental and scenic qualities are protected from inappropriate signage.
- To allow for appropriate promotional and directional advertising and signage to identify both public and private recreation facilities.

Controls

- i) The location, number and size of signs and the use of shapes, colours and construction materials should ensure that outdoor advertising is low key in appearance.
- ii) Signage must not be illuminated, flashing or animated except where it can be demonstrated that this would be for temporary periods only (eg. scoreboards on sports fields) and measures are proposed to minimise impacts on surrounding properties.
- iii) Signage must relate to the activities carried out or facilities available on the land on which the sign is erected.