

2.12

GENERIC PROVISIONS SIGNS AND ADVERTISING STRUCTURES







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Part 2 Generic Provisions

2.12 Signs and Advertising Structures

This section of the DCP specifies Council's objectives and requirements for the erection and display of advertising signs. These provisions are intended to protect the significant characteristics of retail/commercial strips, neighbourhoods, buildings, streetscapes, vistas and the skyline. This includes the preferred options, the acceptable limits and the intended prohibitions available to Council through the law and via discretionary powers.

Advertising signs clearly indicate retail and commercial uses, and contribute to lively retail strips. However, too much signage creates visual clutter, detracts from the streetscape quality and reduces the effectiveness of advertising.

In considering innovative design proposals for signs not envisaged by the provisions of this section of the DCP, or where there are issues of interpretation, Council will consider the design of the proposed sign and the degree to which it meets the objectives of this section. It may be necessary to consult with Council officers for further information on specific proposals or where unusual circumstances pertain to a site, a premises or neighbourhood.

2.12.1 Objectives

- O1** To ensure all advertising achieves a high level of design quality and is compatible with the architectural design of the host building, the character of the streetscape and the size and juxtaposition of other signs in the immediate vicinity.
- O2** To ensure signage does not dominate or detract from the architectural features of the building and from the white-way lighting found along some retail strips.
- O3** To ensure advertising does not cause amenity loss, or have a detrimental effect on the natural or built environment or the safety, appearance or efficiency of any public area.
- O4** To ensure the location and design of signs are consistent with road safety principles.
- O5** To ensure the use of corporate logos, colour and illumination schemes in signage are compatible with the architecture of the host building and do not adversely impact upon the local streetscape.
- O6** To ensure signage retains the visual prominence and integrity of the roof and silhouette form of the business centre.
- O7** To ensure sex services premises (including brothel) advertising is discreet.
- O8** To ensure advertising does not result in visual clutter or other visual impacts upon a locality.

2.12.2 General controls

- C1** The following are generally prohibited:
 - i. Advertising involving flashing or moving signs;

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NB *Flashing or moving signs include mechanical moving signs, moving LED signs, video/television screens, projected laser advertising and other flashing, intermittently illuminated or sequenced lighting signs.*

- ii. Any sign not permanently fixed to the premises;
- iii. Any sign which would adversely affect traffic lights or obstruct motorists' vision at an intersection or entering or leaving a vehicle crossing;
- iv. Signs extending over street boundaries, other than those permitted in conjunction with shops or the like where buildings are erected on the street alignment and pole or pylon signs;
- v. Any underawning sign in excess of 2500mm x 400mm;
- vi. Signs at a lower level than 2600mm above the footpath;
- vii. Other than under awning and top hamper signs, any signs illuminated between 10.00pm and 7.00am (the following day) on land in or abutting residential zoned areas or that adjoins a predominately residential use;
- viii. Advertising on garbage bins, telegraph posts and other surfaces of a public nature, except by prior contractual arrangement with Council; and
- ix. A-Board (sandwich boards) on public footpaths or roadways where the placement of such signs would impede pedestrian or vehicular traffic.

NB *Shopkeepers located within shopping arcades are encouraged to jointly erect a business directory instead of the incremental placement of A-Boards within an arcade.*

C2 Sign writing must be limited to the street number, name and general nature of the business.

C3 Signage location

- i. Where original sign panels have been incorporated into the parapet of the building facade, these must be retained and, where possible, used for identifying the name, year of construction or nature of the business;
- ii. The scale and location of a sign must be compatible with the architectural design of the building to which it is affixed and consider nearby buildings, streets and other existing signs. Important architectural features must not be obscured by signage and must remain the dominant feature of the facade.

NB *In most cases, appropriate dimensions can be achieved by restricting signs to grid locations, panels or principal design lines of the building to ensure the architectural elements (set by lines of awnings, windows, doors and parapet lines).*

- iii. Signage must be located to facilitate ease of use in a simple and intuitive manner;
- iv. The name and address of the premises must be displayed in a position clearly visible from the street and/or service lane to assist identification and deliveries;



- v. Signage must not extend into the corridor of string of pearl lights (also known as white-way lighting) and be closer than 700mm to the light fitting;

NB *Pearl lights or white-way lighting are globe shaped under awning lights hanging close to the kerb side of the footpath and found along some of the retail frontages in parts of the area.*

- vi. The main facades of the building between the awning and parapet must be uncluttered and generally free of signage except where located within original sign panels;
- vii. The number of existing signs on a building, site or adjoining streetscape must be considered to ensure the new sign does not give rise to visual and/or physical clutter;
- viii. In deciding the location for a sign, the view of the sign and any supporting structure, cabling and conduit from all angles must be considered including visibility from the street and nearby higher buildings and against the skyline; and
- ix. The sign must not be supported from, hung from or placed on other signs.

C4 Signage colour

- i. Development consent is required for any colour scheme, lighting scheme or external change to the appearance of a building that constitutes advertising (such as painting of a building to the corporate colour or brand, traditional painted signs such as red and white stripes to indicate a barbers' pole and the like). In considering such development applications, Council will consider whether the sign meets the objectives and controls of this section and other relevant sections of this DCP; and
- ii. The colour used in the design of an advertising sign or structure must be compatible with the colour scheme of the building to which it will be attached.

C5 Corporate colours, logos and other graphics are only acceptable where they are restricted to an advertising sign.

- i. Excessive or special illumination schemes expressly designed for the purpose of promoting the business, activity or product, both on and within buildings (including windows and doorways) and sites, are not permitted.
- ii. Illuminated signs must not detract from the architecture of the supporting building during daylight.
- iii. Illumination (including cabling) of signs must be concealed or integrated with the sign or provided by means of carefully designed and located spot lights.
- iv. The ability to adjust the light intensity of illuminated signs may be required to be installed where Council considers it necessary.
- v. Any external lighting of the signs must be downward pointing and focused directly on the sign and must prevent or minimise the escape of light beyond the sign.

C6 Animated signs may be appropriate temporarily in association with special events of a community, religious or cultural nature. If an animated sign is considered appropriate, the following controls apply:

- i. The animated sign must achieve design excellence, be compatible with the architectural design of the supporting building and its use

- and have regard for the character of the streetscape and locality generally.
- ii. Animated signs will not be permitted in places where, in the opinion of Council, there is the potential for the sign to adversely impact upon the amenity of residential accommodation, tourist and visitors' accommodation, or the public domain.
 - iii. Animated signs must not be placed on heritage items or in heritage conservation areas or in areas zoned primarily for residential purposes.
 - iv. Signs that achieve their animation through lighting effects must comply with the illuminated signs provision under **C1**.
 - v. The design and operation of any laser must be in accordance with relevant Australian Standards.

Australian Standard AS2211-1981 Laser safety specifies laser classes and associated standards.

- vi. In some instances, Council may request a practical demonstration of an animated sign prior to the approval of such application.

2.12.3 Signage controls based on sign types

C7

Under awning signs

- i. Under awning signs must have a minimum clearance of 2600mm above the footpath, must be centrally positioned under the awning and must not exceed 2500mm x 400mm.
- ii. One under awning sign for each 6 metres of shop frontage is allowed provided that a distance of not less than 3 metres is maintained between the centres of signs on adjoining properties.
- iii. Under awning signs must not project beyond the width of the awning.
- iv. Where an awning is less than standard width or where it is absent on any shopfront, consideration must be given to a lantern sign in place of the horizontal projecting sign. In the absence of an awning, flush wall signs must have a height equivalent to the fascia depth of the adjacent awning (generally no greater than 450mm).

C8

Above awning signs and sculptures

- i. Notwithstanding Council's requirements for projecting and flush wall signs above the awning, signs attached to the top of an awning or positioned directly above it, are not permitted.
- ii. Council will consider above awning sculptures along the Marrickville Road and Illawarra Road retail frontages where sculptures:
 - a. Are of high quality design and material;
 - b. Reflect the nature of business carried out in the associated shop;
 - c. Do not relate to a sex services premises, restricted premises or a massage parlour;
 - d. Are not higher than 1.5 metres above the awning or wider than 2 metres;
 - e. Are not attached to a heritage item;

- f. Do not distract from important architectural elements of the facade; and
- g. Do not result in visual clutter.

C9 Projecting wall signs

- i. Vertical projecting wall signs are permitted above the awning where the parapet wall has sufficient height to ensure the wall sign is in proportion.
- ii. Signs must not extend above parapet height.
- iii. Projecting wall signs must not extend more than 750mm from the face of the wall (See Figure 1).
- iv. The vertical dimension of the sign must be equal to or greater than the horizontal dimension (See Figure 1).

NB Council will consider variations to the maximum projection requirement of 750mm, only where the requirement for a sign of vertical proportion does not suit the style and character of the building; or details and proportions of the facade, square or circular signs may be considered, having a maximum projection of 1.5 metres from the facade. In such circumstances, buildings having a height of three storeys or greater are considered more appropriate to the scale and proportion of such signs (see Figure 2).

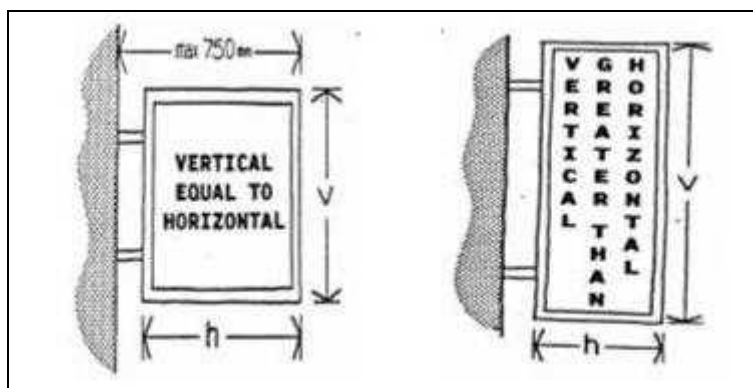


Figure 1: Permissible dimensions of vertical projecting wall signs.

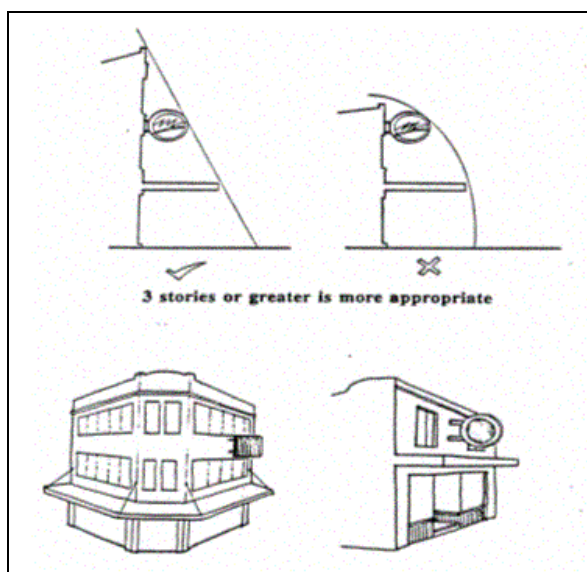


Figure 2: Three storeys or greater is more appropriate for projecting wall signs.

C10 Awning fascia signs

- i. Fascia signs must be part of the awning and not illuminated. They must not project above or below the awning fascia.
- ii. Product identification on awning fascias will not be permitted.
- iii. Where the awning does not have a significant fascia depth (pitched or bull-nosed verandah, for example), painted or illuminated signs not exceeding a height of 200mm and a width of 600mm will be permitted parallel to the awning edge above the awning, and must be set back 50mm from the awning edge.

C11 Top hamper signs must not project more than 150mm beyond the face of the building and must not extend below the level of the head of doorway or window to which they are attached.

C12 Window shopfront signs

- i. Painted signs on shopfront windows, particularly those using fluorescent and iridescent paints, must be temporary and must not cover more than 60% of the window surface area.

NB *A temporary sign must not be displayed for more than two months.*

- ii. Painted window signage which is skeletal, identifying only the business name of the premises, may be permanently applied to the window surface.

C13 Parapet signs

- i. Where there is suitable provision for the display of painted wall signs within a recessed area of the parapet or front facade of the premises, the content of the sign must be limited to the name or classification of the business (see Figure 3).
- ii. Facade panels must align with the dimensions of windows or doors and be centred on parapets (See Figure 3).

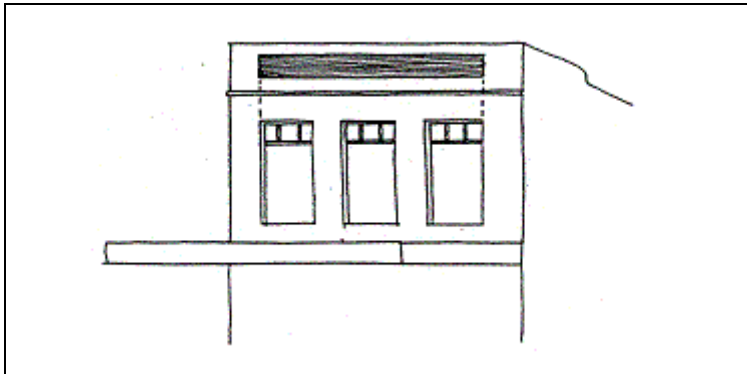


Figure 3: Preferred alignment of facade panels.

C14 Flush wall signs

- i. One sign is permitted on a wall where it does not face a residential property or a residential street as demonstrated in Figure 4. This may be floodlit, but not internally illuminated.
- ii. The sign must not occupy more than 20% of the associated wall area with a maximum signage area of 8m².
- iii. Where the building is face brick, a sign must not be painted directly onto the brick work. A face plate of maximum thickness 5mm must be used.

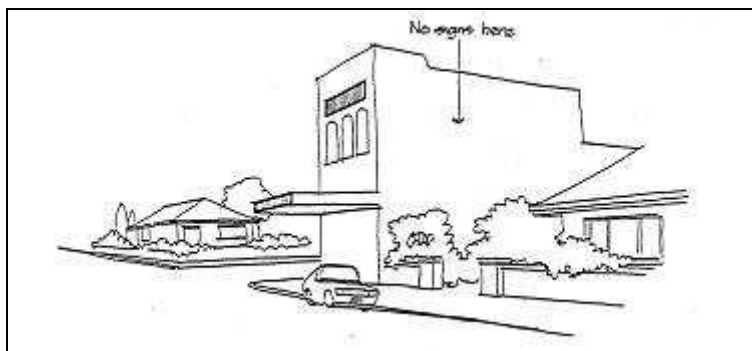


Figure 4: Showing both a parapet sign and where flush wall signs are not appropriate.

2.12.4 Signage controls based on zoning and land uses

2.12.4.1 Signage in residential zones

NB For signs and advertising structures on heritage listed buildings or buildings located in heritage conservation areas refer to Section 2.12.4.9 (Signs on heritage items and in heritage conservation areas).

C15 General

- i. Any advertisement within a residential zone must relate only to premises situated on the subject land, and must only specify:
 - a. The purpose for which the land is used;
 - b. The identification and description of a person carrying on an occupation or business on the premises; and
 - c. Particulars of the goods or services dealt with or provided on the premises.
- ii. Signs must be carefully designed to blend in with the established residential character and not unduly attract attention. Illumination of signs must be considered on merit, having regard to the potential impact on adjoining residential properties.

C16 Home occupations (excluding home occupation (sex services))

- i. Signage for home occupations must only display a sign not exceeding 1.2 metres x 0.6 metres in size. The sign must be affixed to the front facade of the dwelling or to the front boundary wall or fence; and
- ii. Where there is no front fence, or where an existing fence does not have sufficient height to display a sign, and where the dwelling has a significant setback from the street front, consideration may be given to the erection of a pole sign having a height not greater than 2.8 metres. The proportions of the advertising area must not exceed 1.2 metres x 0.6 metres and must not extend over the property boundary.

C17 Non residential premises and shop top housing in a residential zone

In the case of non-residential premises and shoptop housing in a residential zone, only one sign and/or one under awning sign may be displayed per premises. The total permissible area of the sign, excluding under awning sign, must not exceed 1m² for every 20 metres of street frontage. For corner blocks, the frontage is the street to which the property is rated and the area is calculated by including all faces of a

sign. Advertising signs and structures are not permitted above the awning on a shoptop housing development.

2.12.4.2 *Signage in commercial zones*

NB *For signs and advertising structures on heritage listed buildings or buildings located in heritage conservation areas refer to Section 2.12.4.9 (Signs on heritage items and in heritage conservation areas).*

Inner West LGA's business centres are characterised by a variety of signage, including some remnants of traditional painted signs.

New commercial signage appropriate to the building form, its geometry and architectural features will help preserve a building's character, while public art like footpath mosaics, painted murals and sculptural installations may enhance the business centre. Innovative contemporary signage which is consistent with the business centre is therefore encouraged.

Signage which obscures shopfronts is not in keeping with the DCP's intention to make shopfronts visually open. Rooftop signage compromises the integrity of a business centre's silhouette and should be avoided.

Lighting associated with signage should have regard to and highlight the decorative features of a building such as the silhouette, projections, recesses and openings. Illumination within or of the facade should not reduce the visual appreciation of neighbouring heritage and contributory buildings.

C18 Signage area

NB *Advertising areas for different types of signs are described in Section 2.12.3 (Signage controls based on sign type). The following controls provide the combined total for all signs on a property in a commercial zone.*

- i. The total permissible advertising area, excluding any permissible under awning sign, must not exceed a factor of 1m² for each 1.5 metres or part thereof of a frontage of that tenancy to the public road.
- ii. Where the site has a frontage to two streets the same factor will apply to the second frontage, but for each frontage to a residential street or to a lane, the permissible advertising area must not exceed a factor of 0.5m² for each metre of frontage; if any advertising is permitted at all.
- iii. Despite any other provisions in this section, signs exposed to adjacent residential development or to a predominately residential street must not exceed 1.2 metres x 0.6 metres. This control may be varied depending on the extent of the variation in the context of its perceived impact.

2.12.4.3 *Signage in industrial zones*

C19 Signage area and location

- i. The total advertising area upon any building in an industrial zone must not exceed 1m² for each 3 metres or part thereof of a frontage up to a maximum area of 10m². Where the site has a frontage to two streets, the frontage is the street to which the property is rated.



- ii. No sign shall stand higher at any point than the roof line of the host building to which it is affixed.

C20 Industrial complex/multi-unit industrial building

- i. For industrial complexes, a free standing sign such as a directory board for the entire complex may be provided. Any free standing sign must:
 - a. Be integrated into the landscape design;
 - b. Be located within the property boundary with a minimum setback of 2 metres from road alignment and clear of any footpath or designated pedestrian paths;
 - c. Be no higher than 5 metres above the natural ground level and have a maximum area of 10m² per face with a maximum advertising area of all faces not more than 25m²;
 - d. Present only information related to the use of the individual units like a tenancy directory;
 - e. Be clear of any vehicular crossings and not compromise the safety of pedestrian and vehicular movement;
 - f. Not require the removal of significant trees or vegetation; and
 - g. Be illuminated where this does not impact on the environment, safety or amenity of the area.
- ii. Development applications for new industrial complexes may also include location and dimension of one advertising panel for each unit. If located along the street frontage, such signs must comply with the signage area controls for industrial premises.

2.12.4.4 *Signage in SP1, SP2, RE1, RE2, E2 and W1 zones*

C21 Advertising in SP1, SP2, RE1, RE2, E2 and W1 zones will only be permitted:

- i. Where the applicant shows a justifiable need;
- ii. Where the amenity of the area will not be detrimentally affected; and
- iii. After consideration of the general merits or otherwise of the application.

2.12.4.5 *Mixed use buildings*

C22 Signage for the commercial or industrial component of a mixed use development must comply with the controls under Sections 2.12.3 and 2.12.4.2 or 2.12.4.3 as applicable.

C23 Advertising signs and structures are not permitted above the awning on mixed use buildings unless they relate to the activities conducted above ground floor level. Where the use is predominantly residential, advertising signs or structures above the awning are not permitted with the exception of building name or street number sign.

2.12.4.6 *Signage on high-rise buildings (in excess of 15 metres)*

C24 Above awning advertising signs and structures will form part of the assessment of development at this scale. Such signs and structures must consider the following:

- i. Principal tenants
Naming rights to the building, often in favour of the principal tenant, must be limited to the form of one advertising sign above the awning. Such signs must be designed and positioned in a manner sympathetic to the design of the building. Where no principal tenant exists, a coordinated approach can meet the advertising needs of the tenants of a building. This should generally be limited to a directory panel in the common area/entry foyer of the building.
- ii. Roof Signs
Roof signs are not permitted where they result in an increase in the height of the building, or where they are flashing or moving. The assessment of any proposed roof sign will include an evaluation of its impact on adjacent residential development, in terms of intensity and duration of illumination.

2.12.4.7 ***Sex services premises***

C25 General controls

- i. Signage must not display words or images which are sexually suggestive, lewd or otherwise offensive.
- ii. Under awning signs or top hamper signs may be illuminated (light box type) provided this will not result in impacts upon the environment or amenity of the area. No “chain” bulb, neon or “flashing sign” type lighting on premises is permitted.
- iii. A maximum of one external sign is permitted for a sex services premises and must indicate only the name of the business operated and/or the address;

Advertising premises specifically for purposes of prostitution is an offence under the Summary Offences Act 1988.

- iv. Where primary pedestrian access is from the rear of the site, a second sign may be provided on the site indicating only the name of the business operated and the street number or address.

NB *The intention of this provision is to ensure that there is no confusion over the location of the sex services premises, which may result in disturbance to surrounding properties.*

- v. Signage for sex services premises is to be limited to 0.3 metres x 0.6 metres (or other dimensions, but of equivalent surface area).
- vi. A clearly visible street number must be displayed to avoid disturbance to surrounding premises.

2.12.4.8 ***Automotive related activities***

The following types of signage are appropriate for service stations, motor mechanics, and car wash establishments where buildings are located away from the street alignment.

C26 Pole or pylon signs

- i. Freestanding pole signs must have a maximum height of 6 metres above ground level, and the sign itself must not exceed 3.5m² in area.

- ii. Pole signs must not project beyond the street alignment (see Figure 5).

C27 Fin signs

A fin sign is a horizontally proportioned sign positioned on the roof, canopy or awing of a structure such as a service station (refer to Figure 5). The following requirements must apply:

- i. Maximum height of 500mm above the roof structure;
- ii. No portion of the sign to project beyond the canopy edges;
- iii. Maximum area of 9m² and only refer to the name of the establishment; and
- iv. Only one fin sign per premises.

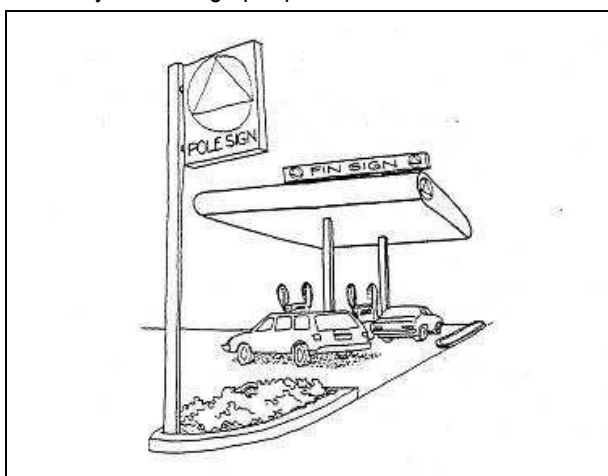


Figure 5: Example of pole and fin signs.

2.12.4.9 Signage on heritage items and in heritage conservation areas

NB *In the event of any inconsistency between the provisions relating to signs on heritage items in heritage conservation areas or in character areas and other provisions elsewhere in this DCP, the provisions of Section 2.12.4.9 prevail.*

Heritage items

C28 Signage strategy for a heritage item

- i. Any application for a new sign on a heritage item must include a signage strategy that takes into account existing and proposed signs for the building and the policies and recommendations of any conservation management plan; or
- ii. Any sign proposed for a heritage item must be consistent with the recommendations of an approved signage strategy forming part of a development consent or an adopted development plan or conservation management plan applying to the heritage item.

C29 All signs on a heritage item must be:

- i. Consistent in design to the architectural form of the building to which it is attached;
- ii. Of a complementary material, construction and graphics; and
- iii. Appropriately located on the heritage item and of a compatible design and style with appropriate lettering.

- C30** Signs between the first floor level and the parapet of a heritage item are not permissible, unless it can be demonstrated that the signs are an important aspect of the heritage significance of heritage item.
- C31** Signage illumination
- i. Internally illuminated signs are not permitted on a heritage item unless they are a reconstruction of an original significant sign or it can be demonstrated that it is an important aspect of the heritage significance of the heritage item.
 - ii. Externally illuminated signs are permitted only where:
 - a. The design of the sign achieves a high degree of compatibility with the heritage item; and
 - b. The cabling and conduit supplying power to the sign is completely concealed and does not involve intervention in or damage to significant fabric.
 - iii. Flashing or animated signs are not permitted.
- C32** Existing signs on heritage items and buildings that may have heritage value should be retained where possible and preferably in their original location. As well as signs that are applied to the building, existing signs may include more intrinsic sign types, such as written in the pavement, in tilework, in lead lighting or windows, painted on walls or in raised lettering in render. Any new signs must be designed and installed sympathetically with regard to existing signs. In some cases this may result in the potential locations for new signs being restricted or unavailable.
- C33** Council will consider the name of a heritage item and whether or not that name is significant before allowing its building name sign to be changed. On some buildings this may mean that the building name may not be changed.
- C34** The installation of any sign on a heritage item must be carried out in a reversible manner without damage to the significant fabric. In the case of a sign affixed to any stone or brick wall of a heritage item the sign is to be fixed in such a way that stone is not damaged and any fixings are put only into mortar joints.
- C35** In the absence of any shopfront awnings, signage shall be kept below the height of awnings on adjacent buildings. In this circumstance, projecting wall signs must take the form of lantern signs, where appropriate.

Signage in Heritage Conservation Areas (HCAs)

- C36** Signage strategy in HCAs
- i. Commercial/retail precincts
Signs within commercial zones and established retail strips must comply with the signage controls for commercial areas stated earlier in this section of the DCP and any other controls prescribed under the relevant HCA.
 - ii. Residential precincts
 - a. Where the HCA is predominately residential, signage must respect and not detract from the residential amenity of that area.
 - b. In HCAs signs on single dwelling houses must:
 - Be limited to one sign per building;

- Not be illuminated or flashing, with a maximum area of 0.25m²;
- Provide for the advertising of the business undertaken at that premises only; and
- Be located on the ground floor elevation of the building only and address the main entrance to the premises.

2.12.5 A description of standard signs



Figure 6: Sketch showing the location of conventional signs on a building

2.12.6 Advisory note

Corporations and franchisers should consult with Council before submitting a development application for signage. Standard modules may not be acceptable in particular business centres. In such instances it may be more appropriate to consider the design of a one-off design which reinforces the cultural and visual setting of the centre.