

ITEM 1

PUBLIC EXHIBITION - DRAFT WOLLONGONG DEVELOPMENT CONTROL PLAN 2009
CHAPTER C1: ADVERTISING SIGNAGE AND STRUCTURES

On 15 December 2009, Council endorsed the Wollongong Development Control Plan (DCP) 2009. The DCP came into force on 3 March 2010, following the commencement of the Wollongong Local Environmental Plan 2009.

The DCP includes Chapter C1: Advertising Signage and Structures. Recent development activity has prompted the proposed inclusion of a section requiring certain advertising signs to pay a 'public benefit' contribution to Council. This report recommends Council endorse the revised draft DCP chapter for public exhibition.

RECOMMENDATION

- 1 The Draft Wollongong Development Control Plan 2009 Chapter C1 Advertising and Signage be exhibited for a minimum period of 28 days.
- 2 Following the exhibition period, a report outlining the submissions received from the public exhibition process with recommendations regarding progression of the draft DCP amendments be prepared for Council's consideration.

REPORT AUTHORISATIONS

Report of: Chris Stewart, Manager City Strategy

Authorised by: Linda Davis, Director Planning + Environment - Future City + Neighbourhoods

ATTACHMENTS

- 1 Draft Wollongong DCP 2009 Chapter C1: Advertising Signage and Structures

BACKGROUND

The Wollongong Development Control Plan 2009 (DCP) came into force on 3 March 2010 and includes Chapter C1: Advertising Signage and Structures.

This Chapter of the DCP outlines Council's requirements for advertising signage and structures and should be read in conjunction with the provisions of the State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), and the Transport Corridor Outdoor Advertising and Signage Guidelines.

As a consequence of recent Planning Reforms, SEPP 64 will be incorporated into SEPP Industry and Employment from 1 March 2022. The references to the SEPP will be updated following the exhibition period.

Recently, a Development Application was lodged with Council to replace an existing advertising structure with a digital screen. Under SEPP 64, a public benefit test is required for a proposal, such as the above, if -

- The display of the advertisement is by or on behalf of Transport for New South Wales (TfNSW), Sydney Trains and NSW Trains.
- The advertisement is to be displayed along a tollway.
- The advertisement is to be displayed on a bridge.
- The advertisement requires TfNSW concurrence under SEPP 64.

The proponent must outline in the Statement of Environmental Effects accompanying the Development Application what arrangements they will make to provide an appropriate public benefit. This must be considered, negotiated and agreed upon between Council and the applicant.

Any money collected to fund public benefit works is undertaken in partnership with TfNSW. These funds are to be placed in a restricted account and will only be expended on projects that meet the requirements outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines* set by the Department of Planning and Environment. Both Council and TfNSW will be required to identify and prioritise projects in the LGA that require investment in transport safety, public transport or amenity improvements that are in addition to the core activities and services provided by +Council. This can be facilitated as part of ordinary council process via the Traffic Committee with TfNSW concurrence.

The current DCP chapter does not outline a requirement, procedure or methodology for the collection and allocation of funds. An endorsed and publicly available methodology is considered appropriate.

Council does not receive a high volume of these types of applications, with only one application having been received in recent years. The proposed inclusion and setting of monetary benefit amounts seek to improve clarity and provide a policy benchmark for any future applications should they be received.

PROPOSAL

It is proposed to include an additional clause in the DCP chapter to provide a procedure and methodology for the collection of funds from certain advertisements. The new draft clause outlines a formula developed by examining similar agreements at other councils, with consideration given to the size of the advertising sign. This is included in Section 4 on Page 12 of the revised Chapter. It consists of -

- A fixed payment.
- A variable component dependant on the size of the sign.
- Guidance relating to screen advertising time.
- Indexation and payment frequency information.
- Flexibility for 'in kind' contributions (as per the SEPP 64 guidelines).

Benchmarking against similar proposals at other NSW Councils was undertaken and a formula was prepared which includes a fixed rate of \$10,000 as well as a variable amount based on the size of the advertising sign. In addition to this where the type of advertising sign allows for it, 5% of the screen time should be allocated to promotion of community programs, events, public safety programs or other appropriate public purposes to be negotiated with Council.

Any funds collected must be spent in conjunction with TfNSW on projects and the guidelines state that improvements to traffic safety for drivers, pedestrians and cyclists are a priority for expenditure of advertising revenue.

Council has the option to -

- 1 Not consider public benefit levies as outlined in SEPP 64, or simply accept what is offered when proposed by an applicant.
- 2 Negotiate the amount of the public benefit on a case-by-case basis without a reference guide.
- 3 Set a rate and include in the DCP.

Option 3 is recommended. A fixed rate with a variable component dependent on the size of the advertising sign is proposed to be included in the Draft Chapter C1 - Advertising Signage and Structures (**Attachment 1**).

Other amendments made to the DCP chapter include -

- Notes relating to the proposed zone changes which affect references to Business and Industrial Zones in the chapter, and the proposes consolidation of SEPP 64 into the SEPP Industry and Employment.
- Inclusion of additional example photographs/images of advertising signs.

- Updated reference to 'NSW Road and Traffic Authority' to 'Transport for New South Wales'.
- Minor typographical and formatting corrections.

CONSULTATION AND COMMUNICATION

The proposed amendments to Chapter C1 have been discussed at the Development Contributions Coordination Group.

If Council endorses the draft amendment to the DCP for exhibition, the DCP will be exhibited for a minimum period of 28 days, and will include -

- Notification in the local newspaper of the exhibition dates.
- Exhibition website with the draft material and opportunity for comment.
- Physical copies of the draft to be made available for viewing at Council libraries and Customer Service in the Wollongong City Council Administration Building.

Following the exhibition period, submissions will be reviewed and reported to Council with further recommendations regarding the progression of the DCP Chapter.

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Our Wollongong 2028 goal "We values and protect our environment". It specifically delivers on the following -

Community Strategic Plan	Delivery Program 2018-2022	Operational Plan 2021-22
Strategy	4 Year Action	Operational Plan Actions
1.3.1 Manage land uses to strengthen urban areas and improve connectivity to train stations and key transport routes.	1.3.1.1 Impacts from development on the environment are assessed monitored and mitigated.	Access new development and planning proposals for environmental impacts

RISK MANAGEMENT

The addition to the DCP chapter will provide more clarity to Council, industry and the community regarding public benefit that would be acceptable to Council when certain advertising signage is proposed. The exhibition process will allow for the community to provide further input.

FINANCIAL IMPLICATIONS

The amended DCP Chapter provides clarity to Council. Any monetary funds collected will need to be spent in accordance with the SEPP and Guidelines, that is with concurrence of TfNSW. This potentially provides for an additional funding source for items in Council's Capital Works Plan.

CONCLUSION

A section has been included in the draft Wollongong DCP 2009 Chapter C1: Advertising Signage and Structures relating to monetary benefits paid in line with SEPP 64 and the associated Guidelines. It is recommended that the revised draft DCP Chapter be exhibited for a minimum period of 28 days to allow community input.

Following the exhibition period, submissions will be reviewed and reported to Council with further recommendations regarding the progression of the guiding document.

Part C – Specific Landuse Controls

 Chapter C1: Advertising Signage and Structures



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1	15/12/2009	3/3/2010	Adopted
2	17/2/2022		Draft for exhibition

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Chapter C1: Advertising Signage and Structures

1 INTRODUCTION

1. This chapter of the DCP outlines Council's requirements for advertising signage and structures.
2. This chapter of the DCP should be read in conjunction with the provisions of State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), any relevant State Code and the relevant LEP applying to the site.
3. This chapter of the DCP supplements the provisions of SEPP 64 and hence, all proposed advertising signs and structures must be designed in accordance with the requirements of SEPP 64 in addition to the controls outlined in this chapter.

NOTE: The NSW Department of Planning and Environment have recently proposed changes to the naming convention for zones, in particular the business and industrial zones are proposed to be renamed to employment zones. Where applicable and referenced through this chapter, all changes to references to zones are a direct translation from the previous zone name to the new zone name as per the table below:

Existing Zone	Proposed Zone
B1 Neighbourhood Centre	E1 – Local Centre
B2 Local Centre	E1 – Local Centre
B3 Commercial Core	E2 – Commercial Centre
B4 Mixed Use	MU1 – Mixed Use
B6 Enterprise Corridor	E3 – Productivity Support
IN1 General Industrial	E4 – General Industrial
IN2 Light Industrial	E4 – General Industrial
IN3 Heavy Industrial	E5 – Heavy Industrial

From 1 March 2022 the State Environmental Planning Policy No 64 – Advertising and Signage (SEPP 64) forms part of a new consolidated SEPP, that is, the State Environmental Planning Policy (Industry and Employment) 2021. This is part of the wider consolidation of SEPPs released by the Minister for Planning and Public Spaces

2 OBJECTIVES

1. To ensure all advertising signage achieves a high level of design quality in terms of its relationship to the architectural design of buildings and streetscape character of a particular locality.
2. To encourage advertising signs which complement the architectural style of the building(s).
3. To promote advertising signage which complement the use of the building(s).

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4. To encourage suitably located signs that provide a legible and clear message through the use of high quality materials and design.
5. To ensure that advertising signs and structures do not cause any adverse traffic hazard to motorists, cyclists and pedestrians.
6. To reduce the proliferation of advertising signs and structures through the rationalisation of advertising signs by the use of common directory pylon signs for multi-occupancy developments and by limiting the number of signs that may be erected on any one building or site.
7. To ensure that advertising signs do not affect the amenity of any surrounding residential locality from light spillage impacts associated with illuminated signs.
8. To prohibit third party advertising.
9. To ensure that the use of corporate logos, colour and illumination schemes in advertising signs is compatible with the architectural style of the host building and does not cause any significant adverse visual impact upon the surrounding streetscape character of the locality.





3 TYPES OF ADVERTISING SIGNS AND STRUCTURES

1. The main types of advertising signs and structures are listed and described in Table 1 below.

Table 1: Types of Advertising Signs and Structures




Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
(a) Advertising Panel Any advertisement structure (other than those signs described elsewhere in this table) which is non-illuminated. This includes hoarding or bulletin board signs.	
(b) A-Frame Sign (Double or Single Sided) A freestanding, portable advertisement consistent of either two advertising boards supporting each other in an "A" configuration or one advertising board supported by one or more posts in a "A" configuration.	

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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
<p>(c) Awning Sign (Above awning)</p> <p>An advertisement which is located above an awning or veranda.</p>	
<p>(d) Awning Sign (Below awning)</p> <p>A sign attached to the underside of an awning.</p>	
<p>(e) Banner Sign</p> <p>A soft canvas or plastic material sign bearing names, numbers and / or pictures and is visible from a public place. Banners are usually fixed to a solid frame or posts. This includes blade signs.</p>	
<p>(f) Billboard Sign</p> <p>An advertisement supported by one or more columns or pylon support structures which are independent of any building or other structure. A billboard sign may include any framework, signboard, noticeboard, advertising panel or the like and any painted display of advertising matter on any wall, fence or roof.</p>	
<p>(g) Building Wrap Advertisement</p> <p>An advertisement used in association with the covering or wrapping of:</p>	

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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
(i) A building or parcel of land, or (ii) A building that is under construction, renovation, restoration or demolition, but does not include a wall advertisement.	
(h) Bunting A string of lightweight coloured material or plastic secured at both ends but allowed to move freely.	 (Source: Campbelltown Development Control Plan No. 99)
(i) Business Identification Sign A sign which contains a reference only to the identification of a place or premises and the occupation or activities that are carried out at that place or premises.	
(j) Decorative Banners Advertising on decorative banners erected on poles or pylons which are typically erected within a road reserve.	




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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
<p>(k) Drop Awning Sign</p> <p>A sign displayed on a roll down blind, retractable sun or weather protection awning or the like which is attached to the underside or outer edge of the awning and is parallel to the road carriageway kerb.</p>	
<p>(l) Fascia Sign</p> <p>A sign fixed or applied to the fascia of a building or awning.</p>	
<p>(m) Fin Sign</p> <p>Sign erected on or above the canopy of a building.</p>	
<p>(n) Flagpole Sign</p> <p>A pole on which a flag or banner is raised for advertising purposes.</p>	

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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
<p>(o) Flashing Sign</p> <p>An advertisement illuminated at frequent intervals by either an internal or external light and whether or not included in any other type of sign.</p>	
<p>(p) Floodlit Sign</p> <p>A sign illuminated at night-time by floodlighting.</p>	
<p>(q) Flush Wall Sign</p> <p>An advertisement attached to the side or front wall of a building and not projecting more than 100mm from the wall surface.</p>	
<p>(r) Inflatable Sign / Structure Sign</p> <p>An advertisement located on an inflatable structure e.g. balloon or blimp, which is of temporary nature and used for the purpose of displaying information about a product, local event and /or attractions.</p>	
<p>(s) Moving Sign</p> <p>An advertisement which is capable of movement by any source of power (whether or not included in any other class of advertising structure).</p>	

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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
	(Source: Campbelltown Development Control Plan No. 99)
<p>(t) Multiple Identification Sign</p> <p>An identification sign containing a list of businesses occupying premises within a building or complex of buildings.</p>	
<p>(u) Painted Wall Sign</p> <p>Painted onto a wall of a building.</p>	
<p>(v) Pole or Pylon Sign</p> <p>A single advertising structure which is independent of a building or any other structure.</p>	

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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
<p>(w) Projecting Wall Sign</p> <p>An advertisement attached to a building at one end and projecting horizontally away from the building façade but not protruding beyond the roadside edge of the awning or above the roof line of the building.</p>	
<p>(x) Real Estate Sign</p> <p>An advertisement in respect of a place, land or premises to which it is affixed which contains only a notice that the place or premises is for sale or letting or is subject to an auction together with particulars of the sale or letting.</p>	
<p>(y) Roof or Sky Sign</p> <p>An advertisement erected on or above the parapet of a building that is wholly or partly supported by the building.</p>	
<p>(z) Special Promotional Advertisement</p> <p>An advertisement of a temporary nature for an activity or event but does not include advertising of a commercial nature, except for names of an event sponsor(s). This may include temporary cultural, recreational, sporting, educational or temporary business event.</p>	
<p>(aa) Temporary Sign</p> <p>An advertisement of a temporary nature which:</p>	

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Type of Advertising Sign or Structure and Description of Advertising Sign or Structure	Example
a) Announces any local event of a cultural, religious, educational, political, social or recreational character or relates to any temporary matter in connection with such an event, and b) Does not include advertising of a commercial nature (except for the name of an event sponsor), and c) Is displayed for a period of not more than 28 days.	
(bb) Top Hamper Sign An advertisement attached to the transom of a doorway or display window of a building.	
(cc) Window Sign Signs painted on or affixed to the window of a building or premise.	

4 STATE ENVIRONMENTAL PLANNING POLICY NO. 64 – ADVERTISING AND SIGNAGE

- Under State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), Council cannot grant consent to an advertising sign or structure unless it is consistent with the aims of SEPP 64 and satisfies the assessment criteria listed in Schedule 1 of SEPP 64 and any other requirements of the policy.
- The aims of SEPP 64 (clause 3(1)(a)) are, as follows:

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- (a) To ensure that signage (including advertising):
 - (i) is compatible with the desired amenity and visual character of an area, and
 - (ii) provides effective communication in suitable locations, and
 - (b) To regulate signage (but not content) under Part 4 of the Act, and
 - (c) To provide time-limited consents for the display of certain advertisements, and
 - (d) To regulate the display of advertisements in transport corridors, and
 - (e) To ensure that public benefits may be derived from advertising in and adjacent to transport corridors.
3. The assessment criteria listed in Schedule 1 of SEPP 64 are reproduced, as follows:
- (a) *The character of the area.*
 - (i) Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
 - (ii) Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?
 - (b) *Special areas.*
 - (i) Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?
 - (c) *Views and vistas.*
 - (i) Does the proposal obscure or compromise important views?
 - (ii) Does the proposal dominate the skyline and reduce the quality of vistas?
 - (iii) Does the proposal respect the viewing rights of other advertisers?
 - (d) *Streetscape, setting or landscape.*
 - (i) Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
 - (ii) Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
 - (iii) Does the proposal reduce clutter by rationalising and simplifying existing advertising?
 - (iv) Does the proposal screen unsightliness?
 - (v) Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

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- (vi) Does the proposal require ongoing vegetation management?
 - (e) *Site and building.*
 - (i) Is the proposal compatible with the scale, proportion and other characteristics of the site or building or both on which the proposed signage is to be located?
 - (ii) Does the proposal respect important features of the site or building, or both?
 - (iii) Does the proposal show innovation and imagination in its relationship to the site or building, or both?
 - (f) *Associated devices and logos with advertisements and advertising structures.*
 - (i) Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?
 - (g) *Illumination.*
 - (i) Would illumination result in unacceptable glare?
 - (ii) Would illumination affect safety for pedestrians, vehicles or aircraft?
 - (iii) Would illumination detract from the amenity of any residence or other form of accommodation?
 - (iv) Can the intensity of the illumination be adjusted, if necessary?
 - (v) Is the illumination subject to a curfew?
 - (h) *Safety.*
 - (i) Would the proposal reduce the safety for any public road?
 - (ii) Would the proposal reduce the safety for pedestrians or bicyclists?
 - (iii) Would the proposal reduce the safety for pedestrians, particularly children by obscuring sightlines from public areas?
4. Where applicable, to satisfy the provision of Clause 13 and 18 of SEPP 64 where the public benefit test must be applied, the applicant must propose a public benefit offer to Wollongong City Council, which may consist of:
- (a) *Annual monetary contribution*
 - (i) Calculated using the following formula:

$$= \$10,000 \text{ per annum} + (\$100 \text{ per annum} \times \text{size of the sign in square metres, rounded up to the nearest square metre})$$
 - (ii) the amount will be indexed quarterly with the Consumer Price Index until the date of payment

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(iii) The annual amount is payable over the life over the consent (ie 15 years) and must be paid in three intervals (for example, a payment every five years), with the first payment payable prior to the issue of a construction certificate.

(b) Screen time

(i) If applicable, and with agreement, an amount of screen time for Council and community advertisements – 5% of screen time during both peak and off peak periods.

(ii) where this is not possible, such as for fixed advertising signs, an additional monetary payment can be negotiated

(c) In-kind contribution

(i) May be negotiated with Council in line with the requirements of SEPP 64 and any associated guidelines

5 LOCAL ENVIRONMENTAL PLAN & BUSINESS IDENTIFICATION SIGNAGE

1. The permissibility for the display of advertisements and the erection of advertising structures is subject to the provisions of the relevant LEP applying to the site.
2. The relevant LEP also contains Exempt and Complying Development provisions. Exempt development is a form of self-assessed development which can take place without the need for Council approval.
3. Business identification signage is classified as Exempt Development under the relevant LEP applying to the site where such signage complies with the requirements for the relevant type of signage. Where a proposed business identification sign does not comply with the specific Exempt Development requirements for the particular type of sign, then the proposed sign will be subject to the lodgement of a formal Development Application with Council.
4. Types of business identification signs are highlighted on Figure 1.

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Figure 1: Business Identification Signs

6 LODGEMENT OF A DEVELOPMENT APPLICATION

1. If an advertising sign or structure is permissible with consent under the relevant LEP applying to the site and is not an exempt development, then formal development consent is required, prior to the display of any such advertisement. This will require the lodgement of a Development Application with appropriate supporting documentation.
2. The following is to be submitted to Council in conjunction with a Development Application for advertising signage:
 - (a) A site plan (ie at a 1:100 or 1:200 scale) showing the exact location of the proposed advertising sign or structure.
 - (b) A fully dimensioned sketch of the proposed advertising sign or structure (ie at a 1:50 scale or 1:100 scale) which shows the full dimensions of the sign:
 - (i) Total area of the proposed sign.
 - (ii) Maximum height of the sign.
 - (iii) Height of the lowest part of the sign above natural ground level.
 - (iv) Full information regarding the content on the proposed sign, including the proposed size and colour of the lettering / wording in the advertisement and the colours on the background of the sign.
 - (v) Design details on how the advertising sign or structure will be supported.
 - (c) A photomontage of any proposed wall sign showing the full dimensions and colour finishes of the proposed lettering and background of the sign in relation to the building elevation.

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- (d) A photomontage of a pole or pylon sign will be required for lands within a residential, rural or business zone. The photomontage must also include RL levels of the top height of the sign in relation to any adjoining buildings, structures or tree canopy.
- (e) Structural details which prove the structural adequacy of any post footings or supports to the sign or structure.
- (f) A Statement of Environmental Effects which addresses a range of issues including (but not necessarily limited to) the following matters / issues:
 - (i) The full nature of the proposed advertising sign or structure including full dimensions of the proposed sign, details of the proposed wording of the sign, proposed colours etc;
 - (ii) Comprehensive assessment as to the proposal's compliance with State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64) and the key assessment criteria contained in Schedule 1 of SEPP 64;
 - (iii) Comprehensive assessment as to the proposal's compliance with the relevant LEP applying to the site and any other relevant environmental planning instruments and / or State Code; and
 - (iv) Assessment as to the proposal's compliance with this DCP and any relevant Australian Standard pertaining to the structural adequacy of the proposed advertising sign or structure.

7 PROHIBITED ADVERTISING SIGNS AND STRUCTURES

1. The following types of signs are prohibited within the City of Wollongong LGA:
 - (a) Advertising signs over 45m².
 - (b) A-Frame signs (excluding A-Frame signs approved by Council in conjunction with premises contained within Wollongong Mall).
 - (c) Roof top or sky advertising signs.
 - (d) Above awning signs.
 - (e) Building wrap advertising signs.
 - (f) Flashing, moving or variable message board signs (other than those installed and operated by an authorised Road Authority (ie **NSW Roads & Traffic Authority Transport for NSW** or Council) for traffic management and / or road safety purposes.
 - (g) Permanently anchored balloons, blimps or any airborne signs.
 - (h) Inflatable signs or structures (ie where displayed for greater than 14 days).
 - (i) Hoarding signs (other than work safety signage), painted bulletins etc attached to the exterior of buildings, power poles, fences etc.

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- (j) Advertising signs that project from a wall or are suspended from an awning at a height lower than 2.6 metres at any point above a footpath (except in the case of an under awning bracket sign or a drop awning sign).
- (k) Advertising signs or structures that do not comply with all applicable requirements of the Building Code of Australia (BCA) and relevant Australian Standards.
- (l) Advertising signs or structures are prohibited on land that, under any environmental planning instrument, is within any of the following zones or descriptions:
 - (i) Environmentally sensitive area;
 - (ii) Heritage conservation area (excluding railway stations);
 - (iii) Natural or other conservation area;
 - (iv) Open Space (excluding any advertisement at a public sporting facility that provides information about the sponsors of the teams or organisations using the sporting facility or about products of those sponsors);
 - (v) Waterway;
 - (vi) Residential (but not including a mixed residential and business zone, or similar zones);
 - (vii) Scenic protection area;
 - (viii) National park; or
 - (ix) Nature reserve.
- (m) Third party advertising (ie general advertising not directly related to the approved use of the building or site).
- (n) Flagpole signs (excluding those signs proposed to be erected by a public authority, Council or signs primarily designed to provide information on health, community, cultural or social issues or events).

8 GENERAL REQUIREMENTS FOR ADVERTISING SIGNS AND STRUCTURES

8.1 Advertising Signage must relate directly to lawful use of the land

1. All advertising signs and structures must relate directly to the lawful approved or exempt land use being conducted on the land to which the advertising sign or structure is to be displayed. Where development consent is required for the use of the land, any prior Development Application for advertising signage will be requested to be formally withdrawn by the applicant or otherwise the application is likely to be refused on this basis.
2. No third party or general advertising will be permitted.

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8.2 Design and Location

1. Any advertising sign or structure should reflect the architectural style of the building.
2. Signs should not obscure decorative forms or moulding and should observe a reasonable separation distance from the lines of windows, doors, parapets, piers and the like.

8.3 Proportion

1. Signs should be of a size and proportion which complement the scale of the existing building as well as surrounding buildings and signs. Signs should not significantly affect the presentation of the existing façade of the building.
2. The scale of lettering should also be proportioned to the area of the advertising panel to which it will be applied.

8.4 Colour

1. The colour used in the design of an advertising sign or structure should complement the colour finish of the building to which it will relate.
2. Corporate colours should be limited to the advertising sign or structure and should not be applied to the painted surface of the building.

8.5 Illumination

1. The illumination of advertising signs and structures by low set floodlighting is preferred, rather than the use of neon or boxed fluorescent lighting on buildings.

8.6 Rationalisation of Advertising Signage

1. The number of signs per building or site should take into account the following matters:
 - (a) The number of existing signs on the subject premises.
 - (b) The proportion of the solid (wall surface area) to void (window and door openings) available for signage.
 - (c) The length of frontage to the premises; and
 - (d) The extent of the façade detail and projecting features of the building which should remain unobscured by signage.
2. The rationalisation of advertising signs will be generally required where there is existing signage through the use of common directory pylon signs for multi-occupancy developments and by limiting the number of signs that may be erected on any one building or site.
3. Any new proposed advertising sign or structure should be off-set by the associated deletion of some other existing sign(s).

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8.7 Advertising Signs and Structures maintained in good repair and in a clean and tidy condition

1. All advertising signs and structures are to be maintained in a good working order and in a clean and tidy condition at all times.
2. Any advertising sign or structure which becomes dilapidated or unsightly will be required to be repaired, upgraded or removed in a reasonable period, except in emergency situations in which there is a risk to either property or life in which case Council may require the immediate removal of the sign or structure.

8.8 Advertising Signs must be displayed in English Language

1. All advertising signs and structures are to be displayed in the English language. A direct or near direct translation into another language using smaller letters or characters may be provided below the English version of the advertisement.

8.9 Advertising Signs or Structures – Public Safety

1. An advertising sign or structure must not endanger public safety or cause nuisance or a hazard by reason of its location, construction or design by either:
 - (a) Emitting excessive glare or reflection from internal or external illumination or surface materials;
 - (b) Obscuring the view of motorists or pedestrians;
 - (c) Screening potentially hazardous road features;
 - (d) Signage containing designs or messages which may either confuse or distract motorists.

9 SPECIFIC CONTROLS FOR ADVERTISING SIGNS AND STRUCTURES

9.1 Fascia Signs

1. A maximum of one (1) fascia sign per building awning.
2. Fascia signs must form part of the awning and must not project above or below the awning fascia.
3. Fascia signs must not be illuminated.
4. Fascia signs must be restricted to the name and general nature of the approved business carried out in the building or premises to which the fascia awning is attached. Product identification on awning fascias is not permitted.
5. Where a building comprises a number of separate businesses, the fascia sign should identify the name of the building only.

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9.2 Flush Wall Signs

1. A maximum of one (1) flush wall sign per building elevation will be permitted.
2. Any wall advertisement must be integrated with the design of the building on which it is to be displayed and for a building having:
 - (a) An above ground elevation of 200 square metres or more – the advertisement must not exceed 10% of the above ground elevation;
 - (b) An above ground elevation of more than 100 square metres but less than 200 square metres – the advertisement must not exceed 20 square metres; and
 - (c) An above ground elevation of 100 square metres or less – the advertisement does not exceed 20% of the above ground elevation.
3. Flush wall signs must be attached flush to the wall and must not protrude more than 300mm from the wall.
4. Flush wall signs must not protrude above the parapet or eaves.
5. Flush wall signs must not cover mechanical ventilation vents.
6. The advertisement must not extend over any window or other external opening.
7. The advertisement must not obscure significant architectural elements of the building.
8. Any wall advertisement must not include any building or business identification signage on the same building elevation.

9.3 Projecting Wall Signs

1. A maximum of one (1) projecting wall sign will be permitted per building elevation and the advertisement must be integrated with the design of the building on which it is to be displayed.
2. The maximum advertising area for a projecting wall sign is 2m².
3. Projecting wall signs must not project more than 2.5 metres from the edge of the building.
4. Projecting wall signs must have a minimum clearance of 2.6 metres above ground level.
5. Projecting wall signs must not be located above the awning of the building.
6. Projecting wall signs must be securely fixed and maintained in a structurally adequate and safe manner.

9.4 Under Awning Signs

1. A maximum of one (1) under awning sign is permitted per building awning. A corner building with a wrap around awning is permitted a maximum of two (2) under awning signs.
2. Under awning signs must be attached to the underside of an awning and erected in a horizontal position at right angle to the building.

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3. A minimum clearance of 2.6 metres is required between the underside of the sign and the footpath below.
4. Under awning signs must be setback at least 600mm from the footpath edge to the road carriageway.
5. The under awning sign must not project beyond the awning.

9.5 Pole or Pylon Signs

1. A maximum of one (1) pole or pylon sign per site is permitted.
2. A minimum clearance of 2.6 metres is required from the underside of the pole or pylon sign and the ground level.
3. The maximum advertising area for a pole or pylon sign upon a site located within a business zone is 8m².
4. The maximum height for a pole or pylon sign upon a site located within a business zone is 8 metres above ground level, provided the height of the sign does not protrude above the dominant skyline (including any buildings, structures or tree canopy).
5. The maximum advertising area for a pole or pylon sign upon land within an Industrial zone is 10m².
6. The maximum height of a pole or pylon sign upon a site located within an Industrial zone is 8 metres above ground level, provided the height of the sign does not protrude above the dominant skyline (including any buildings, structures or tree canopy).
7. The maximum advertising area for a pole or pylon sign upon land within a rural zone is 3m².
8. The maximum height of a pole or pylon sign upon a site located within a rural zone is 2 metres above ground level, provided the height of the sign does not protrude above the dominant skyline (including any buildings, structures or tree canopy).
9. Pole or pylon signs will generally not be permitted upon a site located within a residential zone. However, a pole or pylon sign may be permitted, in special cases where:
 - (a) The proposed sign is for advertising of an existing approved business; and
 - (b) The proposed sign (in the opinion of Council) will not cause any adverse visual impact upon the streetscape character or amenity of the residential locality and /or view loss to key views or vistas; and
 - (c) The maximum advertising area of the sign is 2m² and the maximum height of the sign is 2 metres, above ground level.

9.6 Top Hamper Signs

1. A maximum of one (1) top hamper sign will be permitted per building or premises, except where, in the opinion of Council, the building frontage is of sufficient length to accommodate more than one (1) sign.
2. Top hamper signs may project up to 100 millimetres from the building façade.

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3. Top hamper signs must have a minimum clearance of 2130 millimetres above ground level.
4. The maximum length for a top hamper sign shall be 4 metres.
5. The maximum height for a top hamper sign shall be 600 millimetres.
6. The maximum advertising area for a top hamper sign is 2.4m².

9.7 Window Shopfront Signs

1. The advertisement must relate to the lawful use of the premises or its products or services.
2. The advertising area for a window / shopfront sign shall not exceed 25% of the total window area.
3. The signage must be adhered to on the inside of the window. No signs (including fly posters) will be permitted on the outside of the window. Office **stationarystationery** materials (ie coloured cardboard, office paper and the like with hand drawn messages are prohibited.
4. A heritage impact assessment report is required for any window shopfront sign upon a heritage listed building.

9.8 Drop Awning Signs

1. A maximum of one (1) drop awning sign per premises is permitted.
2. The advertisement must directly relate to the approved use of the premises or its products or services.
3. The maximum advertising area of a drop awning sign shall not exceed 25% of the total surface area of the blind or awning to which the advertising is proposed to be attached.
4. The blind or awning must be attached to the building behind the fascia.
5. The blind or awning must be setback at least 600 millimetres from the line of the kerb.
6. A minimum clearance of 2.6 metres is required from the underside of the blind or awning and the footpath / ground level.
7. All drop awning signs must be non-illuminated.

10 LOCATION OF CERTAIN NAMES AND LOGOS

1. The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.
2. If the advertising display area has no border or surrounds, any such name or logo is to be located:
 - (a) Within the advertisement, or

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- (b) Within a strip below the advertisement that extends for the full width of the advertisement.
- 3. The area of any such name or logo must not be greater than 0.25m². The area of any such strip is to be included in calculating the size of the advertising display area.

11 MULTI-OCCUPANCY BUILDINGS

- 1. In multi-occupancy buildings, a single co-ordinated free-standing advertisement or business directory board is permitted only. A series of separate advertising signs or structures for individual tenancies in the development will not be permitted.
- 2. The maximum height of a business directory board / free-standing advertisement is 8 metres, where the site is located within a business or industrial zone.
- 3. A minimum clearance of 2.6 metres is required for any business directory board / free-standing advertisement from the underside of the sign and the ground level.
- 4. The total combined display area of all wall advertisement signage for the multi-occupancy building shall be in accordance with the following requirements:
 - (a) An above ground elevation of 200 square metres or more – the advertisement must not exceed 10% of the above ground elevation;
 - (b) An above ground elevation of more than 100 square metres but less than 200 square metres – the advertisement must not exceed 20 square metres; and
 - (c) An above ground elevation of 100 square metres or less – the advertisement does not exceed 20% of the above ground elevation.
- 5. Any wall advertisement must be integrated with the design of the building on which it is to be displayed.

12 BUSINESS IDENTIFICATION SIGNAGE FOR SERVICE STATIONS

- 1. The following types of business identification signs will be permitted for service stations:
 - (a) Fascia signs;
 - (b) Top hamper signs;
 - (c) A pole / pylon sign;
 - (d) A wall sign; and
 - (e) Entry / Exit signage.
- 2. Only one (1) pole or pylon sign will be permitted along the public road frontage.
- 3. The maximum height of the pole or pylon sign shall be 8 metres for sites located within a business or industrial



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zone.

4. The maximum height of the pole or pylon sign for sites located within a rural zone shall be 2 metres.
5. The face of the pole or pylon sign should include a display of the current fuel pricing for the service station operation

13 ADVERTISING SIGNS ON HERITAGE BUILDINGS

1. The design and location of advertising signs on heritage listed buildings must be thoroughly assessed to achieve compatibility with the heritage significance of the building and to maintain the streetscape character of the building.
2. In certain cases, the heritage significance of a heritage listed building will not allow for any new signage or only limited signage opportunities.
3. All new signs must achieve a high degree of compatibility with the architectural character of the heritage listed building. In certain cases, only traditional signage designs will be permitted.
4. Any new sign must be well designed and located in a manner to ensure the sign does not affect the heritage significance of the building.
5. In the majority of cases, non-illuminated signs will only be permitted, except where Council is of the opinion that signage illumination is appropriate to the heritage significance of the item.
6. The installation of any signage must not damage the fabric of the heritage building.
7. Any sign on a heritage building must be sympathetic with the architectural style of the building to which it is proposed to be attached and must be of a high standard of materials with appropriate lettering and graphics.
8. Any sign on a heritage building must be appropriately positioned on the building to maintain the heritage significance and streetscape appearance of the building.
9. The installation of any sign on a heritage building is to be carried out in a reversible manner and to ensure that no damage to the fabric of the building will occur.
10. In all cases, a heritage impact assessment report will be required which provides a comprehensive assessment of the proposed advertising signage in relation to the heritage significance of the building. This assessment will be used to determine what type of signage is appropriate to the building, whether existing signs are to be retained and whether the proposed signage should be permitted in either a traditional or contemporary design.
11. The heritage impact assessment report must take into account the findings and recommendations of any Conservation Management Plan pertaining to the heritage building in the assessment as to whether or not the proposed signage is appropriate given the heritage significance of the building.