

SECTION 9 ADVERTISING AND SIGNAGE

9.1 INTRODUCTION

Advertising and signage is a prominent feature of the skyline and streetscape in North Sydney. It is an integral part of the streetscape in commercial centres, shopping villages and mixed uses areas, providing information to people on business locations, products and services. However, there is also a need to ensure that signage does not dominate or detract from the character of an area.

This Section has been formulated having regard to *Outdoor Advertising - An Urban Design-Based Approach* produced by the NSW Department of Planning and the Victorian Department of Planning and Housing. In particular, the Section aims to maintain the characteristics of buildings, streetscapes, vistas and the significance of Sydney Harbour and to encourage well designed and carefully positioned signs that contribute to the vitality and character of North Sydney, while having regard to the amenity of residents, pedestrians and the safety of motorists.

9.1.1 General Objectives

The general objectives of this Section of the DCP are to ensure that signage:

- O1 is designed, sized and positioned in a consistent manner;
- O2 does not detract from significant views, vistas and sensitive streetscapes;
- O3 adds character to the streetscape and complements the architectural style and use of buildings;
- O4 minimises visual clutter or environmental degradation through proliferation;
- O5 minimises the potential for adverse impacts on sky glow from the illumination of signs;
- O6 conveys the advertiser's messages or images without causing an adverse social impact upon the community; and
- O7 Minimises impacts upon the safety of drivers and pedestrians.

9.1.2 When does this section of the DCP apply?

This Section of the DCP applies to all development applications incorporating signage that can be seen from a public place such as a street, waterway or public reserve. Some types of signage are also permitted without development consent (refer to cl.3.1 – Exempt Development and Schedule 2 - Exempt Development to NSLEP 2013 and cl.2.72A and cl.2.72B of *SEPP (Exempt and Complying Development Codes) 2008*).

9.1.3 Relationships to Other Sections

Where relevant, this Section of the DCP should be read in conjunction with the following Sections of the DCP:

- (a) Part A: Section 3 – Submitting an Application;
- (b) Part C: Character Area Statements.

9.1.4 Relationship to other documents and planning policies

Where relevant, this Section of the DCP needs to be read in conjunction with the following:

- (a) **SEPP No. 64 - Advertising and Signage** (SEPP 64)

The SEPP contains specific provisions relating to all forms of signage. Applications for all forms of signage, must give consideration to Parts 1 and 2 and Schedule 1 of the SEPP. Applications for signage, other than building or

business identification signs or signage which is exempt development, are also required consider the provisions of Parts 3 and 4 of the SEPP.

(b) ***Transport Corridor Outdoor Advertising and Signage Guidelines***

This Guideline is required to be considered where signage is proposed to be located on Transport Corridor land as identified under SEPP 64.

(c) ***Building Code of Australia (BCA)***

Part B of the BCA contains provisions dealing with dead and live loads, load combinations and wind loads which may have an impact the way a proposed sign is designed and affixed to a building or site.

(d) ***NSW Roads and Traffic Authority policy for advertising on RTA infrastructure (1999).***

Applicants proposing signage on or visible from arterial roads should consider the safety of motorists in accordance with this Policy.

(e) ***Australian Standard AS 4282 - Control of the Obtrusive Effects of Outdoor Lighting***

This Standard contains relevant guidelines for external illumination devices providing recommended limits for the relevant lighting parameters to contain obtrusive illumination effects within tolerable levels.

9.2 ADVERTISING DESIGN ANALYSIS

The following advertising design analysis aims to provide guidance on desirable forms of advertising in North Sydney for different zones and areas. Advertising design should reinforce the character of advertising described in this analysis.

9.2.1 B1 - Neighbourhood Centre Zone

(a) ***Waverton, Cammeray, Kirribilli, Blues Point Road***

These areas consist mainly of one and two storey buildings with shops at ground floor level that serve the local needs of the community and some shop top housing above. Existing signage is limited to small scale business identification signs such as fascia, under awning (some illuminated), top hamper and window signs. There are no large scale advertisements given the limited scale of the built form. The existing character of these villages should be retained by limiting signage to small scale business identification signs in the forms previously described.

9.2.2 B4 - Mixed Use Zone

(a) ***Milsons Point***

Milsons Point has a diverse range of land uses including residential, commercial and retail that are mostly located in multi storey buildings that have a prominent location on the foreshores of Sydney Harbour. Signage in Milsons Point is a mixture of small business identification signs (fascia, under awning, wall, projecting wall signs). There are some larger wall and roof signs on building elevations that are quite visible from Sydney Harbour. To enhance the views of North Sydney from Sydney Harbour and the Bradfield Highway, future signage should be limited to small scale business and/or building identification signs at lower levels where commercial development is permitted under NSLEP 2013.

(b) ***Crows Nest***

Crows Nest is a lively, interesting main street shopping village that is predominately two storey with mostly retail shops and cafes at ground level. Current signage is limited to small scale business identification signs (under awning signs, fascia signs, projecting wall signs and window signs). There are, however, three large roof signs at the major intersection of Falcon Street, Shirley Road and the Pacific Highway that have an adverse impact upon the streetscape. For this reason, further large and/or roof signs are discouraged in the Crows

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Nest area. Signage in the Crows Nest Village should remain small scale especially along Willoughby Road where there is a small scale village atmosphere and along Pacific Highway where the traditional two storey parapet shopfront is a dominate feature. Above awning signs on traditional shop frontages should be avoided to enhance the character of the Crows Nest Village Centre.

(c) St Leonards

St Leonards has been rezoned from a former commercial and industrial area to mixed use and commercial. There are a number of large existing roof and wall signs that currently dominate the skyline so any additional signage of this type should be avoided. Signage in this area should be limited to small scale business identification advertisements at ground level (under awning, fascia, top hamper) and no new larger illuminated wall and roof signs at upper levels.

(d) Cremorne and Neutral Bay

The built form in the Cremorne and Neutral Bay villages is generally two storeys with small shops located at ground level. Signage is limited to small scale business identification signs (under awning, fascia, top hamper sign, window, projecting wall signs). There are two undesirable forms of signage that have an adverse impact on the streetscape including a bridge sign located on the pedestrian link to SCEGS Redlands and a large wall sign on Military Road near Wycombe Road. Future signage should, therefore, be limited to small scale business identification signs at ground floor level to promote commercial activity in the area.

9.2.3 IN2 – Light Industrial Zone

(a) McMahons Point

This area is a mixture of modern two or three storey commercial buildings amidst one or two storey historic terrace houses and timber or stone cottages. Most of the non-residential uses in McMahons Point provide support services for businesses located in the North Sydney Centre such as advertising agencies, printers, graphic designers, publishers. Existing signage is mostly small business or building identification signs including fascia and illuminated under awning signage. There are no large scale signs within the Light Industrial zone with signage limited and subdued to preserve the partially residential character of the area. Small scale business identification signage is the desired level of advertising for this area.

9.2.4 North Sydney Centre

North Sydney Centre is a vibrant, prosperous commercial centre consisting mainly of multi storey commercial buildings. The area is well serviced with community facilities such as North Sydney Oval, the Stanton Library and the Civic Centre Park and the Don Bank Museum. Within the North Sydney Centre are two conservation areas (McLaren Street and Walker Street) that contain significant landmarks such as St Thomas Church and the Council Chambers.

Signage within the North Sydney Centre is diverse with a number of large illuminated wall and roof business identification signs that dominate the skyline. In addition to larger advertisements, there are numerous small scale business identification signs at street level including under awning and window signs, top hamper signs, free standing signs, fascia signs and projecting wall signs.

The visual impact of the larger illuminated roof and walls signs in the North Sydney Centre is significant given their prominent location on the shores of Sydney Harbour and their close proximity to Bradfield Highway. To enhance views from Sydney Harbour, large business identification wall signs on multi storey buildings above first floor level should be limited to two per building that are incorporated into the overall design of the building. Generally, additional signage should be limited to small scale business identification signs at ground floor level to convey messages to potential customers in preference to large scale roof and/or sky signs.

9.3 FAÇADE GRID ANALYSIS

This is a simple technique that can be used to:

- (a) comprehensively identify sign opportunities for inclusion by the council in any more detailed development control plan for specific precincts;
- (b) identify appropriate sign opportunities for developers and occupants; and
- (c) assess specific development applications for signs.

While the technique relates specifically to traditional building facades (such as those commonly found in strip- shopping centres), the principles can be applied to all building forms.

Signage does not necessarily have to be placed on a building's front facade. For example, they can be placed on side-walls provided they do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.

The technique is set out in the four steps below.

STEP 1:

To identify sign opportunities, subdivide the building's facade along its main design lines to form a series of panels. Many traditional building designs can be easily broken into a grid based on the alignments of the parapet (skyline), cornice, verandah, window and door. An example of this procedure is shown in Figure B-9.1.

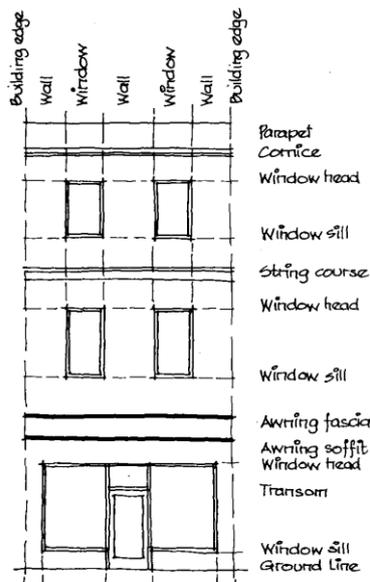


Figure B-9.1:
Establishing a façade-grid

STEP 2:

To identify possible signage locations, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels (refer to Figure B-9.2).

The scale of advertising signs should be compatible with the buildings they are on, as well as with nearby buildings, street widths and other existing signs. In most cases appropriate dimensions are achieved by restricting signs to grid locations or panels. This ensures that the original architectural character (set by the lines of awnings, window and door openings, parapet lines and setbacks) remains dominant.

On buildings with decorative facades, signs should not be placed on the decorative forms or mouldings. Instead, they should appear on the undecorated wall surfaces, unless architecturally-designed sign panels are provided.

Figure 2 also shows that a building may be given a horizontal or vertical appearance simply by the way in which the sign panels are arranged across or down a building.

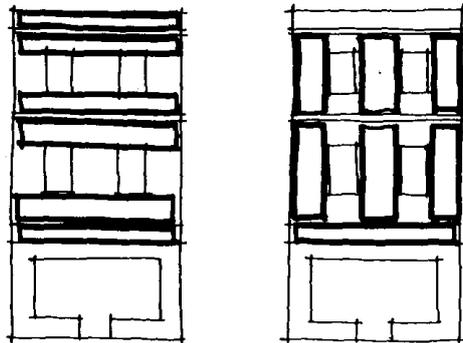


Figure B-9.2:
Horizontal or vertical panels

STEP 3:

Applying the technique to a series of buildings also illustrates the possible panels for the streetscape and provides the basis for developing patterns and themes for a group of buildings and or tenancies.

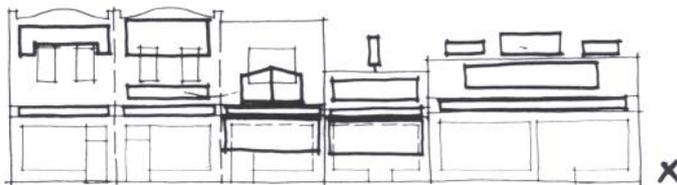


Figure B-9.3:
Developing patterns and themes

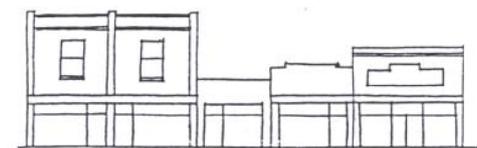
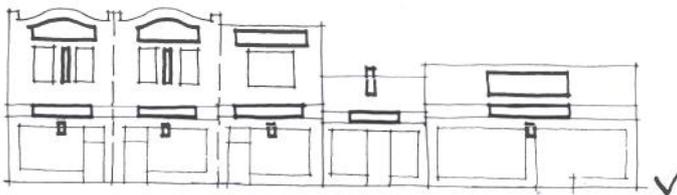


Figure B-9.4:
Improving discontinuities in streetscapes

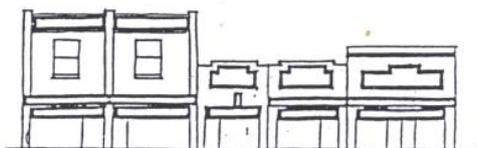


Figure B-9.3 shows how the technique produces a uniform and clean series of sign possibilities instead of a haphazard array. It also shows that sign panels do not have to be rectilinear in design or contained in a perimeter margin unless these impose an architectural formality or introduce a continuity with the surrounding area which is presently lacking in the building.

Figure B-9.4 shows how a variation of the technique can be used to help correct discontinuities in streetscape. The lines of adjacent buildings may be projected across the facade of the building, thereby defining horizontal panels in which signs may be located. This will achieve visual continuity with neighbouring buildings.

STEP 4:

Not every panel identified using this technique should be used to display a sign. The number and size of signs proposed is determined by provisions contained in the remaining parts of this Section of the DCP. In deciding which of the panels is the appropriate space for advertising, the following matters should also be considered:

- (a) the number and location of existing signs;
- (b) the quality of the streetscape; and
- (c) the objectives and provisions of this Section of the DCP.

9.4 GENERAL CONTROLS - DESIGN, SCALE AND SIZE

Objectives

- O1 To ensure that signage does not detract from the architecture of existing buildings, streetscapes and vistas.

Provisions

- P1 Signage attached to buildings is to be designed, scaled and sized having regard to a façade grid analysis.
- P2 Where practical signage not attached to buildings must be designed to have regard to the size, height and scale of nearby buildings and their elements.
- P3 Signage should be visually interesting and integrated with the architecture of the building.
- P4 Lettering, materials and colours should be used that complement the existing building or place.
- P5 Signage must not dominate the building or site to which it is attached.
- P6 Do not locate signage where it will obstruct views, vistas or cause significant overshadowing.
- P7 Signage must not dominate the skyline or protrude above any parapet or eaves.
- P8 Signage must not cover any window, other opening or significant architectural features of the building.
- P9 The proposed means of fixture to the building or any support structure for freestanding signs must be consistent with the relevant character statement in Section 9.2.
- P10 Avoid freestanding signs that dominate the skyline when viewed from the ground within one kilometre.

9.5 LOCATION

Objectives

- O1 To establish a consistent approach to the positioning of signage and to enhance the streetscape.

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Provisions

- P1 Where relevant, signage should be located to take account a façade-grid analysis.
- P2 The preferred location for signage is identified in the relevant character statement in Section 9.2.
- P3 Signage should be located such that they do not unreasonably obstruct accessible paths of travel for pedestrians.
- P4 Signage should be located such that they do not obscure a driver’s or pedestrian’s sightlines, especially in the vicinity of intersections, traffic control devices or driveways.
- P5 Provide signs that respect the viewing rights of other advertisers.

9.6 RESTRICTIONS

Objectives

- O1 To avoid visual clutter and the proliferation of signs.
- O2 To ensure that advertisements relate to the use of the land on which they are located.
- O3 To preserve residential character, streetscapes and vistas.

Provisions

- P1 Signage, other than exempt development, business identification signage or building identification signage is not permitted in the following areas:
 - (a) Residential zones (R2, R3 and R4 zones),
 - (b) E2 - Environmental Conservation zone,
 - (c) RE1 - Recreational Area zone,
 - (d) RE2 – Private Recreation zone, and
 - (e) Heritage conservation areas
- P2 The following forms of advertising are not considered appropriate:
 - (a) Above awning signs,
 - (b) Flag pole signs,
 - (c) Inflatable signs,
 - (d) Moving and flashing signs,
 - (e) Sandwich boards,
 - (f) Video or variable message signs,
 - (g) Animated signs,
 - (h) Roof or sky signs, and
 - (i) Large signs (>20m² or higher than 8m), including billboards.
- P3 Must not provide more than one large building and/or business identification sign per building, allocated to a major tenant of that building.
- P4 Avoid advertising products that are not sold on the premises.
- P5 Maximum of one directory board per multiple-occupancy buildings.
- P6 Where provided, the name or logo of the person who owns or leases an advertisement must be integrated into the advertising display area and not exceed 0.25m² in area.
- P7 Any consent granted by Council for advertising signs (i.e. not building identification or business identification signs) is valid for a maximum of three (3) years.

9.7 CONTENT

Objectives

O1 To minimise the social impact of advertising in the public interest.

Provisions

P1 All advertising must comply with the requirements of the Australian Association of National Advertisers' *Code of Ethics* and Outdoor Media Association's *Code of Ethics*. In particular, advertisements must:

- (a) comply with any Commonwealth or State laws (i.e. the Tobacco Advertising Prohibition Act 1992);
- (b) not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.
- (c) not depict material contrary to Prevailing Community Standards on health and safety.

P2 The advertising of alcohol products is not permitted, unless those products are sold on the subject premises.

P3 Changes in content or message of any Council approved sign does not require development consent, provided the proposal meets the exempt development provisions of NSLEP 2013 (refer to Clause 3.1 and Schedule 2), Part 2 of SEPP (Exempt and Complying Development Codes) 2008 and relevant provisions of SEPP (Infrastructure) 2007.

9.8 PEDESTRIAN AND ROAD SAFETY

Objectives

O1 To ensure that signage does not adversely affect driver and pedestrian safety.

Provisions

P1 Signage should be designed in accordance with the provisions contained within the *NSW Roads and Traffic Authority Policy for Advertising on RTA infrastructure* (1999).

P2 Messages and signage structures must be designed such that they do not result in a pedestrian or driver being confused with messages contained within road traffic signs, signals or other traffic information device.

P3 The proposed sign does not obscure a road hazard, traffic warning or directional sign or signal, oncoming vehicles or pedestrians.

P4 Avoid advertising messages, designs, or bright lighting that may distract motorists or pedestrians.

P5 Signs must not be located where drivers and pedestrians require a higher level of concentration (e.g. major intersections).

9.9 SIGNS ON HERITAGE ITEMS AND IN CONSERVATION AREAS

Objectives

O1 To ensure signage does not impact on the ability to conserve the significance of heritage items and/or conservation areas.

Provisions

P1 Maximum of one sign per property, which is a minor element and restrained in design.

P2 Despite P1, Council may consider permitting a maximum of 1 sign per non-residential tenancy, where the building contains multiple occupancies.

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- P3 Original signs are retained and conserved at the site where possible.
- P4 Avoid new signs on side walls of buildings.
- P5 Provide a high standard of materials and graphics.
- P6 Where practical, use traditional designs, signage types, locations, colours, lettering and construction methods.
- P7 Illuminated signs on heritage items are generally not permitted.
- P8 Despite P7, Council may permit illuminated signage on a heritage item, but only if:
 - (a) The heritage significance of the item will not be unreasonably affected by the proposed illumination devices, and
 - (b) The form of illumination (i.e. externally or internally illuminated) generally reflects the period and style of the heritage item to which it is attached, and
 - (c) The illumination is required for operational purposes after dark.

9.10 ILLUMINATION

Objectives

- O1 To ensure that the local amenity is preserved with appropriate levels of illumination.
- O2 To minimise increases in sky glow that can impact on astronomical observations.

Provisions

- P1 Signs must not be illuminated between 1.00am and 7.00am.
- P2 All illuminated signs are to be fitted with automated timing devices to ensure compliance with operating hours to P1.
- P3 Provide levels of illumination that do not cause light spillage for nearby properties.
- P4 Avoid positioning illuminated signs on properties fronting laneways between residential and commercial areas.
- P5 Must comply with the relevant requirements of *AS 4282 – Control of the Obtrusive Effects of Outdoor Lighting*.

9.11 CONTROLS FOR SPECIFIC SIGN TYPES

Objectives

- O1 To minimise the visual impacts on the quality of vistas, streetscapes and skylines.
- O2 To permit building wrap advertisements in limited circumstances to improve the LGA’s visual appearance during the construction of new building works and to permit limited third party advertising to assist in the cost of providing such advertisements.
- O3 To provide limited opportunities to permit large scale temporary advertisements that relate to regional, state or national events of social, historical, cultural or sporting interest that are to occur within the Sydney Metropolitan Region.

Provisions

Roof or sky signs

- P1 Roof or sky signs are generally not permitted. However, Council may consider new roof or sky signage, but only where:
 - (a) the new signs replace one or more existing roof or sky signs and improve the visual amenity of the locality; or
 - (b) the new signs improve the finish and appearance of the building and the streetscape.



- P2 Roof or sky signs will only be permitted if they are associated with a non-residential use in the B3 – Commercial Core or B4 – Mixed Use zones.
- P3 Roof or sky signs must not be positioned higher than the highest point of any part of the building, including lift overruns or air conditioning plants but excluding flag poles, aerials, masts and the like.
- P4 Roof or sky signs must not be wider than any part of the building and also in accordance with the relevant desired character statement in Section 9.2.

Wall signs

- P5 Only one wall sign per building elevation.
- P6 Integrate wall signs into the overall design of the building.
- P7 Avoid signs that have an area greater than:
 - (a) 10% of the area of the wall if the elevation is > 200m²
 - (b) 20m² if the elevation is greater than 100m² but < 200m²
 - (c) 20% for elevations of <100m²
- P8 Wall signs should not protrude more than 300mm from the wall to which it is attached.
- P9 Avoid locating a wall sign on a building elevation if there is an existing building or business identification sign.

Under awning signs

- P10 Under awning signs must be located 2.6m above natural ground level, not exceed 2.5m in length or 500mm in height.

Bus shelters

- P11 Third party advertising is permissible on bus shelters, but only if it meets a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community.

Multi-function poles

- P12 The message of the advertisement must be limited to community and civic events
*Note: A civic event comprises any event that is endorsed by Council.
A cultural event comprises an event relating to sport, theatre, art, cinema, religious events, community festivals and the like.*
- P13 Advertisements are not to comprise more than 1 message per multi-function pole and not comprise more than 4 different messages for all multi-function poles within a particular commercial or village centre.

Free standing advertising panels

- P14 Limited to land within the North Sydney Centre as identified by NSLEP 2013.
- P15 Minimum setback of 600mm from the kerb line of any road or laneway.
- P16 Must maintain a minimum unobstructed width of 2m across any footpath along the Pacific Highway and Miller Street and 1.5m on any other street or laneway.
- P17 Not located:
 - (a) on kerb blisters;
 - (b) Within 10m of an unsignalised intersection, of the departure side of a marked pedestrian crossing or pedestrian refuge; and
 - (c) Within 20m of a signalised intersection, the approach to a marked pedestrian crossing or pedestrian refuge, a bus zone, the entrance of a railway station, reported pedestrian accident.



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- P18 A minimum clearance of 900mm is maintained between any freestanding advertising structure and trees and garden plots, public seating, rubbish bins, bicycle hoops, parking signs, parking meters and power poles.
- P19 Freestanding advertising structures are not be located in front of any ground floor business premises tenancy capable of being used for a food and drink establishment with any associated outdoor dining area.
- P20 Freestanding advertising structures are not permitted to be located directly on that part of a footpath located directly adjacent to a heritage item.
- P21 Any advertising structures are located such that they are clearly visible, well lit and colour contrasted where appropriate to assist people with vision impairments.
- P22 Discouragement of signs supported on poles, which may be problematic for users of sight-canes.
- P23 Whether hazard warnings, such as tactile indicators, are needed to indicate possible dangers for people with vision impairments.
- P24 Any such advertising on publicly owned land must meet a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community.
- P25 The display area of a message on a freestanding advertising panel is limited 1.2m wide x 2.0m in height.
- P26 Freestanding advertising structures are not to exceed any overall height of 2.6m above existing ground level.
- P27 Any cumulative impacts or visual clutter created by the proposed signage.

Building wrap advertisements on scaffolding / hoardings

- P28 Building wrap advertisements which form part of scaffolding on development sites will only be permitted in the following zones under NSLEP 2013:
 - (a) B1 - Neighbourhood Centre;
 - (b) B3 - Commercial Core;
 - (c) B4 - Mixed Use; and
 - (d) IN2 - Light Industrial.
- P29 An advertisement will only be permitted where the scaffolding is in association with the construction of an approved new building or related work, and that such scaffolding must cover an entire elevation of that building subject to the approved works.
- P30 Scaffolded elevations shall have the whole elevation covered by mesh to a good quality of workmanship and shall have any commercial element sitting within and framed by the mesh.
- P31 The content of the advertisement or image is not permitted to change over the life of the scaffolding.
- P32 The scaffold and any associated advertisement(s) must be removed as soon as the relevant building works have been completed. The consent will last no longer than the agreed building programme or one year, whichever is the shorter. Any application for renewal of consent will be considered by Council and consent for continued display in accordance with this policy may not be unreasonably withheld.
- P33 Within sensitive areas such as heritage conservation areas or on or adjacent to a heritage listed building, the entire scaffolding mesh must be covered by a 1:1 scale image of the building being constructed / refurbished, or other similar appropriate image to the satisfaction of Council. Any commercial advertising must not occupy more than 5% of the extent of the scaffolded elevation and is limited to the ground floor storey elevation only.



- P34 A commercial advertisement element will only be permitted if a community message is provided and must not occupy more than 20% of the extent of the scaffolded elevation.
- P35 The advertisements may be illuminated, but only by projecting lamps from above the sign.
- P36 Council may consider the approval of a public artwork as the message to the advertisement.

Building wrap advertisements on completed buildings

- P37 Building wrap advertisements which are to be attached to completed buildings will only be permitted in the following zones under NSLEP 2013:
 - (a) B3 -Commercial Core; and
 - (b) B4 - Mixed Use.
- P38 Where applied to a mixed use building, the advertisement is to be limited to commercial component of a building only.
- P39 Must not obscure any architectural features of the building.
- P40 Must be mounted flush with the external façade of the building.
- P41 Prior to the lodgement of any DA, discussions are to be made with Council's Public Art Officer.
- P42 The advertisement must not cover more than two adjacent façade(s) of the building.
- P43 The message of the advertisement must be limited to community and civic events.
- P44 The advertisement must not be erected more than 1 month before the commencement of the event and must be removed within 2 weeks of the conclusion of the event.
- P45 The consent will last no longer than the above period or one year, whichever is the lesser.
- P46 Advertisements are not permitted on buildings which are located within a heritage conservation area or be located on land or adjacent to land containing an item of heritage significance as listed in Schedule 5 of NSLEP 2013.
- P47 The advertisements must not be illuminated.
- P48 No more than 1 building wrap advertisement may be permitted to be erected on a building at any one time.
- P49 Council may choose to further limit the number, duration and timing of approvals to be granted under this subsection in the interest of maintaining the image of the LGA as one of high environmental quality.
- P50 All signage application under this subsection must be determined by the consent authority and may not be delegated by staff for determination.

9.12 SIGNAGE STRATEGIES

Objective

- O1 To ensure that signage on new mixed use or non-residential developments or on a heritage item, is consistent and complimentary in form, design and scale.

Control

- P1 A signage strategy must be submitted with a development application involving signage for all new buildings for mixed use or non-residential purposes or for signage on a heritage item.
- P2 The signage strategy must indicate the location, type, size, and number of signs and any associated type and form of illumination that is appropriate for the building or site.

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In addition, signage strategies relating to heritage items are also to indicate appropriate types of materials, colours and fonts where applicable.

- P3 All signs on a building or site are to be consistent with the approved signage strategy applying to that building or site.
- P4 The signage strategy is to comply with the requirements of this Section of the DCP.

9.13 DISPLAY OF ADVERTISEMENTS ON BUS SHELTERS

Objective

- O1 To provide limited opportunities to generate income to improve the public domain.
- O2 To minimise the impact on the users of bus shelters
- O3 To minimise the impact of the signage on residential amenity.

Control

- P1 Must be limited to a single elevation of the bus shelter.
- P2 Must be limited to the departure side of the bus shelter.
- P3 Must not be located such that it faces directly towards a residentially zoned property (for instance the advertisement must be located perpendicular to the direction of the road).
- P4 Illumination of signage does not result in adverse impacts upon nearby residents.
- P5 Ensure that the proposed signage does not adversely restrict pedestrian movement to and around the bus shelter.

9.14 SPECIAL PROMOTIONAL ADVERTISEMENTS

This clause primarily relates to the erection of signage on Council’s multi-function poles.

Objective

- O1 To allow the temporary erection of promotional advertisements in limited circumstances.

Control

- P1 To ensure impacts are minimised, signage for this purpose is confined to land zoned:
 - (a) B3 – Commercial Core;
 - (b) B4 – Mixed Use;
 - (c) SP2 – Infrastructure (and labelled “Classified Road” on the Zoning Map), but only where it is located adjacent to a zone listed in subclause (a) or (b) above.
- P2 Design special promotional advertising in accordance with the relevant character statement.
- P3 Special promotional advertisements must be consistent with Section 2.7 to Part B of this DCP.
- P4 Must not advertise for more than a three month period in any 12 month period.
- P5 Avoid product images or corporate branding that exceeds 5% of the sign’s display area.

9.15 SIGNAGE TO ASSIST DISABLED ACCESS

Objectives

- O1 To ensure that signage is capable of being interpreted regardless of visual ability.



Provisions

- P1 All signs and symbols including their location, size, and illumination should be designed to be understood by all users, including those with sensory disabilities in accordance with AS 1428 (*Building Code of Australia*).
- P2 Display disabled access signs where they can be easily seen. Hearing loop logos should be provided if required.
- P3 Include tactile communication methods in addition to visual methods to assist people with various disabilities.
- P4 Provide international symbols with specifications relating to signs, symbols and size of lettering complying with AS 1428.2.
- P5 Use letter height that complies with Clause 14 to AS 1428.1.
- P6 Provide specification for visual communication systems relating to height of letters, illumination, location and background contrast in accordance with AS 1428.2.

9.16 NEW TECHNOLOGIES

Objective

- O1 To provide some flexibility in Council's controls where new signage technologies become available.

Control

- P1 Future advertising generated by new technologies will be considered on their merits.
- P2 Proposals involving animation, video screens and other forms of movement are considered inappropriate.
- P3 Advertisements that cover glass facades (for example, coloured film) are generally discouraged unless they are limited in size and period of use.