

17 SIGNAGE

This section of the DCP only provides Council's specific requirements for Signage development. Other requirements that must be addressed are contained in the relevant general development part (Parts 2 to 7) and/or Area Plans (Parts 10 to 12) of this DCP. Where a conflict exists between this section and the general development part of LM DCP 2014, this section prevails.

Consideration should also be given to the provisions contained within [SEPP 64 – Advertising and Signage](#) and the corresponding [Transport Corridor Outdoor Advertising and Signage Guidelines](#).

The following signs are not encouraged, and Council is unlikely to support these forms of signage:

- Projecting wall signs above the awning level of a building that project more than 300mm out from the wall of that building;
- Illuminated, flashing, or moving signs, other than identification, interpretive, direction and advance warning signs, as constructed and installed by, or on behalf of Council or other road authority;
- Pole or pylon signs, unless there is no building on the site, or the building is not visible from the street;
- Signs on, or above the roof or parapet of a building and
- Trailer Advertisements

17.1 DESIGN

Objectives

- a. To ensure that the design and configuration of signage positively contributes to the amenity of the building and streetscape.
- b. To minimise incoherence of signage resulting from a proliferation of signs at a locality.

Controls

- 1 Signs must be compatible with the design, scale and architectural character of the building or the site upon which it is to be placed.
- 2 Design must ensure that signs are not confused with, or reduce the effectiveness of traffic control devices.
- 3 Supporting structures of signs must be of a high aesthetic appearance, and must not interfere with the visual amenity of the area.
- 4 Materials used for signs must be durable, fade-proof and of a high aesthetic quality.

17.2 POSITIONING

Objectives

- a. To ensure that signs are positioned appropriately by not causing a hazard either physically or by distraction of motorists.
- b. To ensure that signs do not interfere with the function of infrastructure, services, or other mechanisms which support a development.
- c. To ensure signs are provided in an orderly manner, and to minimise incoherence of signage resulting from a proliferation of signs.
- d. To ensure that signs are subject to development standards and assessment regarding their suitability.

Controls

- 1 Signs must not dominate or obscure other signs, or result in visual clutter.
- 2 Signs must not endanger the public, or diminish the amenity of nearby properties.
- 3 Sign must be shared where appropriate (ie: multi-tenanted premises).

- 4 Signs must be located and erected on the site to which they relate, and must not be:
 - i. Mounted on vehicles, trailers or shipping containers that stand continuously stationary for the purpose of advertising, on either public or private land;
 - ii. Mounted on trees; or
 - iii. Supported by people or animals.
- 5 Signs must be located so as not to cause or create a traffic hazard, including obscuring views of vehicles, pedestrians or potentially hazardous road features.
- 6 Signs must not cover mechanical ventilation inlets or outlet vents.
- 7 Signs must not obstruct access to the area where bins are stored.
- 8 Signs must not obstruct the collection point nor overhead lift arc where bins are collected.
- 9 Signs must not obstruct the route that bins are moved between bin storage and collection point.

17.3 SPECIFIC SIGN DIMENSIONS

Objectives

- a. To ensure that the dimensions of signs are appropriate to the type of sign proposed.
- b. To ensure that signs integrate with the subject development and broader public realm in terms of size and dimensions.

Controls

- 1 Fascia signs must be located on an awning, and confined to the height of the awning and its length parallel to the street. They must not project more than 300mm out from the fascia and/or walls, and must integrate with the design of the building.

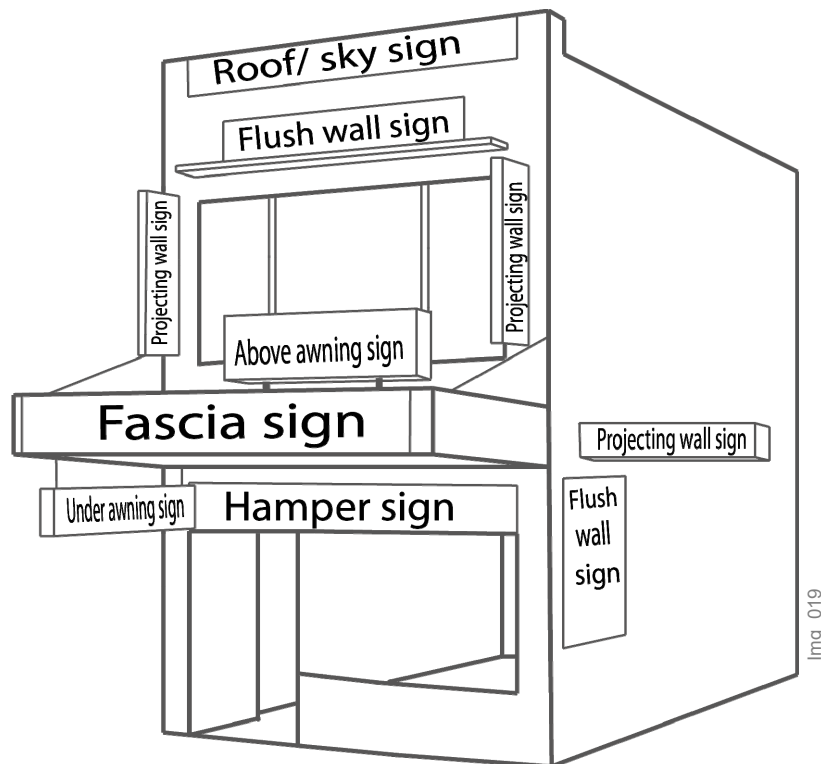


Figure 1 - Sign Types

- 2 Above awning signs must not exceed 0.9 metres in height, and the distance from the awning to the base of the sign must not exceed 0.2 metres. They must not extend beyond the edge of the awning, and are not to exceed 5m².
- 3 Under awning signs must maintain a 2.6 metre clearance above ground level and must not project beyond the edge of the awning. They must be limited to one sign per street frontage located under or below the awning level, and are not to exceed 5m².
- 4 Roof/sky signs and structures must not protrude above roof lines in any form, including mountings/structural supports. They must integrate with the architectural form or roofline of the building. The advertising structure/sign must not visually dominate or detract from the skyline, the streetscape or the building.
- 5 Identification signs – including nameplates on professional offices, community facilities, recreational facilities, rural pursuits or residences for home businesses or industry – are limited to 1m², and one sign per street frontage.
- 6 Flush wall and hamper signs must not extend laterally from the wall, or beyond the edges of the wall. If internally illuminated, they must maintain a minimum of 2.6 metres above ground level. They must not exceed 25 percent of the wall space for each frontage.
- 7 Projecting wall signs must maintain a 2.6 metre clearance above ground level and must not extend above the top of the wall. They must not interfere with street planting or street fixtures (eg: light poles) and must not have an area greater than 4m². When the sign is less than three metres above ground level, it must be setback 1.5 metres from the kerb line. When the sign is more than three metres above the ground, it must not extend beyond 300mm from the wall.
- 8 Projecting wall signs above an awning must not have an area greater than 4m², and must not extend beyond the vertical plane 300mm from the wall.
- 9 Pole and/or pylon signs (freestanding) must be a maximum height of six metres from ground level with a minimum clearance of 2.6 metres above ground level. The maximum width must be 3.75 metres, with a maximum depth of one metre. Signage must be limited to one freestanding sign for each business/occupancy on each street frontage, including flagpoles containing advertising material.

17.4 ILLUMINATED, FLASHING, AND MOVING SIGNS

Objectives

- a. To mitigate unnecessary distraction to motorists.
- b. To mitigate impacts upon residences through illumination, flashing, movement, reflection or glare.

Controls

- 1 Signs must be mounted and/or permanently fixed so that they do not flash, rotate or move in any way.
- 2 Signs must not emit excessive glare or cause excessive reflection.
- 3 Advertising signs must not resemble traffic warning or hazard signs.

17.5 BANNERS, BUNTING, AND INFLATABLE DEVICES

Objectives

- a. To ensure the appropriate use of banner, bunting, and inflatable advertising devices.

Controls

- 1 Bunting and inflatable advertising devices must only be used for temporary periods, and not as a permanent form of advertising.
- 2 Banners that are to be installed for long term purposes should comply with Council's Banner Policy.

17.6 MULTIPLE TENANCY SIGNAGE

Objectives

- a. To ensure that developments with multiple tenancy consolidate signage in an orderly manner at the entrance to the development.

Controls

- 1 Where the signage relates to multiple tenancy/occupancy, an entry/directory board signage structure must be used, rather than individual signs for each tenancy.
- 2 Multiple tenancy/occupancy entry/directory boards and advertising panels must have an integrated theme approach to signage in the Industrial Zones and Business Zones. They must not obstruct traffic vision or create safety hazards, and be located clear of underground or overhead services. The maximum allowable height is six metres, and there must be only one entry/directory board/ advertising panel per street frontage.

17.7 REAL ESTATE SIGNS

Objectives

- a. To ensure that real estate signage is appropriate to the subject locality.

Controls

- 3 Real estate signs must comply with the exempt development criteria as provided by SEPP (Exempt and Complying Development Codes) 2008. Where real estate signs do not comply with these criteria, they will not be supported. Any directional real estate signs are also to comply with the exempt development criteria.