

SIGNAGE AND ADVERTISING

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INTRODUCTION

This Part guides the design and placement of signs. It seeks to ensure that the built form remains dominant, individually and as an overall urban fabric, without being diminished by signage.

Objectives

- 1 *To ensure that signage and advertising communicate effectively and contribute to the character of the public domain.*
- 2 *To ensure signage and advertising do not dominate the building or public domain.*
- 3 *To integrate signage with the building design by responding to scale, proportions and architectural detailing.*
- 4 *To enhance the visual quality of the streetscape.*
- 5 *To ensure signage and advertising structures do not disrupt vehicular or pedestrian traffic flow.*



Figure 12.1-1:
Building identification sign

12.1 SIGNAGE GENERAL

The following controls apply to all types of signage including:

- i) advertising structures;
- ii) building identification signs; and
- iii) business identification signs.

Controls

- 1 Where located on a building, signage is to be integrated with the architecture and/or structure of the host building. Building façade detail, ventilated inlets or outlets and projecting features of the building are to remain unobscured by signage.
- 2 Signage and advertising are to be constructed of non-combustible, graffiti resistant and easily cleaned materials.
- 3 Shopfront window signs:
 - i) permanent in nature on ground floor shop windows are not to cover more than 25% of the window area between the window sill and the level of the door lintel;
 - ii) temporary in nature (up to a fortnight), particularly those using fluorescent and iridescent paints, are not to cover more than 60% of the window surface area; and
 - iii) for office premises are to be limited to one sign for each premises.
- 4 The following signage is not permitted:
 - i) flashing signs, moving signs, balloon signs, inflatable signs or the like, or any bunting, flag signs or those made of canvas, calico, textile or the like;
 - ii) signs advertising a third party, activity or trade other than that associated with the building to which the sign is attached;
 - iii) hoarding signs, painted bulletins or advertisements in the nature of posters (except newsagents headlines) or stickers affixed to the exterior of the building;
 - iv) signage above awning level, except for building identification signs;
 - v) signage affixed to or attached to telephone booths, trees, poles, signs, shelters, sheds, bins and the like;
 - vi) fluorescent colours on signs or buildings;
 - vii) sky, roof or fin signs;
 - viii) internally and externally illuminated signs, other than those permitted under 12.7 of this Part (except where internally lit signs do not cause any spillage of light onto neighbouring properties or can be proven not to cause any detraction from the amenity of the locality);
 - ix) freestanding signs/pole signs (except service stations)

Note: All signs are to comply with *SEPP 64 – Advertising and Signage*.

Objectives

- 1 To limit the number and visual dominance of signage on buildings.
- 2 To integrate signage with the building design.
- 3 To enable way finding for building users.



Figure 12.2-1:
Street name and number displayed prominently near the building entry

12.2 IDENTIFICATION SIGNS - BUILDING

For the definition of Building Identification Signs, refer to the *KLEP (Local Centres) 2012 Dictionary*. All signs are to be consistent with General Signage controls in *Part 12.1*.

Controls

Business Zones

- 1 A building identification sign is the only signage permitted above the ground floor of a building.
- 2 A maximum of one building identification sign is permitted per street frontage and is not to be a painted sign.
- 3 Building identification signs are to have a maximum size of 6m².
- 4 Building identification signs are to be mounted flat against an exterior wall or parapet and are to not protrude more than 300mm from the face of the wall.
- 5 The street number is to be displayed at a prominent position on the ground floor, or a sign is to be provided on the awning fascia of the property.
- 6 Multiple occupancy buildings and developments are to identify the entrance with a sign or directory board with the street number of the development, name of the site and the occupants.
- 7 Building identification signs are to be non-illuminated.

Residential and Environmental Living Zones

- 8 A building identification sign is the only signage permitted above the ground floor of a building.
- 9 A maximum of one building identification sign is permitted per street frontage and is not to be a painted sign.
- 10 Building identification signs are to be attached to gateways, fences or building facades only.
- 11 The street number is to be displayed at a prominent position on the ground floor or a sign is to be provided on the awning fascia of the property.
- 12 Building identification signs are to be non-illuminated.

12.3 IDENTIFICATION SIGNS - BUSINESS

Objectives

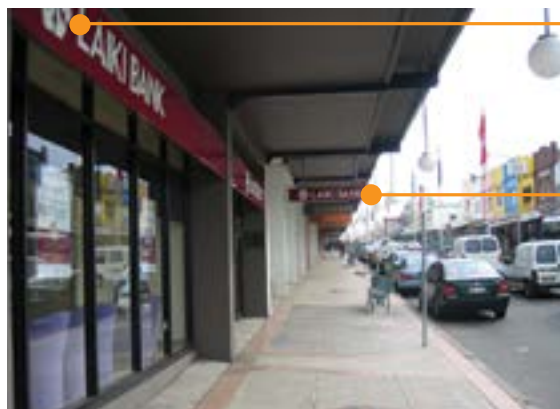
- 1 To encourage the effective identification of businesses and shops.
- 2 To control the number and quality of business identification signs.

For the definition of Business Identification Signs, refer to the *KLEP (Local Centres) 2012 Dictionary*. All signs are to be consistent with General Signage controls in *Part 12.1*.

Controls

Business Zones

- 1 A maximum of two business identification signs are permitted for each shopfront (e.g. one under awning sign and one top hamper sign).
- 2 A co-ordinated presentation of signs is required where there are multiple occupancies or uses within a single building development. New buildings containing more than one ground floor tenancy are to provide signs co-ordinated in colour, size and design to be suspended under the awning.
- 3 Under awning signs are to:
 - i) be either illuminated or non-illuminated;
 - ii) be limited to one per shopfront;
 - iii) not exceed 2.5m in length;
 - iv) be erected in a horizontal location at right angles to the building façade;
 - v) have a minimum clearance of 2.6m to the underside of the sign, measured from the ground/pavement level;
 - vi) be separated by at least 3m from other under awning signs;
 - vii) not project beyond the awning fascia; and
 - viii) be set back at least 600mm from the face of the kerb.



Top hamper sign

Under awning sign

Figure 12.3-1:
Two signs allowed for each shopfront.

12.3 BUSINESS IDENTIFICATION SIGNS (continued)

Controls

- 4 Top hamper signs are to:
 - i) be non-illuminated;
 - ii) not extend below the top level of the head of the doorway or display window above which it is attached;
 - iii) not be more than 3.7m above the finished ground level;
 - iv) have a maximum length of 4m;
 - v) not project more than 150mm from the building façade;
 - vi) allow a proportion of wall surface area of the top hamper to be exposed; and
 - vii) be set back from side boundaries to satisfy fire regulations.

Residential and Environmental Living Zones

- 5 A maximum of one business identification sign will be permitted per premises.
- 6 A business identification sign is not to be located more than 3m above ground level (existing).
- 7 A pole or pylon sign is to be located at a maximum height of 2m.
- 8 Signs are to be located wholly within the property boundaries of the land to which the sign relates.
- 9 Business identification signs are to be non-illuminated.



Figure 12.3-2:
Under awning business
identification signs
along the main street.

12.4 ADVERTISING STRUCTURES

Objectives

- 1 To avoid visual clutter.
- 2 To maintain the desired character of the locality.
- 3 To ensure that signs complement the architectural style and use of buildings.

For the definition of Advertising Structures, refer to the *KLEP (Local Centres) 2012 Dictionary*. All signs are to be consistent with General Signage controls in *Part 12.1*.

Controls

- 1 Flush wall signs are to:
 - i) not project above the top of the wall to which they are attached;
 - ii) not extend above awning height;
 - iii) be of a size and shape that relate to the architectural design of the building to which they are attached;
 - iv) be limited to one sign per building street frontage.
- 2 Fascia signs are to:
 - i) not project above or below the fascia or return end of the awning to which it is attached;
 - ii) be of a size and shape that relates to the architectural design of the building to which they are attached;
 - iii) be limited to one sign per premises or one per street frontage.
- 3 Advertising structures of a portable nature such as sandwich boards, A-frames or the like are not permitted.
- 4 Variable Message Signs (VMS) advertising and stationary vehicles, including trailers, containing advertising are not to be parked on public roads when used principally for the purpose of advertising other than:
 - i) directly in front of the business premises;
 - ii) directly in front of the residential premises of the business owner.

Note: Refer to RMS 'Use of Variable Message Signs' for further information.

12.5 ADVERTISING ON HERITAGE ITEMS OR IN HERITAGE CONSERVATION AREAS

Objectives

- 1 *To ensure the conservation of existing significant signage on Heritage Items and within HCAs.*
- 2 *To ensure new signage is compatible with, and does not detract from, the Heritage Item or HCA streetscape with minimum impact on built fabric.*

All signs are to be consistent with General Signage controls in Part 12.1.

Controls

- 1 All signs on Heritage Items or in Heritage Conservation Area (HCAs) are to be:
 - i) of a design that is in sympathy with the character of the Heritage Item or HCA;
 - ii) appropriately located;
 - iii) located not to obscure or detract from significant fabric or views of the Heritage Item or HCA streetscape;
 - iv) of appropriate size and scale to the Heritage Item or HCA streetscape, and not be the dominant visual element on the building or in the HCA streetscape;
 - v) non-illuminated.
- 2 Installation of a sign on a Heritage Item or within an HCA is to be:
 - i) carried out in a reversible manner without damage to significant fabric;
 - ii) attached to fabric of lesser significance;
 - iii) freestanding signs may be permitted for Heritage Items to avoid adverse impacts on built fabric.
- 3 Original or significant signs on a Heritage Item or within an HCA are to be retained.
- 4 Painting of whole buildings, facades, windows and shopfronts in corporate colours is not permitted.

12.6 ADVERTISING ON OUTDOOR DINING FURNITURE OR FOOTPATH TRADING ACTIVITIES

Objectives

- 1 *To encourage effective identification of businesses.*
- 2 *To allow limited advertising of third parties.*
- 3 *To maintain the character of the public domain.*

For the purposes of this part, furnishing means furniture, appliances, and other moveable articles in an outdoor dining area, but excludes planter boxes, utensils, dining sets and the like.

Controls

- 1 Business identification and/or the third party advertising of one (1) advertiser may appear on the furnishings of the area.
- 2 Details of third party advertising on outdoor dining furnishings are to be submitted to Council with the application for an outdoor dining permit.
- 3 Where business identification signs are provided on planter boxes, they are to be fully incorporated into the design of the planter boxes.
- 4 Where display stands are provided on the footpath trading area, only business identification signage is permitted on the front face of the display stands. Third party advertising is not permitted.

12.7 ILLUMINATION OF SIGNS

Objectives

- 1 *To protect the amenity of the users of nearby buildings, including the residential components of mixed use buildings.*
- 2 *To ensure signage contributes to the desired character of the public domain.*
- 3 *To ensure signage is energy efficient.*
- 4 *To ensure signage does not reduce safety for pedestrians or vehicles.*

Controls

Non-Residential and Mixed Use Buildings

For mixed use developments, the requirements below apply only to the non-residential portion of mixed use development.

- 1 Illuminated signs may be considered subject to specific controls such as the inclusion of automatic timing devices, to turn lights on/off at times designated by the Council;
- 2 Illumination is to be concealed within, or integral to, the sign through use of neon or an internally lit box, or by sensitively designed external spot-lighting;
- 3 Illuminated signs are to use LED diode technology or a lighting source of equivalent or higher efficiency;
- 4 Illumination is not to be hazardous or a nuisance to pedestrians or vehicular traffic and not to produce any light spill;
- 5 Cabling to signs are to be concealed.
- 6 Consideration is to be given to avoid the use of illuminated red, green and amber colours in proximity to signalised intersections, to avoid the likelihood of motorist misinterpretation.

12.8 SPECIAL SIGNS

Objectives

- 1 *To control the number and quality of signs.*
- 2 *To encourage the effective identification of businesses.*
- 3 *To protect and enhance the visual quality of the streetscape.*

Controls

Office and Commercial Buildings

- 1 For corporate centres, signage is restricted to the corporate logo only, which is to be non-illuminated and erected on the main frontage of the building. The area of the sign is not to exceed 25% of the solid wall area, at the top most level on which it is displayed, excluding glazed area.
- 2 Corporate logos are permitted on the facade of office and commercial buildings as building identification signage.

Service Station Signage

- 3 The following requirements apply to service station signage, including pole signs and emblem/price signs:
 - i) The top of the sign or pole is not to be higher than 6m above finished ground level; and
 - ii) The sign is to be totally contained within the allotment.
- 4 Canopy fascia signs are to be limited to trade name details and corporate identification.
- 5 Subsidiary signs are to be of a number, size and style compatible with the size of the operation and to the satisfaction of Council. The details of all subsidiary signage is to be included in any application to Council.
- 6 Illuminated signs and floodlighting of work and service areas are not to be used outside of approved trading times and are not to produce light spill at any time.
- 7 Total sign area for the site is not to exceed a total area calculated at a ratio of 1m² over 3m of lineal frontage to the primary street/road.

12.9 TEMPORARY SIGNS

Objectives

- 1 To provide opportunities for effective communication of events and property sales.
- 2 To avoid visual clutter.
- 3 To ensure signage does not dominate the public domain.
- 4 To ensure signage does not reduce pedestrian and vehicle safety.

Controls

Real Estate and Property Promotional Signs

- 1 Only one sign per real estate company, or one promotional sign, may be erected on any premises.
- 2 The sign is to only advertise the premises and/or land to be sold, leased, or under construction.
- 3 Direction signs not more than 0.8m² in area may be erected on inspection day in front of the property during the advertised hours of inspection.
- 4 All signage is to be erected within the confines of the property to which it refers. Bunting and sandwich boards may be used on the day of sale by auction provided that they are within the property and promptly removed after the sale.
- 5 The erection of signs on telegraph poles, street trees, sign posts, road traffic facilities or the like, is not permitted.
- 6 All signs are to be removed within fourteen days of sale or auction of the property and in no instance is any sign to be used for general advertising.
- 7 The maximum size of signboards is as follows:
 - i) Where residential development is being advertised for sale, it is to be in accordance with size requirements in *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*, Subdivision 12-Real Estate Signs;
 - ii) Where commercial or industrial premises are being advertised the maximum signboard size is 4.5m²; and
 - iii) Where premises other than those listed in i) and ii) above are being advertised for sale the maximum signboard size is 2.5m².
- 8 Internally illuminated signs are not to be located above the awning or ground floor.

Sporting and Special Events Signs

- 9 Temporary signs for sporting and special events, such as cultural and entertainment activities, including banner type signs, will be considered on individual merit. Council recognises these activities as an important element in community use of commercial precincts and consideration will be given to allow departures from provisions of this DCP provided that such departures do not significantly impact on the locality. This may include banner type signs.
- 10 Signs are not to be displayed prior to Council approval being obtained except for circumstances listed in Schedule 2 of the *KLEP (Local Centres) 2012*. No application fee is prescribed for genuine non-commercial advertising of cultural or community entertainment activities.

12.9 TEMPORARY SIGNS (continued)

Controls

- 11 All applications are to contain the following information:
 - i) precise location of the proposed signage;
 - ii) type and nature of the sign;
 - iii) purpose of advertising;
 - iv) evidence showing the organisation is a local charitable or community service organisation; and
 - v) intended time of display.
- 12 Temporary signage may only be displayed for a period of not more than fourteen days prior to the event and to be removed on the day following the event.
- 13 A maximum of two organisations will be permitted to display signage at any one set of approved banner poles.
- 14 A maximum of four locations within the Ku-ring-gai area may be approved for display of signage by any one organisation or event.
- 15 Approval may only be granted for display of advertising by recognised local organisations or a charitable or community service nature.

Note: All unauthorised advertising will be removed and impounded by Council.

Other Temporary Advertising Structures

- 16 Council may permit in exceptional circumstances signs not otherwise conforming to this DCP, subject to those signs being approved as temporary advertising structures.
- 17 Temporary signs are not to be erected or displayed on private land or public land visible from a public place unless a written application has been made to Council, and a written approval has been issued.
- 18 Any conditions Council places on approvals for temporary advertising structures are to be complied with, or the approval will be cancelled by notice in writing and the sign removed within the time specified by the notice.
- 19 An approval for a temporary sign is not to exceed two months duration and shall be subject to renewal at the expiry of that period.
- 20 The prescribed application fee to accompany each application.

Note: Real estate signs (in both residential and business zones) are also permissible as exempt development under Schedule 2 of the KLEP (Local Centres) 2012.

12.10 MAINTENANCE

Objectives

- 1 *To maintain the character and safety of the public domain.*

Controls

- 1 A sign is not to be altered in any way (except for removal) after approval, unless permission in writing for such alteration is obtained beforehand from Council.
- 2 All signs are to be maintained to the satisfaction of Council at all times.