

SIGNAGE AND ADVERTISING

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INTRODUCTION

Part 12 relates to signage for identification and advertising purposes.

Certain signage is also permitted under:

- *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*
- *State Environmental Planning Policy (Industry and Employment) 2021*

This Part aims to maintain a high quality built environment that supports Ku-ring-gai's character by:

- requiring well-designed signage that does not dominate the building or landscape; and
- controlling physical and visual clutter to maintain Ku-ring-gai's high quality streetscape and safe public domain areas; and
- limiting light spill impact on residential dwellings and bushland.

12.1 SIGNAGE DESIGN

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 on which they are located.*
- 3 *To integrate signage with the building design by responding to scale, proportions and architectural detailing.*
- 4 *To ensure signage and advertising does not create physical and visual clutter that detracts from the quality of the streetscape.*
- 5 *To ensure signage and advertising structures do not disrupt vehicular or pedestrian traffic flow.*

Controls

- 1 Signs are to be designed to integrate into the structure and architecture of the building they are located on. Building façade details, ventilated inlets/outlets and projecting features of the building are to remain clear of any signage obstruction.
- 2 All signage is to be constructed of non-combustible, graffiti resistant and easily cleaned materials.
- 3 The following signage is discouraged:
 - i) flashing signs, moving signs, balloon signs, inflatable signs or the like;
 - ii) bunting, flag signs or those made of canvas, calico, textile or the like;
 - iii) signs advertising a third party, activity or trade other than that associated with the building to which the sign is attached;
 - iv) hoarding signs, painted bulletins, poster/sticker or advertisement affixed to the exterior of a building;
 - v) signage above the awning level, except for building identification signs in employment and mixed use areas;
 - vi) signage affixed to or attached to telephone booths, trees, poles, signs, shelters, sheds, bins and the like;
 - vii) fluorescent colours on signs or buildings;
 - viii) roof, sky, or fin signs;
 - ix) internally and externally illuminated signs, other than those permitted within of this Part 12 of the DCP (and where internally lit signs do not result in any light spill to neighbouring properties particularly residential dwellings and bushland and proven not to detract from the amenity of the locality);
 - x) painted signs.



Figure 12.1-1:
Building identification sign

Objectives

- 1 To enable way finding for building users by clearly identifying street numbers and/or building names.
- 2 To integrate signage with the building design.
- 3 To limit the number and visual dominance of signage on buildings.



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

12.2 BUILDING IDENTIFICATION SIGNS

Controls

- 1 Building identification signs are to be provided follows:
 - i) a maximum of one sign per street frontage;
 - ii) the sign is to be in proportion to the building facade and a maximum of 5sqm;
 - iii) the sign cannot be an:
 - a) illuminated sign; or
 - b) painted sign.
- 2 The building identification sign is to be mounted flat against the exterior building wall and is not to protrude more than 300mm from the face of the wall.

Employment and Mixed Use Zones

- 3 The building identification sign (building number or building name) is to be displayed in a prominent position:
 - i) on the ground floor adjacent to the building entry; or
 - ii) on the awning fascia of the property; or
 - iii) at a location above the ground floor that is architecturally integrated into the building design.

Residential, Conservation, Recreation Zones

- 4 The building identification sign (building number or building name) is to be attached to gateways, fences or building facades only.

12.3 BUSINESS IDENTIFICATION SIGNS

Objectives

- 1 *To encourage the effective identification of businesses and shops.*
- 2 *To control the number and quality of business identification signs.*
- 3 *To prevent physical and visual clutter resulting from multiple signs.*

Controls

- 1 All business identification signs are to be of a size and shape that relates to the architectural design of the building with which they are associated/attached. The Signs must meet the minimum requirements stated in this section with other standards assessed on merit. The following signs may be utilised to identify business premises:
 - i) Under awning signs.
 - ii) Top hamper signs.
 - iii) Fascia signs.
 - iv) Wall signs.
 - v) Free pole signs.
 - vi) Window signs.
- 2 Under awning signs are to:
 - i) be either illuminated or non-illuminated;
 - ii) be limited to one sign for each ground floor tenancy;
 - iii) have a minimum 2.6m clearance from ground/pavement to the underside of the sign;
 - iv) be in a horizontal location at a right-angle to the building facade;
 - v) be set back at least 600mm from the face of the kerb and do not project beyond the awning fascia.
- 3 Top hamper signs are to:
 - i) be non-illuminated;
 - ii) be attached flat to a wall surface for its entire length;
 - iii) not extend below the top level of the head of the doorway or display window above which it is located;
 - iv) not be more than 3.7m above the finished ground level;
 - v) have a maximum length of 4m;
 - vi) not project more than 150mm from the building façade;
 - vii) allow a proportion of wall surface area of the top hamper to be exposed.
- 4 Fascia Signs are to:
 - i) be non-illuminated;
 - ii) fit within the awning fascia;
 - iii) be limited to one sign per business per street frontage.
- 5 Wall Signs are to:
 - i) be non-illuminated;
 - ii) be a maximum of one sign per building elevation;
 - iii) be no more than 25% of the wall surface;

12.3 BUSINESS IDENTIFICATION SIGNS (continued)

Controls

- iv) not project beyond the building walls.
- 6 Free-standing poles/pylon signs are to:
 - i) be non-illuminated;
 - ii) have only one free standing sign per property per street frontage;
 - iii) be located outside the Tree Protection Zone of adjacent trees;
 - iv) be completely located within the boundary of the property to which the sign relates.
- 7 Window Signs are to
 - i) be non-illuminated;
 - ii) be a maximum of one sign per premises;
 - iii) have the following window coverage:
 - a) cover no more than 25% of the window area between the window sill and the level of the door lintel where the sign is a permanent window sign; or
 - b) cover no more than 60% of the window surface area, where the sign is temporary in nature (up to a fortnight).

Employment and Mixed Use Zones

- 8 A maximum of two business identification signs are permitted for each shopfront.
- 9 A co-ordinated presentation of signs is required where there are multiple occupancies or uses within a single building.
- 10 No pole/pylon signs are permitted in these locations (except in service station sites).



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

12.3 BUSINESS IDENTIFICATION SIGNS (continued)

Controls

Residential, Environmental, Recreation Zones

- 11 All business identification signs are to be non-illuminated.
- 12 A maximum of one business identification sign is permitted per site.
- 13 A business identification sign is not to be located more than 3m above the existing ground level.
- 14 Any pole/pylon sign is to be located:
 - i) wholly within the property boundary of the site to which the sign relates; and
 - ii) at a maximum height of 2m.

12.4 ADVERTISING STRUCTURES

Objectives

- 1 To prevent physical and visual clutter.
- 2 To maintain Ku-ring-gai's high quality suburban character.
- 3 To ensure that signs complement the architectural style and use of buildings.

Controls

- 1 Advertising structures of a portable nature such as sandwich boards, A-frames or the like are discouraged, and only permitted on privately owned land:
 - i) in arcades where they do not obstruct path of travel; or
 - ii) in front of business premises where the business owns the land.
- 2 Stationary vehicles containing advertising, including trailers, 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 to which the signs relate;
 - ii) directly in front of the residential premises of the business owner.

Note: Refer to Transport for NSW '*Instructions for the use of portable message signs*' for further information.

Note: Variable Message Signs (VMS) are only allowed under:

 - *State Environmental Planning Policy (Industry and Employment) 2021*; and
 - *Roads Act 1993*.
- 3 Painted signs on end walls facing residential properties are prohibited, and only be permitted where the wall:
 - i) adjoins a public place provided there is only one sign per wall;
 - ii) there is no other sign on the wall including a building or business identification sign;
 - iii) there is no illumination;
 - iv) it is no more than 5sqm;
 - v) there is no projection beyond any part of the wall; and
 - vi) it does not extend over any window opening or architectural feature.

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.*

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 pole 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 within a Heritage Conservation Area or on a Heritage Item.

12.6 ADVERTISING ON OUTDOOR DINING FURNITURE AND 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 streetscapes and public domain.*

Controls

- 1 Business identification and/or the third party advertising of one (1) advertiser may appear on the furnishings of the outdoor dining 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.

Note: Refer to Council's *Ku-ring-gai Public Domain Plan Volume 3 - Technical Manual and Outdoor Dining Policy*.

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.*
- 5 *To avoid motorist distraction, confusion and misinterpretation.*
- 6 *To avoid illumination and light spill impacts on the night time amenity of residential areas and/ or areas where native wildlife fauna is prevalent.*

Controls

Employment and Mixed Use Zones

- 1 Illuminated signage is only permitted under the awning.
- 2 Illuminated signs in the vicinity of residential dwellings require automatic timing devices to turn lights on/off at times designated by Council.
- 3 Illumination is to be concealed within, or be integral to the sign through:
 - i) the use of neon or an internally lit box; or
 - ii) sensitively designed external spot-lighting.
- 4 Illuminated signs are to use LED diode technology or a lighting source of equivalent or higher efficiency.
- 5 Illumination is not to
 - i) be hazardous;
 - ii) be a nuisance to pedestrians or vehicular traffic;
 - iii) produce any light spill into residential, environmental conservation or recreation areas.
- 6 Cabling to signs is to be concealed.
- 7 Use of illuminated red, green and amber colours in proximity to traffic signal intersections are not permitted.

Residential, Conservation, Recreation Zones

- 8 Illuminated signage is discouraged.

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
 - i) restricted to the corporate logo only;
 - ii) not to be illuminated;
 - iii) to be erected on the main frontage of the building; and
 - iv) 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 site's property boundary.
- 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

- 1 Temporary signs for sporting and special events, such as cultural and entertainment activities, including banners, bunting, canvas and flag 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.
- 2 Signs are not to be displayed prior to Council approval being obtained except for circumstances listed in Schedule 2 of the KLEP. No application fee is prescribed for genuine non-commercial advertising of cultural or community entertainment activities.
- 3 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.
- 4 Temporary signage may only be displayed for a period of not more than fourteen days prior to the event and be removed on the day following the event.
- 5 A maximum of two organisations are permitted to display banner signage on one set of approved banner poles.

Note: Banners on Council designated banner sites may be booked via Council's online booking system and in accordance with the *Ku-ring-gai Banner Policy*.
- 6 A maximum of four locations within the Ku-ring-gai area may be approved for display of signage by any one organisation or event. 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.
- 7 Council may permit, in exceptional circumstances, signs not otherwise conforming to this DCP, subject to those signs being approved as temporary advertising structures.
- 8 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.

12.9 TEMPORARY SIGNS (continued)

Controls

- 9 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.
- 10 Temporary signs may only be given a maximum two months duration, and be subject to renewal, via Council, at the expiry of that period.
- 11 Applications for temporary advertising are to include the prescribed application fee to accompany each application.

Note: Refer to *Ku-ring-gai Local Environmental Plan 2015; Schedule 2* for Exempt Signage.

Note: Refer to the *State Environmental Planning Policy (Exempt and Complying Code) 2008* for

- i) Real estate signs;
- ii) Temporary event signs;
- iii) Community notice and public information signs; and
- iv) Election signs.

12.10 MAINTENANCE

Objectives

- 1 *To maintain the character and safety of the public domain.*
- 2 *To ensure the ongoing high quality appearance of signage.*

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.