

## E2 Advertising and Signage

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## **1.0 INTRODUCTION**

This Part specifies objectives and requirements for the erection and display of advertising signs. Applications for approval to display any advertising or to erect any advertising structure and the issue of a licence, or the renewal of a licensing is held within this Part, and requirements of the *Local Government Act 1993* and any applicable ordinances thereunder.

### **2.0 Objectives of this Part**

- (a) Advertising is compatible with the intensity of use in each land use zone and does not detrimentally affect the appearance of adjoining land.
- (b) Outdoor advertising does not cause loss of amenity or have a detrimental effect on the natural or built environment or the safety, appearance or efficiency of any public area.
- (c) Advertising signs or structures do not intrude upon the use and enjoyment of any retail/commercial precinct by shoppers and adjoining residents are not adversely affected by the display of outdoor advertising beyond a designated commercial zone.
- (d) Maintain the architectural integrity and unity of building facades, roofscapes, streetscapes and street furniture by ensuring advertising signs and structures are in scale and proportion, complementing the design criteria of individual buildings, streetscapes and the like.
- (e) Any sign harmonises with other features, and has regard to the size and juxtaposition of other signs in the immediate vicinity.

### **1.3 Relationship to other Parts**

This Part applies to all land in the Waverley Local Government Area (LGA), with the exemption of the Bondi Junction Centre subject to Part F1). Additional controls may apply refer to Part F5.

## **2.0 REQUIREMENTS FOR SIGNAGE**

Approval must be sought from Council in respect of any advertising sign or structure with the exception of signs painted directly onto the existing awning fascia, or onto the existing glass shop front. Development Applications (DA) are to be accompanied with plans and a Statement of Environmental Effects (SEE). The DA must address the following:

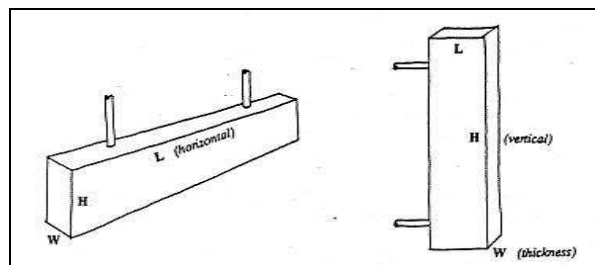
- (i) design, size, dimensions, location and type of advertising sign or structure;
- (ii) means of construction and maintenance of the structure;
- (iii) height of any sign or structure above the footpath; and
- (iv) scaled drawings of existing advertising.

### **2.1 Matters to Consider for Advertising Sign or Structure**

The design, type and location of an advertising sign or structure should be considered with regard to the following:

- (a) Look at the existing building on which it is proposed to erect the

- sign. Consider the suitability of the proposed sign in the context of the surrounding streetscape. Consider how the sign contribute to the appearance of a retail/ commercial precinct.
- (b) Consider how the sign harmonises with other features of the building, or the retail/commercial precinct it is proposed.



**Figure 1.** Illustration of sign proportions.



**Figure 2.** Types of signage.

### 3.0 SITING AND LOCATIONAL CONTROLS

#### 3.1 Design

- (a) Architectural features of the building should be considered in the design of the advertising sign or structure.
- (b) Where original sign panels have been incorporated into the parapet of the building facade, these should be used to identify the name or nature of the business.

#### 3.2 Sitting

- (a) A flush wall sign on the front facade of a building should be located within a recessed area of a façade where existing, and should not span across window openings or a facade bay.
- (b) Projecting signs should be attached to an engaged pier where appropriate, to one side of the building facade.
- (c) Symmetrical facades should not have their symmetry disrupted by locating a sign at the centre of the facade.

#### 3.3 Proportion

- (a) Projecting wall signs should be vertical in proportion where the facade itself presents a vertical scale.
- (b) Horizontal proportion of the projecting wall sign should decrease as height above ground level increases.
- (c) Horizontal proportions are appropriate for under awning signs, top hamper signs and top parapet signs.
- (d) Signs should not be of a size or proportion which significantly affects the existing facade.

### 3.4 Colour

The colour used in the design of an advertising sign or structure should reflect the colour scheme of the building to which it will be attached. Corporate colours should be limited to the advertising sign or structure, and not applied to the painted surface of the building.

### 3.5 General Controls

- (a) Signs exposed to adjacent residential development or to a residential street shall not exceed 3m x 1.5m.
- (b) Sky or roof signs, or signs having an area in excess of 20m<sup>2</sup>, will not be permitted. Flashing, moving or 3-D signs will only be considered after practical demonstration and a detailed assessment of any adverse impact.
- (c) Bunting, banners, canvas or fabric signs, or inflatable signs and the like, will not be permitted.
- (d) Advertising on garbage bins, telegraph posts and other surfaces of a public nature is prohibited, except by prior contractual arrangement with Council. Council will only give consideration to advertising on bus shelters outside commercial areas along Bondi Road, Old South Head Road and Campbell Parade.
- (e) Signs shall not extend over street boundaries, unless approved in conjunction with a shop which is built to the street alignment.
- (f) Any sign which in Council's opinion would have an adverse impact upon traffic lights, or obstruct/distract motorists' vision at an intersection shall not be permitted.
- (g) Third party advertising is not permitted.
- (h) The total permissible advertising area shall not exceed a factor of 1.1m<sup>2</sup> for each metre or part thereof of a frontage of that tenancy to the public road.
- (i) Where the site has a frontage to two streets the same factor shall apply to the second frontage, but for each frontage to a residential side street or to a lane, the permissible advertising area shall not exceed a factor of 0.5m<sup>2</sup> for each metre of frontage if any advertising is permitted at all.
- (j) A-Board (sandwich boards) signage is generally not permitted on public footpaths or roadways. Shopkeepers located within shopping arcades are encouraged to jointly erect a business directory instead of the incremental placement of A-Boards. Council may however approve the use of A-Board signs on public footpaths and roadways where the placement of such a sign would not impede pedestrian or vehicular traffic.

### 4.0 RESIDENTIAL ZONES

Pursuant to Clause 33(1) of the *Environmental Planning and Assessment Model Provision* 1980, any advertisement within a residential zone shall relate only to premises situated on the subject land or on adjacent land, and shall specify any of the following:

- the purpose for which the land is used;
- identification and description of a person carrying on an occupation or business on the premises; and
- particulars of the goods or services dealt with on the premises.

Signs should be carefully designed to blend in with the established residential character and not unduly attract attention. Illumination of signs shall be considered on merit, having regard to the potential impact on adjoining residential property.

Advertising structures are not permitted within residential zones, other than in the following circumstances:

- (a) **Home Occupations and other residential uses:** shall not display a sign other than a sign not exceeding 1m x 0.7m in size. The sign shall be affixed to the front façade of the dwelling or to the front boundary wall or fence.
- (b) **Pole Signs:** in circumstances where there is no front fence, or where an existing fence does not have sufficient height to display a sign, and where the dwelling has a significant setback from the street front, Council will give consideration to the erection of a pole sign, having a height not greater than 2.8m. Proportions of the sign shall not exceed 1m x 0.7m and not extend over the property boundary.
- (c) **Where shops or commercial premises exist in a residential zone:** advertising signage shall be in accordance with the provisions of Section 5.3.7.

## **5.0 BUSINESS ZONES**

### **5.1 Standard sign provisions**

Advertising on retail frontages shall be limited to the following signs and structures:

- (a) painted lettering on awning fascia and shopfront window;
- (b) top hamper sign (not illuminated);
- (c) under awning signs;
- (d) flush wall signs having a total area of 1.1m<sup>2</sup> for each metre of frontage of a building and part thereof to any public road;
- (e) No projecting above awning signs, flashing, or animated signs will be permitted;
- (f) all retail zones shall be subject to the above requirements (known as the standard sign provision), however the following exceptions or additional requirements shall apply in certain areas.

### **5.2 Exceptions to the standard sign provisions**

#### **5.2.1 Campbell Parade**

Projecting wall signs or flush wall signs above the awning of shops fronting Campbell Parade are prohibited. An exception to flush wall signs will be permitted in the form of building identification signs. These shall be in painted form, identifying only the name of the building, and shall be traditionally located within the building parapet as a feature of the building. Where the awning structure departs from the standard cantilevered box awning (for example a bull nose or convex awning), signs shall conform to the proportion indicated in Section 5.3.3. Generally, neon signage is encouraged on window shop fronts and for under awning signs as an alternative to fluorescent illumination.

### **5.2.2 Wairoa Avenue in the vicinity of Wallis Parade**

Neon signage may be permitted inside the window display area, provided it is not animated or flashing, due to the proximity of these shops to adjacent residential development. No illumination above the awning will be permitted.

### **5.2.3 Campbell Parade (north end) in the vicinity of Bus Terminus**

Consideration shall be given to the co-ordinated use of canvas sun blinds to the west facing elevation of shops, for the purpose of identifying the premises.

## **5.3 Retail frontage – Specific Signage Controls**

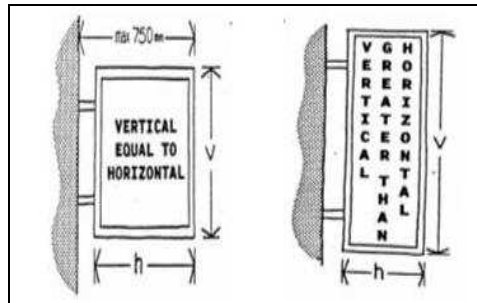
### **5.3.1 Under awning signs**

- (a) Under awning signs shall have a minimum clearance of 2600mm above the footpath and be centrally positioned under the awning.
- (b) Under awning signs shall not exceed 2400mm x 450mm.
- (c) One under awning sign shall be permitted for each 6m of shop frontage provided that a distance of not less than 3m is maintained between the centre of signs on adjoining properties.
- (d) Excluding the under awning sign, the total permissible area of all signs shall not exceed 1m<sup>2</sup> of advertising per 1.5m of street frontage. For corner blocks, both frontages will be taken into consideration in an assessment of the extent of advertising signage.
- (e) Under awning signs shall not project beyond the width of the awning.
- (f) Where an awning is less than standard width or where it is absent on any shopfront, consideration should be given to a lantern sign in place of the horizontal projecting sign. In the absence of an awning, flush wall signs shall have a height equivalent to the fascia depth of the adjacent awning (generally no greater than 450mm).
- (g) Notwithstanding Council's requirements for projecting and flush wall signs above the awning, signs attached to the top of an awning or positioned directly above it shall not be permitted.

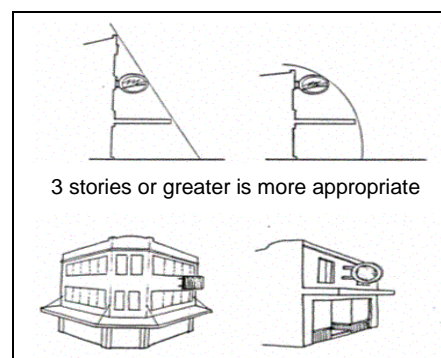
### **5.3.2 Projecting Wall Signs**

- (a) Where vertical projecting wall signs are permitted above the awning, the parapet wall should have sufficient height to ensure that the wall sign is in proportion. Signs shall not extend above parapet height.
- (b) Where permitted in Section 5.2:
  - i) Projecting wall signs shall extend a maximum of 750mm from the face of the wall (refer to Figure 3).
  - ii) The vertical dimension of the sign shall be equal to or greater than the horizontal dimension (refer to Figure 3).
- (c) Council will consider variations to the maximum projection requirement of 750mm only where, in Council's opinion, the requirement for a sign of vertical proportion does not suit the style and character of the building, or details and proportions of

the facade, square or circular signs may be considered, having a maximum projection of 1.5m from the facade. In such circumstances, buildings 3 storeys or greater are considered more appropriate to scale and proportion of such signs.



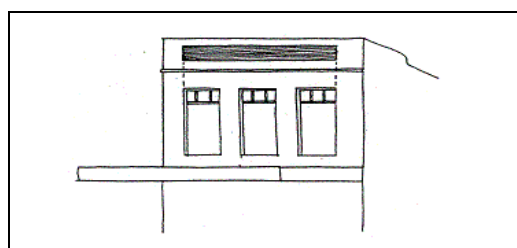
**Figure 3.** Permissible dimensions of vertical projecting wall signs.



**Figure 4.** 3 storeys or greater is more appropriate.

- (d) Facade panels should align with the width dimensions of windows or doors and be centred on parapets (See Figure 5).

Both panel or projecting signs should be attached to undecorated wall areas and where possible align with signs on adjacent buildings. Where projecting wall signs of vertical proportion are proposed, vertical engaged piers present on the facade of older buildings should be used.



**Figure 5.** Preferred alignment of façade panels.

### 5.3.3 Awning fascia signs

- (a) Fascia signs shall be part of the awning and not illuminated. They shall not project above or below the awning fascia. Sign writing shall be limited to the street number, name and general nature of the business. Product identification on awning fascias shall not be permitted. Where the awning does not have a significant fascia depth (pitched or bull-nosed verandah for

example), painted or illuminated signs not exceeding a height of 200mm, and a width of 600mm will be permitted parallel the awning edge above the awning, setback 50mm.

#### 5.3.4 Top hamper signs

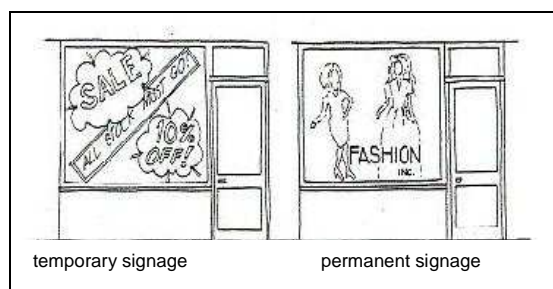
- (a) Top Hamper signs shall not project more than 150mm beyond the face of the building and should not extend below the level of the head of doorway or window to which they are attached.

#### 5.3.5 Window shopfront signs

- (a) Painted signs on shopfront windows, particularly those using fluorescent and iridescent paints, shall be temporary in nature, and not cover more than 60% of the window surface area (see Figure 6). Painted window signage which is skeletal in form, identifying only the business name of the premises, may be permanently applied to the window surface.

#### 5.3.6 Parapet signs

- (a) Where there is suitable provision for the display of painted wall signs within a recessed area of the parapet or front facade of the premises, the content of the sign shall be limited to the name or classification of the business (refer to Figure 7).

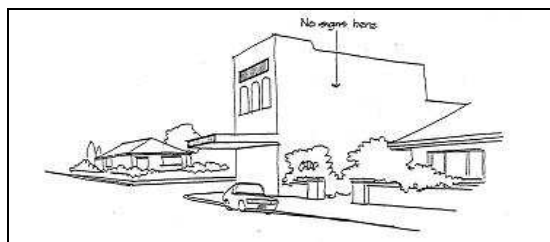


**Figure 6.** Painted shopfront window signs.

#### 5.3.7 Neighbourhood shops

- (a) In 3(c) Business Neighbourhood zone or where shops or commercial premises exist in residential zones, such premises shall be restricted to the display of the following signs:
  - (i) One under awning sign;
  - (ii) Awning fascia sign;
  - (iii) Window signage, in accordance with Section 6.5;
  - (iv) One flush wall sign to each frontage or one top hamper sign; and
  - (v) On corner sites having side returns to a public street, one flush wall sign having maximum dimensions 3m x 1.5m.
- (b) Flush wall signs shall not be permitted on side walls facing adjoining residences (refer to Figure 7).





**Figure 7.** Showing both a parapet sign and where flush-wall signs are not appropriate.

- (c) Shop in 3(c) Business Neighbourhood zone shall consider the use of canvas shade blinds under the awning, in place of above awning advertising signs, as a means of retaining an appropriate neighbourhood scale. Such signage shall relate to the display of product logos and not involve the promotion of sales or specials. Signage shall occupy a maximum of 60% of the surface area of the blind and not involve fluorescent or iridescent paints.

#### 5.4 Mixed development buildings

- (a) Advertising signs and structures shall not be permitted above the awning on mixed development buildings unless they relate to activities conducted above ground floor level. Where the use is predominantly residential, advertising signs or structures above the awning are not permitted.

##### 5.4.1 Development in excess of 15 metres in height.

Above awning advertising signs and structures will form part of the assessment of development at this scale. Such signs and structures shall have regard for the following:

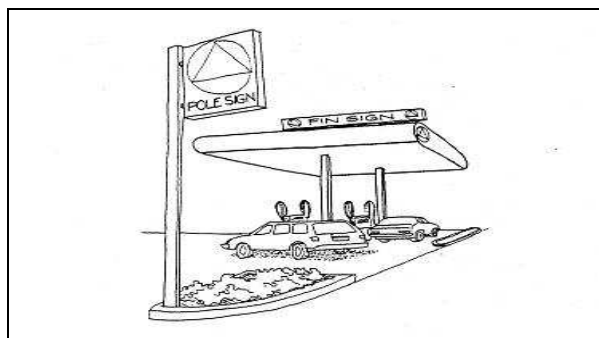
- (a) Principal tenants Naming rights to the building, often in favour of the principal tenant, shall be limited to the form of one advertising sign above the awning. Such sign shall be designed and positioned in a manner sympathetic to the design criteria of the building. Where no principal tenant exists, a co-ordinated approach shall be used in meeting the advertising needs of the tenants of a building. This should generally be limited to a directory panel in the common area of the building.
- (b) Roof signs shall not be permitted where they result in an increase in the height of the building, or where they are flashing or moving. The assessment of any proposed roof sign shall include an evaluation of its impact on adjacent residential development, in terms of intensity and duration of illumination.

##### 5.4.2 Automotive related activities

The following types of signage are appropriate on sites where buildings are located remote from the street alignment. For example service stations, motor mechanics, and car wash establishments.

- (a) Pole or pylon signs in Commercial Zones Freestanding pole signs shall have a maximum height of 6 metres above ground level, and the sign itself shall not exceed 3.4m<sup>2</sup> in area. Pole signs shall not

- (b) project more than 750mm beyond street alignment (see Figure 8). Fin signs are a horizontally proportioned sign positioned on the roof, canopy, or awing of a structure such as a service station (refer to Figure 8). A fin sign positioned as such shall have a maximum height of 1.5m above the roof structure. No portion of the sign shall project over Council's footpath. Fin signs shall have a maximum area of 9m<sup>2</sup> referring only to the name of the establishment. Only one sign shall be permitted on the premises.



**Figure 8.** Example of pole and fin signs.

## 5.5 Number of signs

The number of signs per building or site will be based on assessment of the following factors, the:

- number of existing signs;
- proportion of solid (wall surface area) to void (window and door openings) available for signage;
- length of frontage of the premises; and
- extent of facade detail and dimensional relief on the building which should remain unobscured by signage.

## 6.0 ADVERTISING ON BUILDINGS OF HERITAGE SIGNIFICANCE

A building identified in Council's policies or planning instruments as having heritage significance or within a conservation area shall observe the following requirements:

- (a) Council will give consideration to architectural qualities of building when addressing the suitability of any proposed signs. Signs must not conceal or obscure architectural features.
- (b) Generally, signage will be restricted to under awning shop fronts, awning fascias and as suspended under awning signs.
- (c) Signage above the awnings must be limited to appropriate areas allocated for such a purpose in the original facade design (parapets, for example), and must not extend above the awning.
- (d) Flashing, or animated signs will not be permitted.
- (e) Council encourages restoration of original painted signs, and construction of new signs using traditional designs.
- (f) In the absence of any shop front awnings, signage shall be kept below the height of awnings on adjacent buildings. In such circumstances, projecting wall signs should take the form of lantern signs, where appropriate.