

## 15 Advertising and Signage

### 15.1 Application of Design Guidelines

This section outlines the design guidelines and controls for outdoor advertising within the Great Lakes local government area when:

- the erection of an advertising sign is proposed; or
- where a change in the structure, size, location, illumination or type of sign is proposed to an existing sign.

#### 15.1.1 Objectives

- To provide opportunities for businesses, facilities and services to effectively and equitably communicate with the general public;
- To provide for directional signs to meet the needs of visitors and residents in finding facilities, places and services;
- To provide for effective advertising for the area's tourist attractions, commercial facilities and services;
- To ensure that advertising signs do not detract from the visual environment;
- To ensure that advertising signs do not have any adverse effects on road safety;
- To provide for an orderly display of advertising;
- To ensure that business performance is not detrimentally affected by inappropriate advertising signs which create visually chaotic environments; and
- To ensure that businesses and sign manufacturers have a clear understanding of Council's objectives and policies in relation to advertising signs.

#### 15.1.2 Glossary

##### Advertisement area

Means:

- for a sign with only one side used for advertising, the area within the outline of that sign;
- for a sign with two sides used for advertising, the area within the outline of that sign; or where one sign is larger than the other, the area within the outline of the largest side;
- for any other signs, one third of the total surface area of the sign.

##### Commercial Sign

means an advertisement which contains only:

- (1) a reference to:
  - (a) the identification or description of the building or place;
  - (b) the identification or description of any person living or carrying on a lawfully established occupation in the building or place;
  - (c) particulars of any lawfully established occupation carried on or in the building or place; or
  - (d) any affiliation with a trade, professional or other association relevant to the lawfully established business carried out in the business or place, on which the advertisement is displayed; or
- (2) particulars relating to:
  - (a) any necessary or usual directions or cautions relating to the building or place or any lawfully established occupation carried on;
  - (b) goods, commodities or services dealt with or provided; or
  - (c) any lawful activities held or to be held;  
at the building or place on which the advertisement is displayed; orinformation required or permitted to be displayed by or under any State or Commonwealth Act.

- (3) Signs which comprise product promotion only or as the major purpose of the sign will not be regarded as commercial signs.

## Off-site Promotional Advertisement

means a sign that promotes goods, services or a special event. The goods or services need not be provided, produced or sold on the land or in the building, and the event need not take place on the land or in the building.

## On-site Promotional Advertisement

means a sign that promotes goods, services, or a special event erected on the land or building upon which the goods or services are produced, sold or provided or where the events are to take place.

## Temporary Sign

means an advertisement of a temporary nature which:

- announces any local event of a religious, educational, cultural, political, social, or recreational character or relates to any temporary matter in connection with such an event; and
- does not include advertising of a commercial nature (except for the name(s) of an event's sponsor(s)).

These signs may only be displayed for a period not exceeding 2 months in total in any one year.

(Temporary signs may include advertisements such as banners, bunting, posters, inflatable structures etc.)

## 15.2 Design Guidelines for Tourist Direction Signs

### Objectives

- To provide clear and legible tourist direction signs in appropriate locations.

### 15.2.1 Town and Regional Tourism Promotion Sign

#### Definition:

Means a sign that advertises and directs the travelling public to a town or region.

#### Assessment Criteria:

- (1) There is opportunity for one Tourism Promotion sign on each major access road per town or village. In cases where more than one town or village wishes to advertise in the same location, only one structure is to be used.
- (2) The size of tourism promotion signs should relate to the population size as follows, signs advertising the region may be erected at each entrance point to that region. That is at either side of the local government area on the major highway.
- (3) Tourism Promotion signs must comply with the assessment criteria and performance measures for the particular zone and the design guidelines for the type of advertising structure(s) to be used.
- (4) Provisions of the Roads and Traffic Authority and Tourism New South Wales Tourist Signposting document (as amended) are to be applied when the proposed sign is to be located within a road reserve.

Population (no. of persons)	Sign size
Excess of 10,000	25 sqm
5,000 - 10,000	15 sqm

1,000 - 5,000	10 sqm
0 - 1,000	5 sqm

## 15.2.2 Tourist Facility Direction Sign

### Definition:

Is a sign that directs the travelling public to tourist facilities. Tourist facilities in this category of sign primarily operate for the purpose of income generation.

### Assessment Criteria:

- (1) A Tourist Facility Direction Sign provides direction to tourist facilities to assist the travelling public locate such facilities. These signs may contain commercial information but should principally be for the purpose of providing direction.
- (2) The maximum size of a Tourist Facility Direction Sign relates to the visitation rate of the facility. Two classifications of Tourist facility are recognised under this DCP:
  - (a) Regional significance: facilities of this significance generally have a visitation of vehicles per day and are open a minimum of 5 days a including either Saturday or Sunday.
  - (b) Local significance: all other tourist facilities associated with the settlement of the area. This would include most forms of accommodation and small scale recreation facilities.
- (3) Tourist Facility Direction Signs for facilities of regional significance should not exceed 10m<sup>2</sup>. Direction signs for facilities of local significance should not exceed 5m<sup>2</sup>.
- (4) Tourist Facility Direction Signs must comply with the assessment criteria and performance measures for the particular zone and the design guidelines for the type of advertising structure(s) to be used.
- (5) Provisions of the Roads and Traffic Authority and Tourism New South Wales Tourist Signposting document (as amended) are to be applied when the proposed sign is to be located within a road reserve.

## 15.2.3 Signs For Buildings or Places of Tourist Interest

### Definition:

Means a sign that advertises and directs the travelling public to a building or place having landscape, historic, educational or other unique qualities that may be of interest to tourists.

### Assessment Criteria:

- (1) Tourist interest is defined as (a building or place) having landscape, historic, educational or other unique quality(s) that may be of interest to tourists.
- (2) These signs must not include any commercial references.
- (3) Provisions of the Roads and Traffic Authority and Tourism New South Wales Tourist Signposting document (as amended) are to be applied when the proposed sign is to be located within a road reserve.

## 15.3 Design Guidelines for Advertising Signs in Various Zones

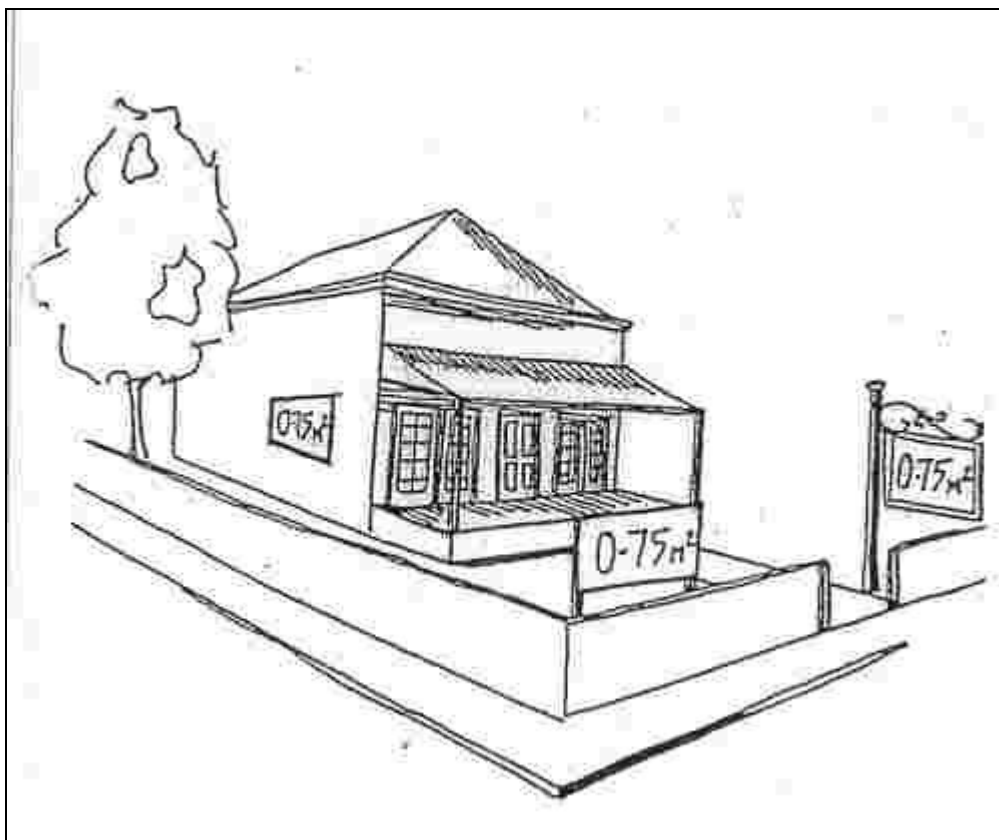
### 15.3.1 Residential Zones

#### Objectives

- The main aim of controls in residential areas is to minimise the visual impact of signs to preserve residential character.

#### Assessment Criteria:

- (1) There is a maximum of two (2) signs per premises.
- (2) The size, location and design of all signs must be compatible with the residential character of the surrounding area.
- (3) the size of signs must be related to the length of street frontage, the scale of development on the site, and the residential streetscape.
- (4) Illuminated signs must not be visible from residential properties and there must no spill of light beyond the site.
- (5) 'Free-Standing' signs shall only be permitted where it can be demonstrated that the sign will not be visually intrusive or contribute to sign clutter.
- (6) Signs must not be placed on walls facing adjoining dwellings.
- (7) Signs must be located wholly within the boundary of the subject property. In some cases consideration may be given to a sign on the fence fronting an arterial road.
- (8) Signs must not exceed 0.75sqm in area and must be located wholly within the boundary of the subject property. However, where there are legally established commercial premises, the maximum area of signs may be in excess of 0.75sqm, provided there is no detrimental impact into the surrounding residential area.
- (9) In general, signs within residential zones should be limited to commercial signs and tourist signs.
- (10) On-site promotional signs on buildings should be restricted to below the verandah level, where their impact on the appearance of buildings is not as great.



Advertising signs in residential zones (click here to view [original image](#))

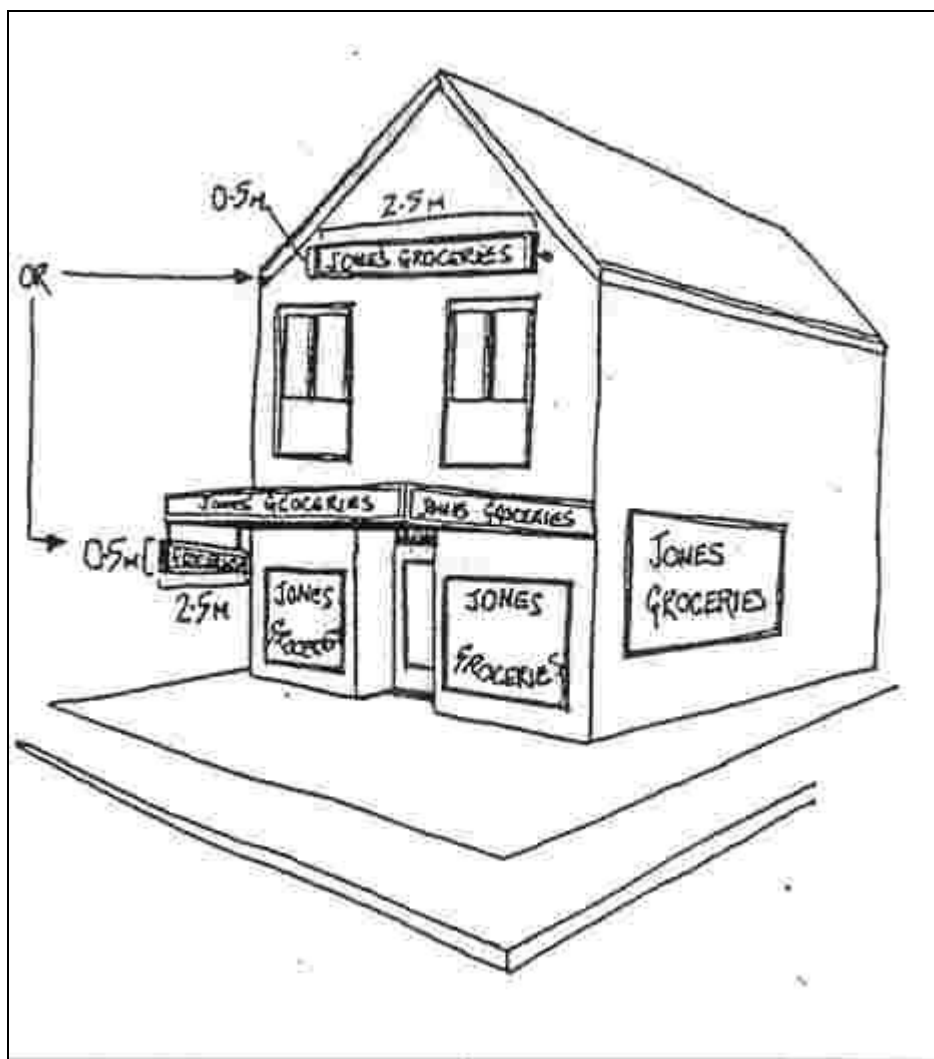
## 15.3.2 Business Zones

### Objectives

Controls are generally aimed at reducing the unattractive appearance resulting from too many signs or ill-placed advertising.

### Assessment Criteria:

- (1) Maximum area of a commercial sign in a commercial zone should not be in excess of 5.0m<sup>2</sup> unless otherwise specified in the Performance Measures of the zone in which the sign is proposed to be located.
- (2) In commercial zones, signs should be located below the level of the awning. Where there is no awning, signs located at a point less than 4.6m above ground level or below the level of the bottom of the first floor window, whichever is lower, and which cover no more than 50% of the area of the shopfront.
- (3) A maximum of four (4) signs are permissible per commercial premises which includes one awning sign, plus one suspended under-awning sign or projecting wall sign for every three (3) metres of shopfront length, not exceeding 2.5m in length and 0.5m in height and at no point less than 2.6m from ground level.
- (4) Signs must be compatible with the scale, character and design of the building on which they are displayed, and must not hide building detail.
- (5) The size and location of signs must generally be consistent with signs on adjoining buildings and must not reduce the visibility of other signs.
- (6) The size, location and design of signs must be compatible with the overall streetscape.
- (7) Signs should be related to the size of the shopping centre and must not be the dominant element.
- (8) Signs must not contribute to sign clutter in the area.
- (9) Repetitive signs should not be used.
- (10) There should only be limited use of signs above verandah level.
- (11) Sky signs will not be supported unless it can be demonstrated that the sign will be used in a positive way to create continuity of building form within the streetscape.
- (12) Pole signs must not be higher than the surrounding buildings.
- (13) Prominent display of street numbers on buildings is encouraged.
- (14) Use of sign themes in retail areas is encouraged as a means of providing a distinctive image for retail areas.
- (15) On-site promotional signs on buildings should be restricted to below the verandah level, where their impact on the appearance of buildings and the overall streetscape is not as great.
- (16) 'Free-Standing' signs shall only be permitted where it can be demonstrated that the sign will not be visually intrusive or contribute to sign clutter.



Advertising signs in business zones (click here to view [original image](#))

## 15.3.3 Industrial Zones

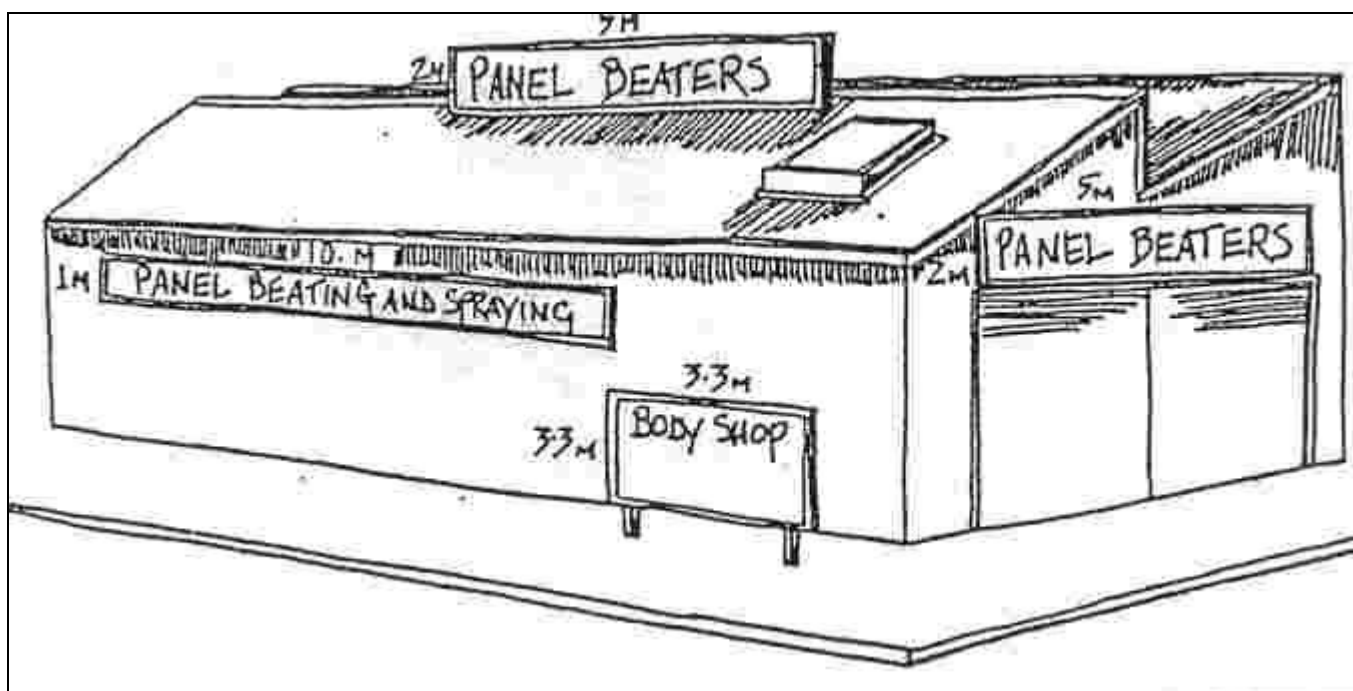
### Objectives

- Controls are generally aimed at reducing the unattractive appearance resulting from too many signs or ill-placed advertising.

### Assessment Criteria:

- (1) A maximum of four (4) signs are permissible per industrial premises, which do not exceed a total 10m<sup>2</sup> in area.
- (2) Directory boards should be provided at the entrance to self contained industrial estates, identifying the name of the estate and various occupants.
- (3) The number of signs must be limited to be four (4) per property.
- (4) The advertisement area of each sign must not exceed 10m<sup>2</sup>.
- (5) Signs in multiple occupancy buildings should be of a uniform shape and size and should be located as close as possible to the occupancy to which they apply.
- (6) Where buildings are set back from the street frontage, pole signs or free-standing signs may be used close to the street frontage.
- (7) Off-site promotional signage on main roads should be limited to one sign which identifies and directs the travelling public to the industrial estate, rather than individual businesses.
- (8) 'Free-Standing' signs shall only be permitted where it can be demonstrated that the sign will not be visually

intrusive or contribute to sign clutter.



Advertising signs in industrial zones (click here to view [original image](#))

## 15.3.4 Rural Zones

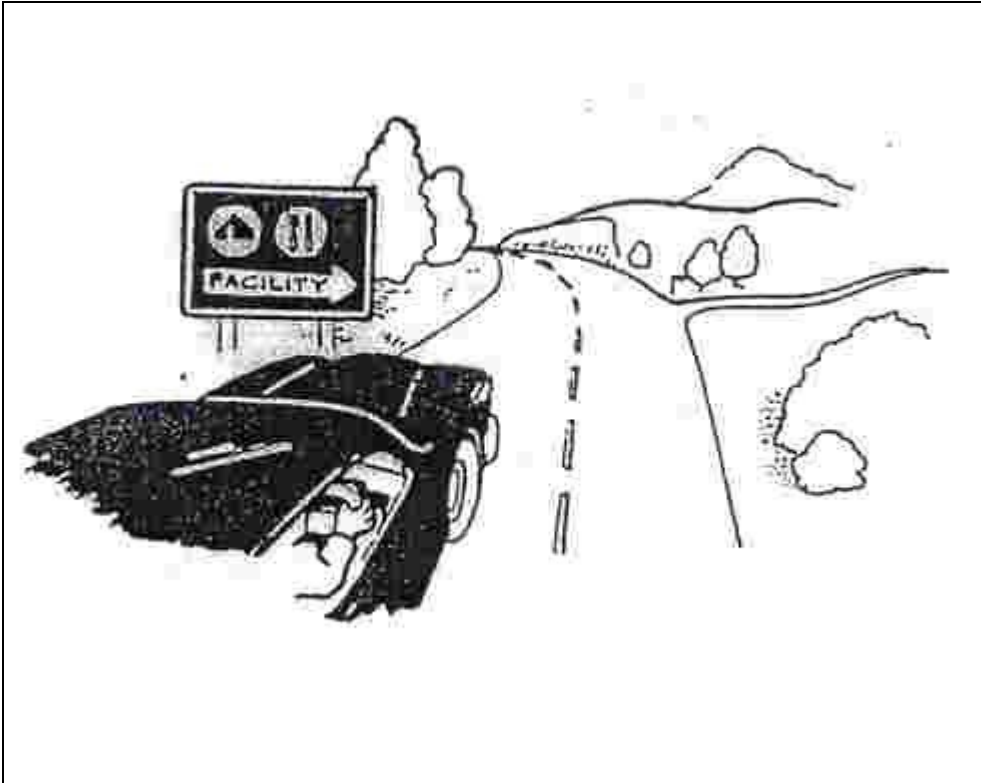
### Objectives

The major aim in rural areas is to minimise the impact of signs in order to preserve the rural or natural character whilst conveying only essential information to the travelling public.

### Assessment Criteria:

- (1) Maximum area of a commercial sign in any other zone should not be in excess of 5.m<sup>2</sup> unless otherwise specified in the Performance Measures of the zone in which the sign is proposed to be located.
- (2) The number of signs must be limited to one sign per street frontage.
- (3) The letter size of signs should be formulated using the Australian Standards equation outlined in the '5. General Guidelines for Sign Design' in section of this document.
- (4) The location and design of signs must be compatible with the rural landscape character of the area.
- (5) Colours used in any signs must be unobtrusive and compatible with the surrounding landscape.
- (6) Signs must be designed so that they are clearly legible and do not cause any distraction to passing motorists.
- (7) 'Free-Standing' signs shall only be permitted where it can be demonstrated that the sign will not be visually intrusive or contribute to sign clutter.





Advertising signs in rural zones (click here to view [original image](#))

## 15.3.5 Special Use, Waterfront and all Remaining Zones

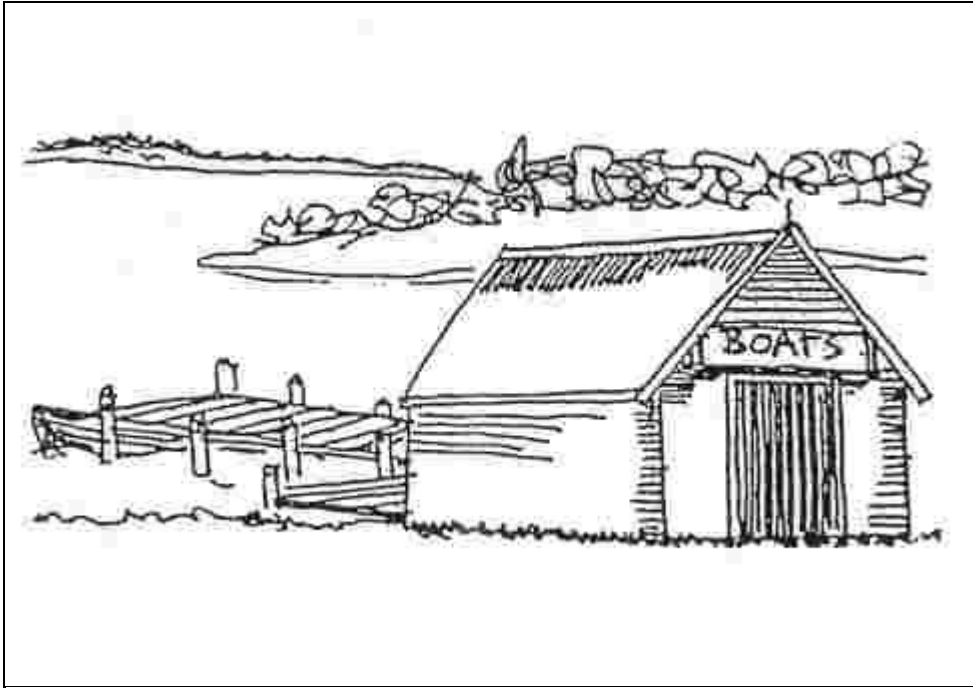
### Objective

- Controls are generally aimed at providing only essential commercial signs in appropriate locations.

### Controls

- (1) Maximum area of a commercial sign in any other zone should not be in excess of 5.0sqm unless otherwise specified in the Performance Measures of the zone in which the sign is proposed to be located.
- (2) Signs should generally be restricted to commercial signs and directional signs;
- (3) Signs must be limited to the minimum number necessary to adequately identify the premises;
- (4) the size of any sign should be related to the scale of the site and any building on which it is displayed;
- (5) the size, location and design of any sign should ensure that it will not detract from the surrounding streetscape, character or amenity of the surrounding area, and will not intrude into any adjoining residential area; and
- (6) commercial signs should be located and designed so that they are clearly legible from the street.
- (7) Signs must be compatible with the surrounding landscape without intruding on significant views, the environment or waterfront.





Advertising signs in special use, waterfront and all other unspecified areas (click here to view [original image](#))

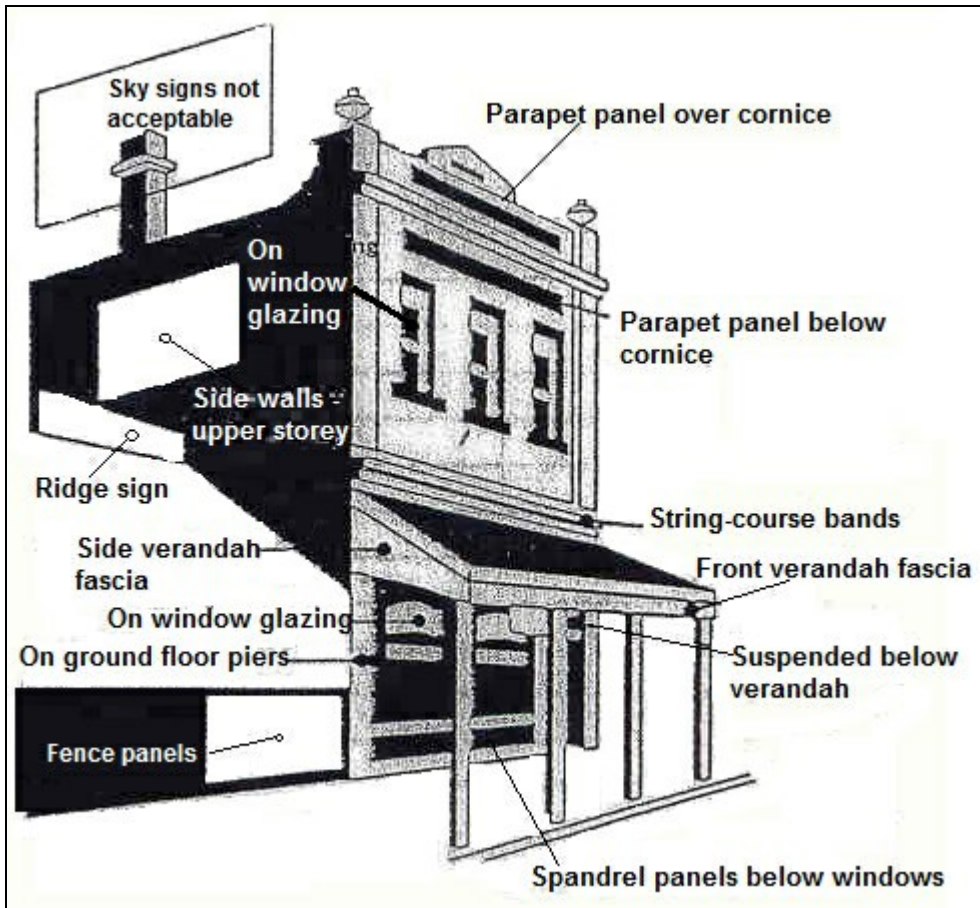
## 15.3.6 Heritage Conservation Areas and Items of Heritage Significance

### Objectives

- Controls are generally aimed at providing only essential commercial signs in heritage conservation areas and on heritage items.

### Assessment Criteria:

- (1) Maximum area of a commercial sign in any zone should not be in excess of 5.0sqm unless otherwise specified in the Performance Measures of the zone in which the sign is proposed to be located.
- (2) Only business identification and building identification signs are permissible on heritage items or on sites within conservation areas.
- (3) New signs must be capable of being moved or replaced without damaging the fabric of the building.
- (4) Signs should be placed in locations on buildings that were traditionally uses as advertising areas.
- (5) Neon signs and other internally illuminated signs, flashing signs and fluorescent and iridescent paints should not be used.
- (6) Appropriately placed and baffled external floodlights that illuminate the whole or part of the building facade (including signs) are encouraged.
- (7) Corporate image requirements should be adapted to suit specific requirements of the particular item or conservation area.
- (8) 'Free-Standing' signs shall only be permitted where it can be demonstrated that the sign will not be visually intrusive or contribute to sign clutter.



Advertising signs in heritage conservation areas and items of heritage significance (click here to view [original image](#))

## 15.4 Design Guidelines for Various Advertising Structures

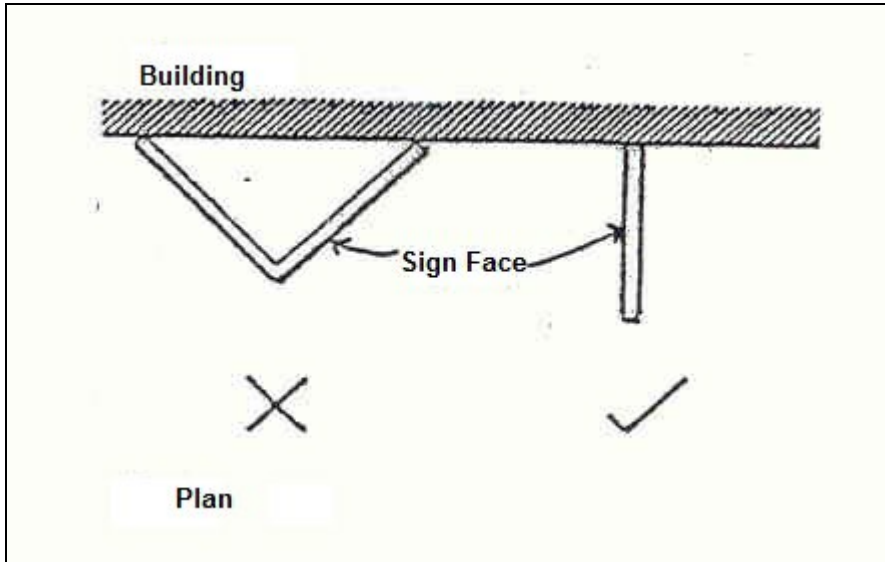
### 15.4.1 Above-Verandah Signs

#### Definition

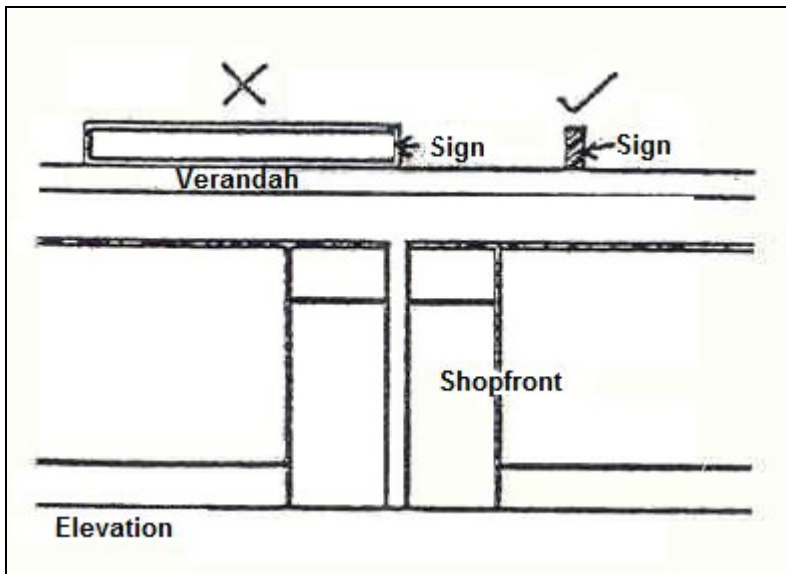
Means a sign above a verandah, and attached to or supported by a verandah.

#### Controls

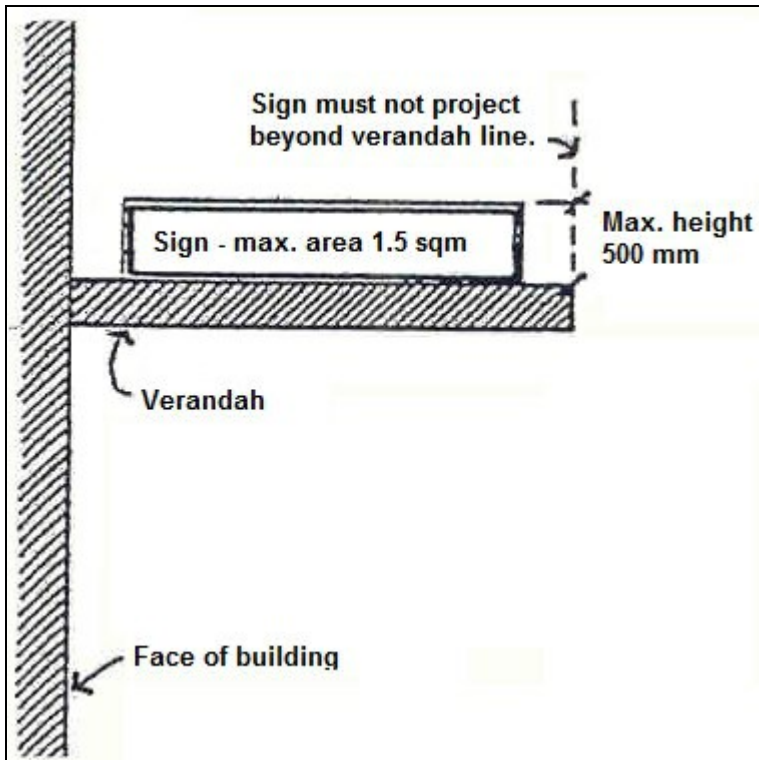
- (1) The sign must not project above the parapet of the building or top of the wall;
- (2) there must be no other signs on the building located on or above the verandah level, or where there is no verandah, more than 3.7m above the pavement;
- (3) the sign must have a maximum of two faces which must be parallel to each other;
- (4) the sign must not be greater than 1 m<sup>2</sup> in area, unless otherwise specified in the DCP for the Zone;
- (5) the sign must not project beyond the verandah line;
- (6) height of the sign must not exceed 0.5m above the verandah;
- (7) the sign must not be animated;
- (8) any supporting structure or electricity supply must not be visually intrusive or spoil the building's appearance; and
- (9) where there is a consistent theme, the sign must continue the theme.



Above verandah advertising sign location (click here to view [original image](#))



Above verandah advertising sign location (click here to view [original image](#))



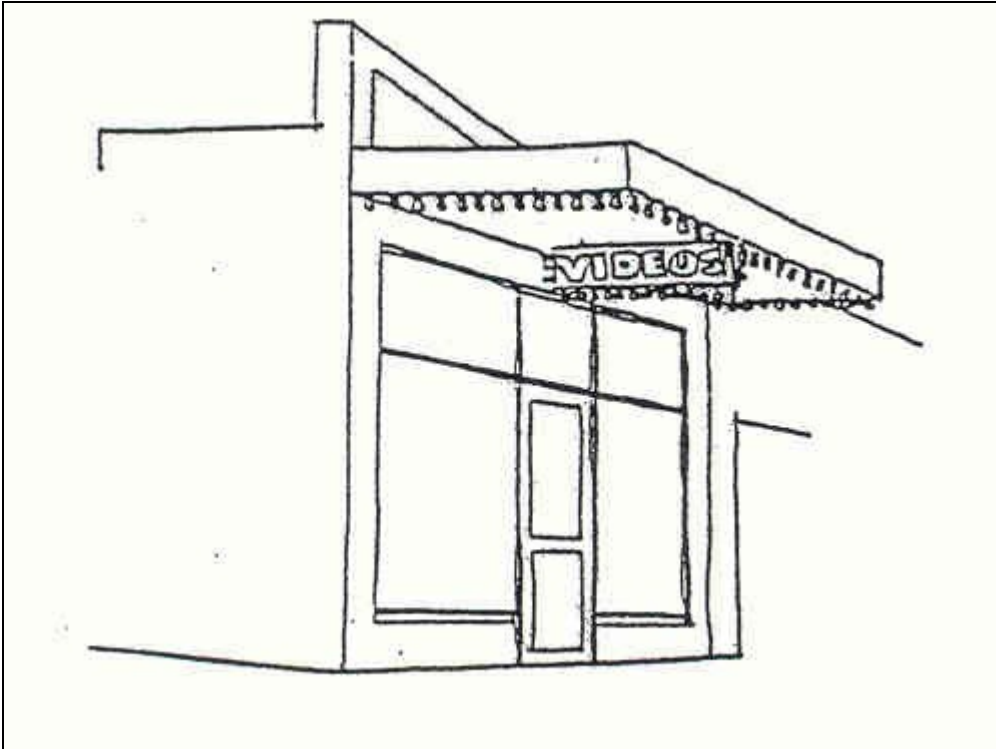
Above verandah advertising sign location (click here to view [original image](#))

## 15.4.2 Animated Signs

### Controls

- (1) The sign must be located in an area where it will be compatible with the planned character for the area and will provide a positive contribution to that character;
- (2) the sign must not be visually intrusive;
- (3) the sign must be attractively and well designed;
- (4) the sign must not affect traffic safety by drawing motorists' attention away from road traffic conditions or traffic signs and signals, particularly in areas requiring high driver concentration, such as near signalised traffic intersections;
- (5) the sign must not be visible for any residential area; and
- (6) in the case of a commercial or promotional sign, the sign may only be animated when the business is open for trade.

### Animated sign example



Example of an animated sign (click here to view [original image](#))

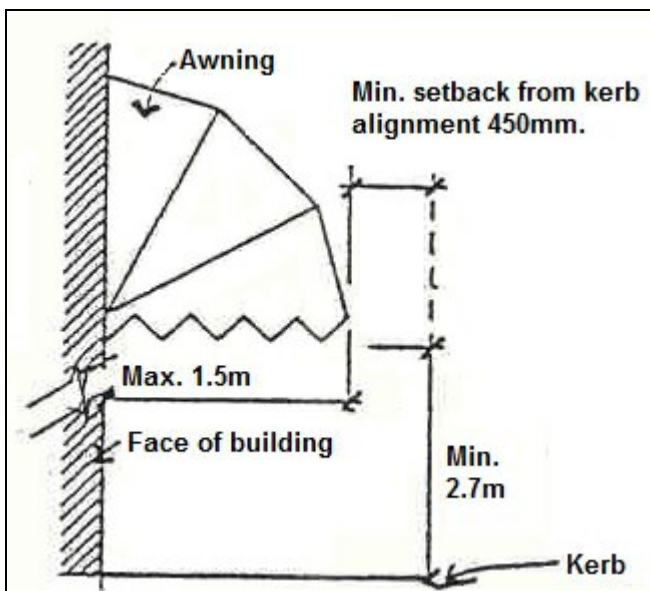
## 15.4.3 Awning Signs

### Definition

Means a sign on an awning erected over a door or window of a building.

### Controls

- (1) Any Awning:
  - (a) must have a minimum clearance of 2.7m from the pavement level;
  - (b) must project a maximum of 1.5m from the face of the building;
  - (c) must be setback at least 0.45m from the kerb alignment; and
  - (d) must have a size and profile that is compatible to the building design.



**Awning sign location** (click here to view [original image](#))

## Controls

- (1) Any Awning Sign:
  - (a) must be painted onto or attached to the material of the awning, and must not project beyond the lines of the awning;
  - (b) the sign must not be animated or internally illuminated;
  - (c) the sign is restricted to a commercial sign only;
  - (d) must have a maximum height of 0.5m; and
  - (e) top of the awning sign must not be more than 3.7m above the pavement level.



Reproduced from City of Launceston Advertising Sign Guidelines

**Example of an awning sign** (click here to view [original image](#))

## 15.4.4 Below Verandah Signs

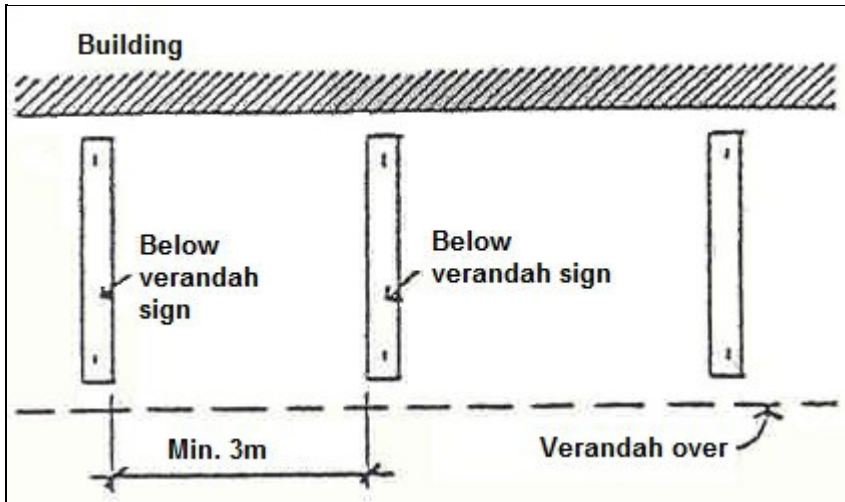
### Definition

Means a sign below a verandah and attached to or suspended from the verandah.

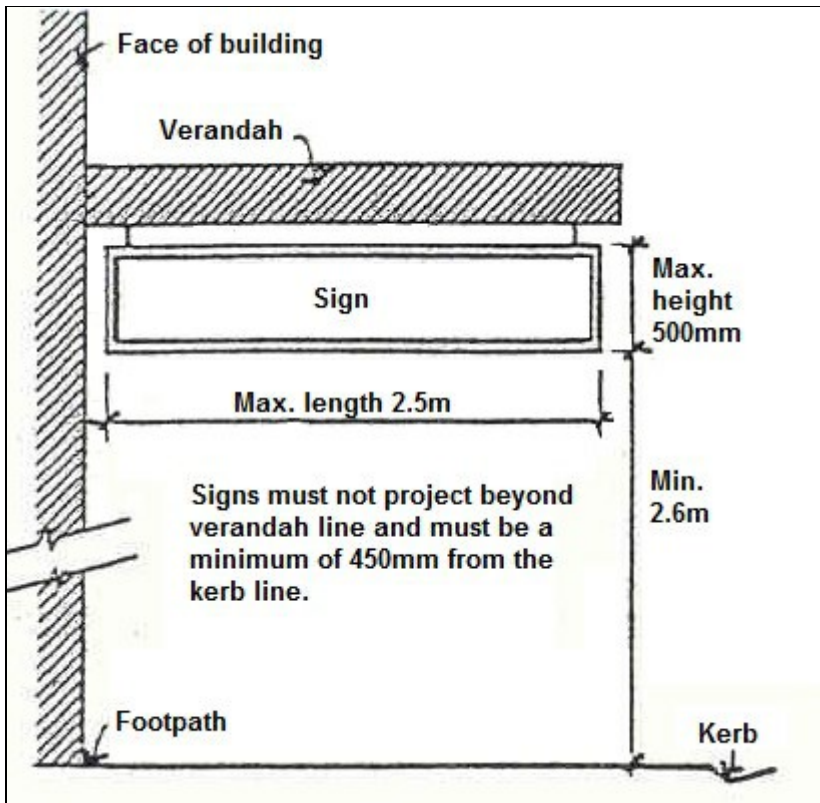
### Controls

- (1) The sign must have a minimum clearance of 2.6m from the pavement level;
- (2) the sign must have a maximum height of 0.5m;
- (3) the sign must not project beyond the verandah line, or exceed 2.5m in length, which is the shorter;
- (4) the sign must not be erected within 3m of any other below-verandah signs or projecting wall sign;
- (5) the sign must not be animated;
- (6) the sign must be securely suspended from the verandah;
- (7) any supporting structure or electricity supply must not be visually intrusive or spoil the building's appearance; and
- (8) the sign must only be a commercial sign.





Below verandah advertising sign location (click here to view [original image](#))



Below verandah advertising sign location (click here to view [original image](#))

## 15.4.5 Bunting Signs

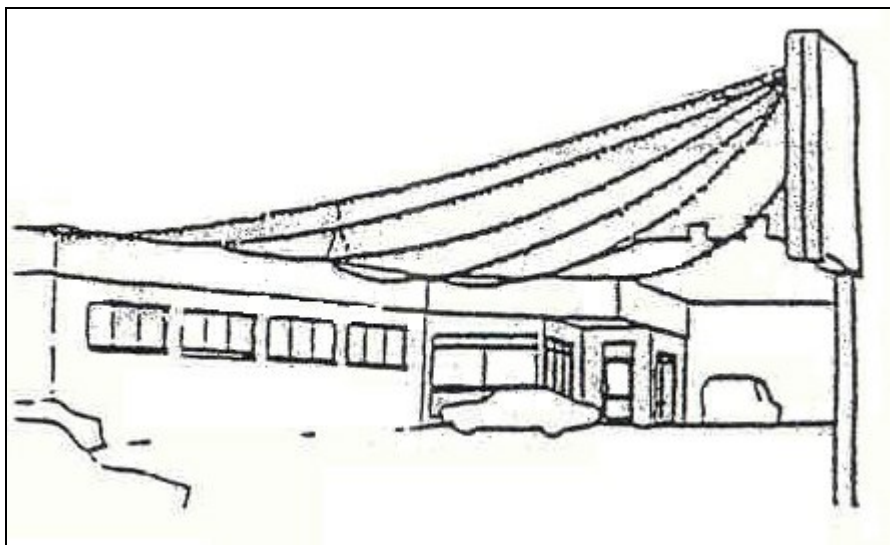
### Definition

Means an advertisement that consists of bunting, streamers, windvanes or the like.

### Controls

- (1) The sign may only be displayed for a period not exceeding 2 months in total in any one year;
- (2) the sign may only be used for the purposes of announcing a local event of a religious, educational, cultural, political, social, sporting or recreational character and relates to any temporary matter in conjunction with such an event; and
- (3) the sign must not include advertising of a commercial nature (except for the name(s) of an event's sponsor(s)).





Example of a bunting advertising sign (click here to view [original image](#))

## 15.4.6 Flag/Banner Signs

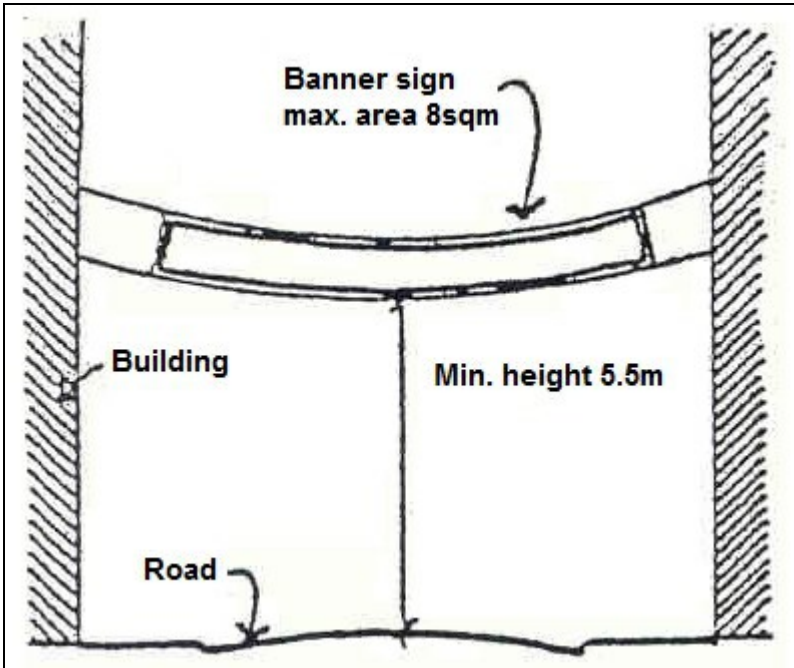
### Definition

Means an advertisement that consists of flags/ banners or the like.

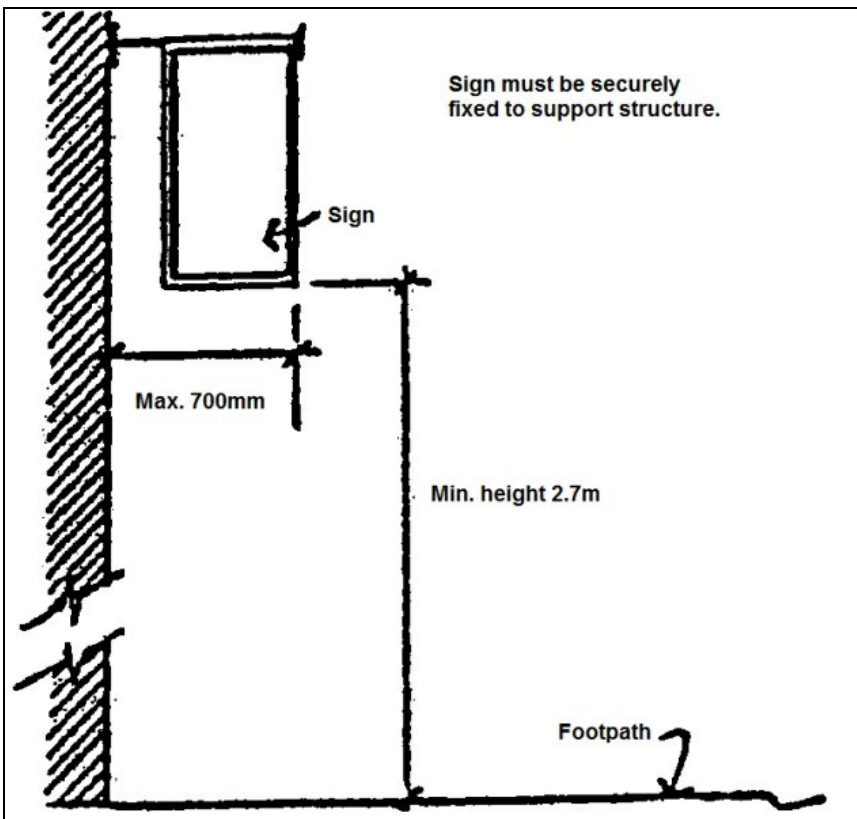
### Controls

- (1) Rigidly Suspended Banner Sign:
  - (a) the sign must have a minimum clearance of 2.7m above the pavement level;
  - (b) the sign must have a maximum projection of 0.7m from the face of the building; and
  - (c) the sign must be securely fixed to the support structure.
- (2) Flag Signs:
  - (a) the sign must have a maximum area of 5m<sup>2</sup>;
  - (b) the sign must have a minimum clearance of 4.5m from the pavement level; and
  - (c) the sign must properly maintained and must be removed or replaced within 9 months from the time the sign was erected.
- (3) Suspended Banner Signs:
  - (a) the sign must have a maximum area of 8m<sup>2</sup>;
  - (b) where the sign is suspended over any road or public space, the sign must be a minimum of 5.5m above the pavement level;
  - (c) the method of supporting the sign must be approved by Council; and
  - (d) the sign must be removed within 8 weeks from the time the sign was erected.
- (4) Semi-rigidly Suspended Banner Sign:
  - (a) the sign must have a minimum clearance of 2.7m above the pavement level;
  - (b) the sign must have a maximum projection of 0.7m from the face of the building;
  - (c) the sign must be securely fixed to the support structure; and
  - (d) the sign must be properly maintained and must be removed or replaced within 9 months from the time the sign was erected.

### Sign location



Suspended banner / flag advertising sign location (click here to view [original image](#))



Banner / flag advertising sign location (click here to view [original image](#))

## 15.4.7 Floodlit Signs

### Definition

Means a sign illuminated by external lighting provided for that purpose.

### Controls

- (1) Floodlights must be suitably located and baffled and the level of illumination controlled to ensure that there will

- be no spill of light onto any adjoining site;
- (2) floodlights must be suitably located and baffled and the level of illumination controlled, to ensure that motorists on any nearby road will not be distracted by the floodlighting;
  - (3) the area of any floodlit sign must not be more than 3m<sup>2</sup>, unless otherwise specified;
  - (4) the total area of floodlit signs on any building may not exceed 5 m<sup>2</sup>, unless otherwise specified;
  - (5) the sign must be at least 30m from pedestrian or traffic lights;
  - (6) in the case of commercial or promotional signs, the sign must only be illuminated during times when the business on the land is open for trade; and
  - (7) the floodlights must be located so that they do not detract from the appearance of the site or cause any obstruction to pedestrians.

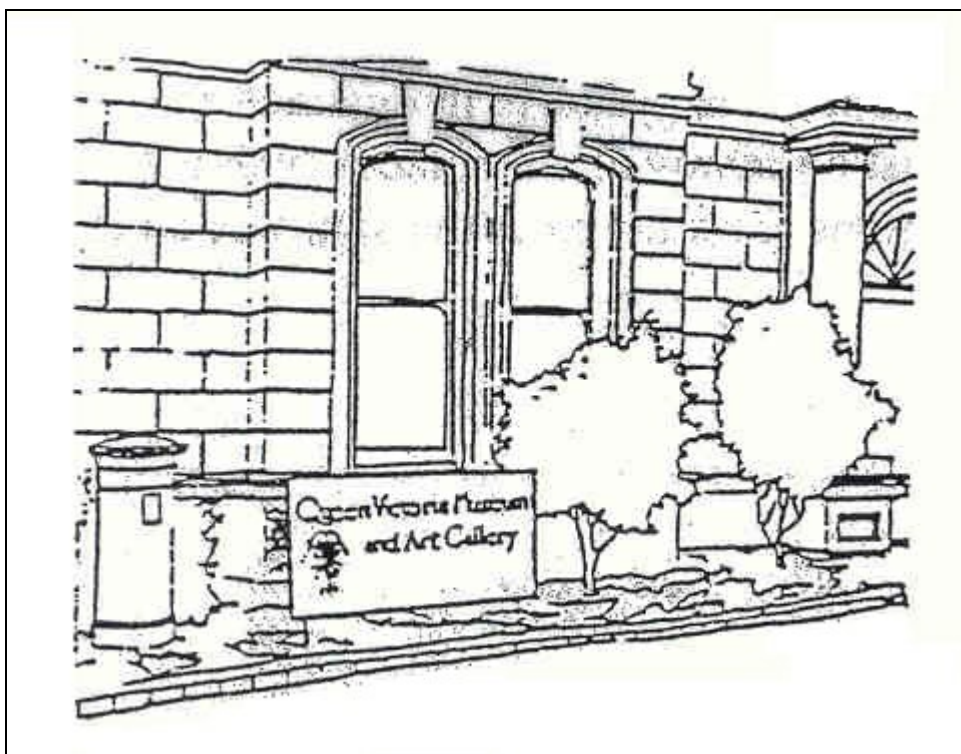
## 15.4.8 Free-Standing Signs

### Definition

Means a low-level sign on a structure that is not part of any building and which is not a pole sign.

### Controls

- (1) the area of a free-standing sign permissible without consent must not be more than 5 m<sup>2</sup>, unless specified differently in any guideline relating to the zone;
- (2) a free-standing sign permitted without development consent must have a maximum of 1.5m above ground level;
- (3) the sign must be located entirely within the site;
- (4) there must only be one (1) free-standing sign on any street frontage to the site;
- (5) the sign must not be internally illuminated or animated; and
- (6) the support structure for the sign must not detract from the appearance of the sign and should either be incorporated into the sign design or, apart from the supports below the sign, hidden from view.



Example of a free-standing advertising sign [\(click here to view original image\)](#)

## 15.4.9 Internally Illuminated Signs

## Definition

Means a sign illuminated by internal lighting or which contains lights or illuminated tubes arranged as an advertisement.

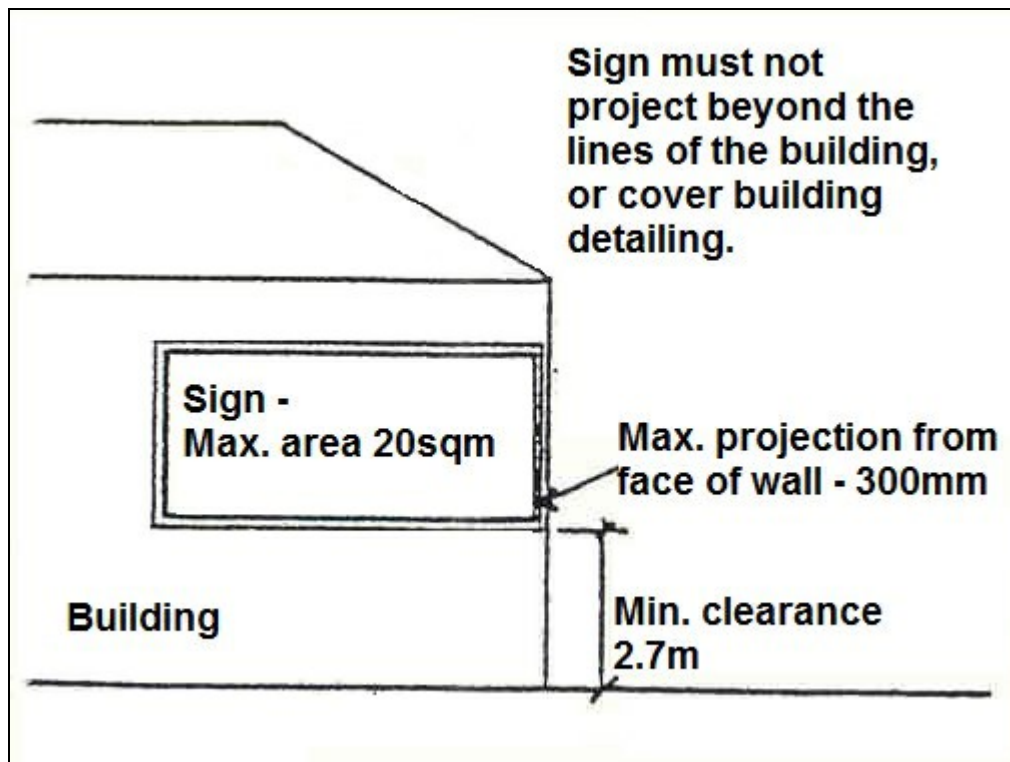
### 15.4.10 Panel Signs

#### Definition

Means a sign with an advertising area exceeding 10m<sup>2</sup> and which is not animated or internally illuminated.

#### Controls

- (1) Panel signs erected on a building:
  - (a) must not exceed 20m<sup>2</sup> in area;
  - (b) must be fixed flush with the wall of the building;
  - (c) must not project beyond the lines of the wall on which it is fixed, or cover any window or other building detail;
  - (d) must have a minimum clearance of 2.7m above the ground; and
  - (e) must not project more than 0.3m from the face of the wall.
- (2) Free-Standing panel signs:
  - (a) must have a maximum of two faces which must be parallel to each other; and
  - (b) shall only be permitted where it can be demonstrated that the sign will improve the appearance of the area, by obscuring unsightly view or other means.



Panel advertising sign location (click here to view [original image](#))

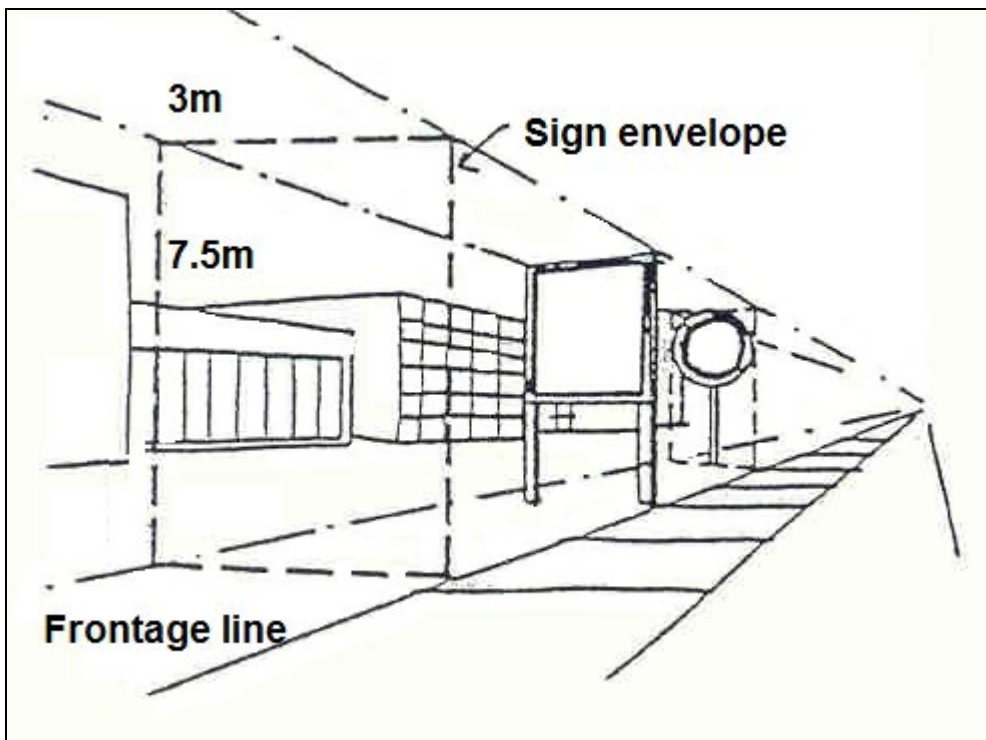
### 15.4.11 Pole Signs

#### Definition

Means a free standing sign on one or more vertical supports and which is more than two metres in height.

## Controls

- (1) The sign must not exceed 7.5m in height (measured from the ground to the top of the sign), unless it can be demonstrated that the sign will not visually intrude into the surrounding streetscape/ landscape, and will not dominate other signs in the area;
- (2) the advertisement area of the sign must not exceed 5.0m<sup>2</sup>, unless
  - (a) it can be demonstrated that the sign will not visually intrude into the surrounding streetscape/ landscape, and will not dominate other signs in the area; or
  - (b) the guidelines for the zone specify otherwise;
- (3) where the sign projects over a footpath or access road, the sign must have a minimum clearance of 2.7m from the pavement level;
- (4) there must only be one pole sign on any site, unless in the opinion of Council more than one sign is justified because of the size of the site, or because the site has frontages to two or more streets;
- (5) the sign must be located entirely within the site;
- (6) the sign must not be an animated sign;
- (7) where the sign is to be located in a shopping centre or other centre where there are adjacent buildings, the sign must not project above the ravelin of the adjacent buildings;
- (8) the sign must not obstruct views to other signs on the site or on adjoining land; and
- (9) where the sign is to be located in a building setback area from the street frontage, the sign should be contained within a 3m by 7.5m envelope located on the street frontage and at right angles to the frontage.



Pole advertising sign location (click here to view [original image](#))

## 15.4.12 Projecting Wall Signs

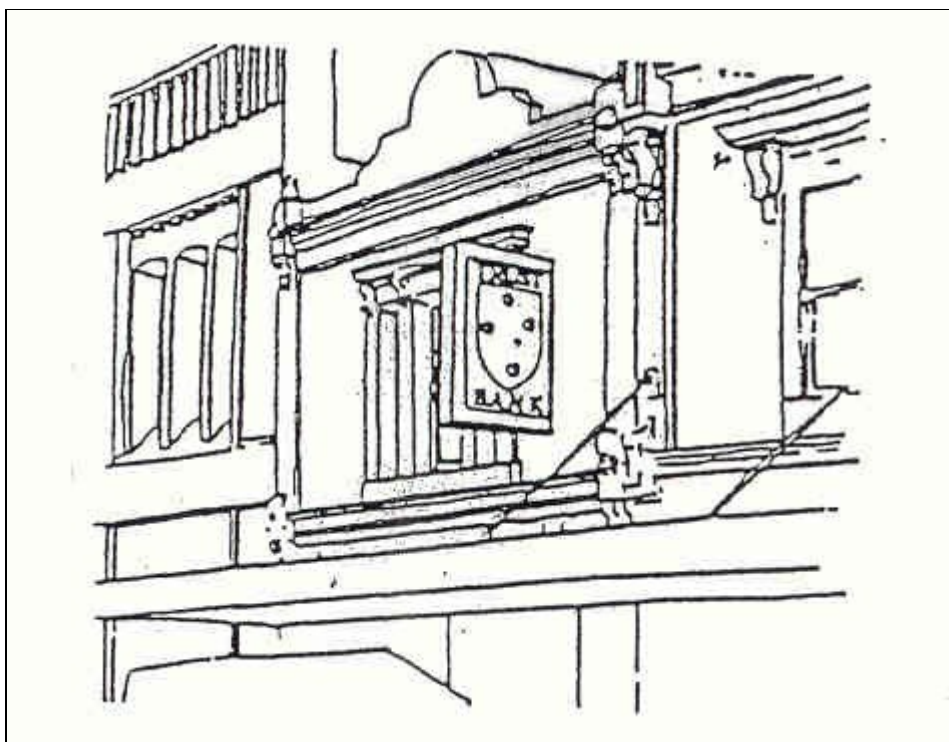
### Definition

Means a sign attached to and projecting from the wall of a building and which is more than 2.6 metres above the pavement and projects more than 300mm from the face of the building.

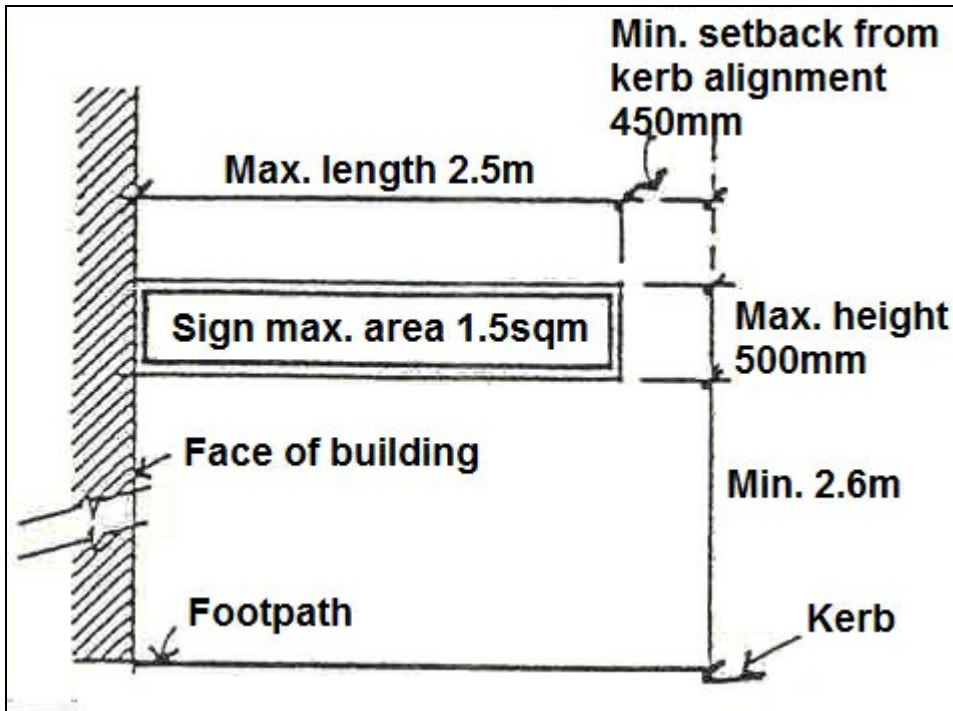


## Controls

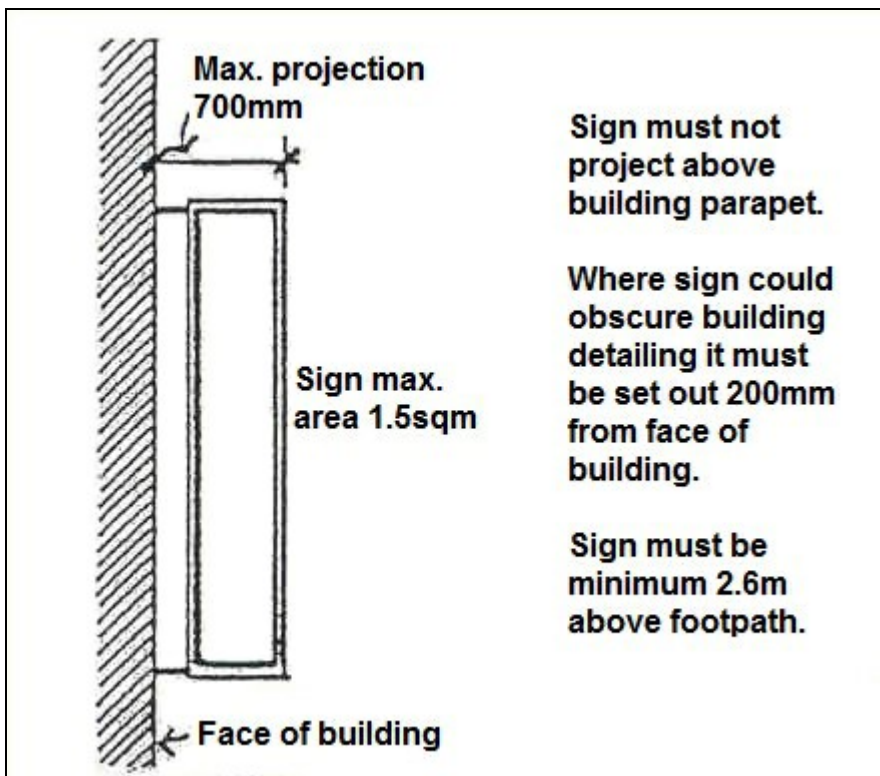
- (1) The sign must have a maximum of two faces which must be parallel to each other;
- (2) the sign must be at right angles to the face of the building on which it is located;
- (3) in those zones where projecting wall signs are 'as of right', the sign must not exceed 2.5m in length and 0.5m in height. Any differentiation of these measurements will require development consent;
- (4) where the sign has a vertical orientation, the sign must have a maximum projection of 0.7m from the face of the building, and where it could obscure building detailing, must set out 0.2m from the face of the building;
- (5) the sign must not project above the parapet of the building;
- (6) the sign must not be an animated sign;
- (7) the sign must be 3m apart (shopfront length) from any other projecting wall sign;
- (8) where there is a verandah, the sign must a maximum of 0.6m above the verandah, and must not project beyond the verandah line;
- (9) the sign must not have a supporting structure or electricity supply (if required) that is visually intrusive or spoils the building's appearance; and
- (10) where there is a consistent theme in sign orientation or location in the surrounding area, the sign must continue that theme.



Example of a projecting wall advertising sign (click here to view [original image](#))



Projecting advertising sign location (click here to view [original image](#))



Projecting wall advertising sign location (click here to view [original image](#))

## 15.4.13 Sky Signs

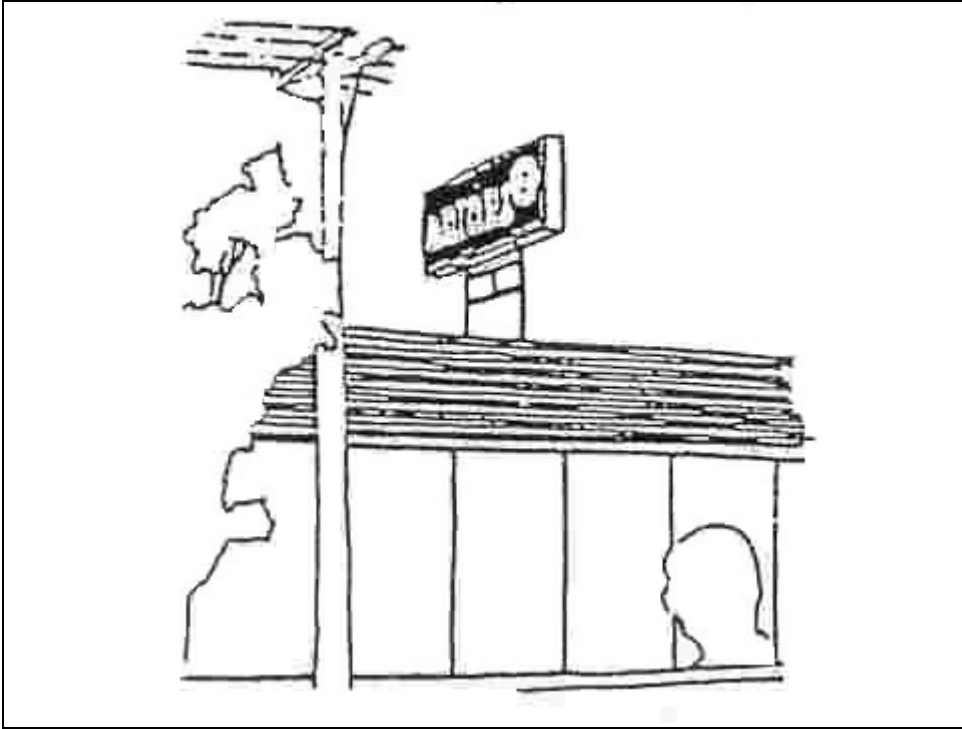
### Definition

Means a sign that is either on or above the roof of a building (but not on a verandah), or a sign that is fixed to the wall of a building and which projects above the wall.

### Controls



- (1) The sign must not be animated or internally illuminated;
- (2) the sign must improve the surrounding streetscape by providing continuity of building line or other measures;
- (3) where the sign is permissible without consent the sign must be a commercial sign.



Example of a sky advertising sign (click here to view [original image](#))

## 15.4.14 Verandah Fascia Signs

### Definition

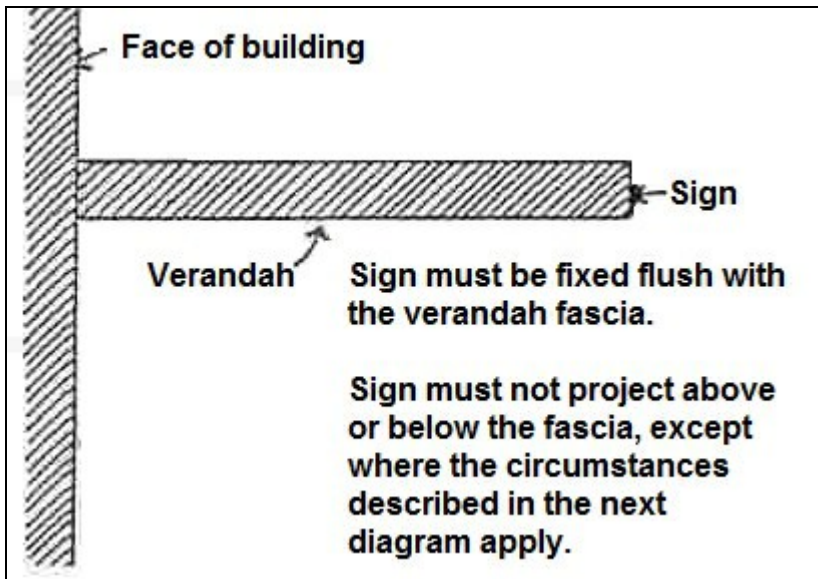
Means a sign on the front or side fascia of a verandah.

### Controls

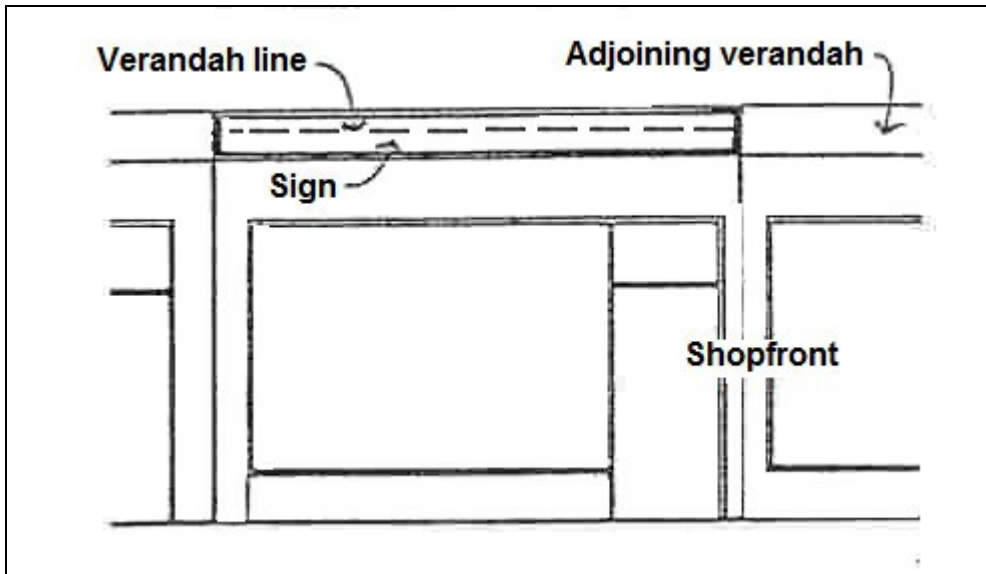
- (1) The sign must not be animated or internally illuminated;
- (2) the sign must be fixed flush with the verandah fascia; and
- (3) the sign must not project above or below the verandah to which it is attached, unless there is an opportunity to create continuity in the verandah line with the adjoining building.



Example of verandah fascia advertising sign (click here to view [original image](#))



Verandah fascia advertising sign location (click here to view [original image](#))



Verandah fascia advertising sign location (click here to view [original image](#))

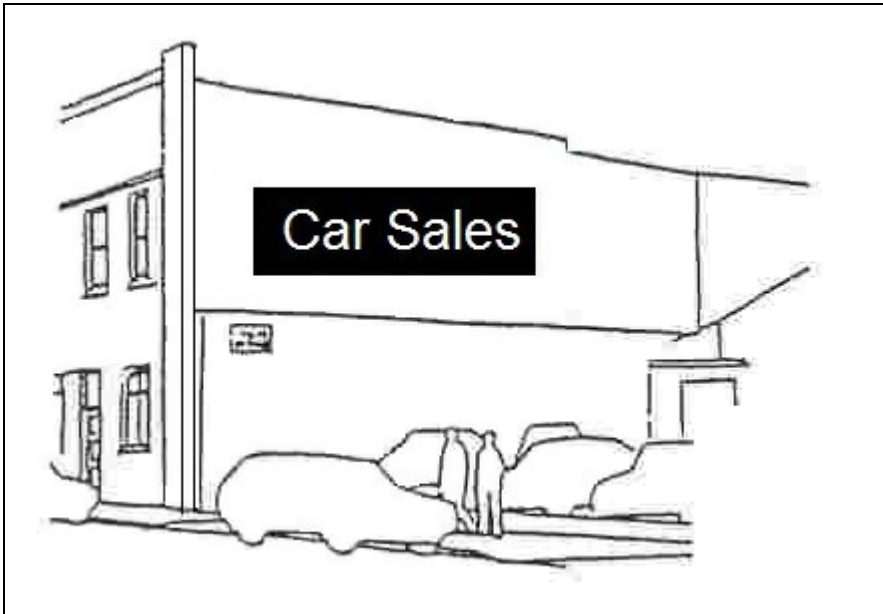
## 15.4.15 Wall Signs

### Definition

Means a sign painted onto or attached to the wall of a building, and either.

### Controls

- (1) located on the side or rear wall of a building; or
- (2) located on a wall facing onto a street, and above the verandah (or where there is no verandah, more than 3.7 metres above the pavement).
- (3) the sign must be fixed flush with the wall of the building;
- (4) the sign must not project beyond the lines of the building;
- (5) the sign must not be animated.
- (6) In the case of a wall sign on the side or rear wall of a building:
  - (a) the number of signs on the wall must be no more than two (2);
  - (b) the area of the sign must not be more than 10m<sup>2</sup> unless otherwise specified in the advertising sign guideline for the zone in which the sign is to be located.
- (7) In the case of a wall sign on the wall facing onto a street, on or above the verandah level, there may be no other signs on the building, on or above the verandah level.



Example of wall advertising sign (click here to view [original image](#))

## 15.5 Matters for Consideration in the Assessment of Applications

### 15.5.1 Development Assessment

In addition to the [Environmental Planning & Assessment Act 1979](#), Council is to also required to consider the following matters when determining an application for advertising:

- (1) The need for appropriate and effective identification of businesses.
- (2) The need to reduce sign clutter in order to maximise the effectiveness of business identification signs.
- (3) The need to encourage signs that are effective and legible.
- (4) The effect of the proposed sign on existing signs in the area.
- (5) The need to avoid visual disorder and sign clutter.
- (6) The effect of the proposed sign on the amenity and landscape character of the area.
- (7) The effect of the proposed sign on the architecture of the building on which it will be displayed and the surrounding streetscape.
- (8) The relationship of the area and height of the proposed sign to the scale of the building on which it will be displayed; the surrounding buildings; the space in which it will be located; the size of other signs in the area; and the surrounding townscape/ streetscape.
- (9) Any advertising pattern or theme that has been developed for the area.
- (10) The effect of the proposed sign on road traffic signs and signals, through the creation of background clutter.
- (11) The distraction that could be caused by the proposed sign in an area requiring high driver concentration.
- (12) The views of the Roads Traffic Authority if the sign is an animated, floodlit, internally-illuminated, panel, reflective or sky sign to be displayed within 60 metres of a main road that is a freeway, state highway or other road declared under the [Roads Act 1993](#).
- (13) Whether the proposed sign complies with the guidelines that have been prepared for the zone in which it is to be located, and specifications for the particular type of sign.

### 15.5.2 Construction Approval

Certain advertising structures may require construction approval. Applicants should consult with the Great Lakes Council Planning and Environmental Services section to ascertain whether a Construction Certificate is required for the proposed advertising structure.

## **15.5.3 Existing Signs**

Signs given development consent prior to the date of this Development Control Plan (DCP) coming into effect are not subject to the advertising design guidelines this DCP. However, any changes to the structure, size, location, illumination or type of an existing sign (with development consent) would be subject to the design guidelines of this DCP.

## **15.5.4 Maintenance of Signs**

Advertisements and advertising structures shall be maintained to a high quality finish. That is, advertisements are to be kept clean or freshly painted and be of a professional standard.