CHAPTER 2.15 SIGNAGE AND ADVERTISING

2.15.1 INTRODUCTION

State Environmental Planning Policy (Industry and Employment) 2021 - Chapter 3 Advertising and Signage and the Signage Code under *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (Codes SEPP)* provide uniform regulation for the consideration of applications for signage across NSW.

While these documents provide information to deal with the majority of proposals for signage, in certain circumstances further guidance and assessment is required. This Chapter provides:

- the additional information for the provision and assessment of appropriate signage;
- a general guide for the process of establishing appropriate signage in the Central Coast Local Government Area (CCLGA).

2.15.1.1 Objectives of this Chapter

- To encourage high quality signage that is properly designed, located and maintained
- To allow for the provision of signage that is compatible with the desired amenity and visual character of an area
- To provide for the effective communication of information in suitable locations

2.15.1.2 Land to which this Chapter Applies

This Chapter applies to the areas of the CCLGA where the *Central Coast Local Environmental Plan* (LEP) *2022* is in force.

2.15.1.3 Relationship to other Legislation

This Chapter is to be read in conjunction with Codes SEPP and the Central Coast LEP 2022. In addition, signage is also considered under:

- *State Environmental Planning Policy (Industry and Employment) 2021*
- *The Environmental Planning and Assessment Regulation 2021.*
- *State Environmental Planning Policy (Transport and Infrastructure) 2021*).

2.15.1.4 Relationship to other DCP Chapters and Council Policies

This Chapter should be read in conjunction with other relevant Chapters of this Development Control Plan (DCP) and other policy documents of Council, including but not limited to:

- Chapter 2.13– Transport and Parking
- Chapter 2.11 - Restricted Premises and Sex Services Premises
- Chapter 3.6 - Heritage Conservation
- Council's Civil Works Specification

2.15.1.5 Glossary

advertisement is defined as a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

advertising structure is defined as a structure used or to be used principally for the display of an advertisement. Advertising structures are a type of signage.

building identification sign means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.

business identification sign means a sign that indicates:

- the name of the person or business;
- the nature of the business carried on by the person at the premises or place at which the sign is displayed;
- that may include the address of the premises or place and a logo or other symbol that identifies the business, but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

signage means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- an advertising structure;
- a building identification sign;
- a business identification sign;

but does not include a traffic sign or traffic control facilities.

2.15.1.6 Using this Chapter and Submission Requirements

The majority of signage types permissible in the CCLGA are dealt with under Codes SEPP:

a Part 2 Division 2 – Advertising and Signage Exempt Development Code.

b Part 5 Subdivision 7 and 8 – General Commercial and Industrial Code.

If the proposed signage:

- exceeds the development standards set under Codes SEPP;
- is located on land where the SEPP does not apply;
- is a form of signage identified within this chapter but not the SEPP;

a development application for the consideration of the proposal is required. A development application for signage:

- ~~Can only be lodged on land where signage not prohibited is permissible under Central Coast LEP 2022 or other Environmental Planning Instrument such as *State Environmental Planning Policy (Industry and Employment) 2021* and *State Environmental Planning Policy (Transport and Infrastructure) 2021*).~~

~~a Must verify that the signage relates to the approved use of the land upon which it is located except as otherwise permitted under other instruments such as *State Environmental Planning Policy (Industry and Employment) 2021* and *State Environmental Planning Policy (Transport and Infrastructure) 2021*).~~

b Is to provide appropriate information as required as per Council's Development Application Requirements including a Statement of Environmental Effects (SEE).

c Is to provide within the SEE, information indicating how the proposal meets all the relevant requirements of Cl. 3.6 of *State Environmental Planning Policy (Industry and Employment) 2021*.

d Shall have the consent in writing of the owner of the land on which the sign is to be located and, if the sign or part of the sign projects over adjoining land, the consent of the owner of the adjoining land.

e Is to be approved under section 138 of the *Roads Act 1993*, if the sign or part of the sign projects over a public road, including a footway.

f Must justify any variation for any of the **REQUIREMENTS** for the signage listed below by indicating how the intent of the relevant **OBJECTIVES** found under Section 2.0 below (for Business and Building Identification Signage), or under *State Environmental Planning Policy (Industry and Employment) 2021* (for Advertisements or Advertising Structures) have been met.

2.15.2 BUSINESS AND BUILDING IDENTIFICATION SIGNAGE

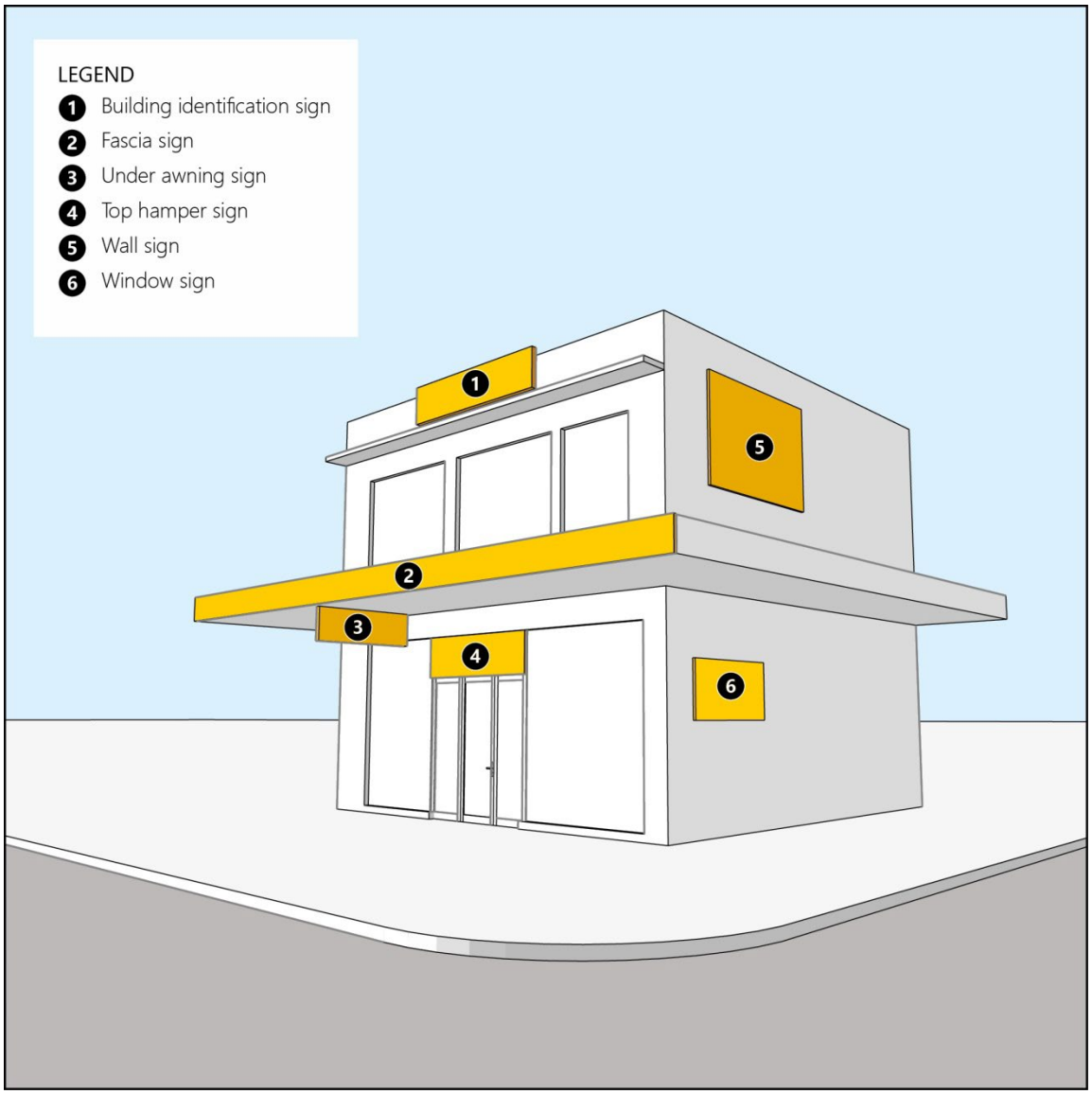

Figure 1 – Examples of typical building and business identification signage (Source: Department of Planning Industry and Environment)

OBJECTIVES

- To ensure that signage does not dominate the skyline or compromise important views and that the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape
- To promote the reduction of clutter by rationalising and simplifying existing signage (where applicable)
- To ensure that the proposal is compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located
- To ensure that any proposed signage considers the positioning of lawful existing signage
- To ensure that signage is compatible with the existing or desired future character of the area or locality in which it is proposed to be located

- To ensure that signage does not detract from the amenity or visual quality of any environmentally sensitive areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas (where applicable)
- To ensure illumination (where applicable) does not create a safety issue or detract from the amenity
- To ensure that the proposal does not create a safety issue through causing obstruction or by creating uncertainty

2.15.2.1 Building Identification Signs

The construction or installation of a building identification sign on the facade of a building for the purpose of identifying or naming a building.

REQUIREMENTS

a Have only one sign displayed on each street frontage.

b Not be more than 2.5m^2 in area.

c Be mounted flat against an exterior wall or parapet and must not protrude more than 300mm from the face of the wall or parapet.

d Not be located higher than the parapet or eaves of the building.

e Not cover any window, door or architectural feature.

f Not include any advertising of goods, products or services.

g Shall not cover any mechanical ventilation inlets or outlets located on any building on which it is carried out.

h All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting*.

2.15.2.2 Wall Signs

The construction or installation of a business identification sign (including a business identification sign for a home business) which is flat mounted or painted on the exterior wall of an existing building, or on an existing boundary fence or wall.

REQUIREMENTS

a Must be attached to the building in which the business identified in the sign is located.

b If it is a sign that is located in a residential, rural or environment protection zone:

i for a sign for a home business, home industry or home occupation—not be more than 1m^2 in area;

ii for a sign for any other use—not be more than 2.5m^2 in area.

c If it is a sign that is located in an industrial zone:

i not be more than 16m^2 in area if the sign is a wall sign attached or fixed to a building (other than a wall sign referred to in subparagraph ii);

ii not be more than 25% of the surface area of the wall of the building if the sign is a wall sign painted or applied by adhesive material on a building.

d If it is a sign that is located in a business zone or RU5 zone, not more 6m^2.

e Not project beyond the parapet or eaves of the building to which it is attached.

f Not be more than 2.5m above ground level (existing) in a residential zone, and not be more than 8m above ground level (existing) in any other zone.

g Not cover any window, door or architectural feature.

h Shall not cover any mechanical ventilation inlets or outlets located on any building on which it is carried out.

i Shall not obstruct or interfere with any traffic sign.

j All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting*.

2.15.2.3 Fascia Signs

The construction or installation of a business identification sign on the fascia of the awning of a building.

REQUIREMENTS

a Be mounted flat and securely fixed to the fascia.

b Involve a rigid signboard or a signboard within a rigid frame.

c Not project more than 300mm below or above the fascia.

d Shall not obstruct or interfere with any traffic sign.

e All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting.*

2.15.2.4 Under Awning Signs

The construction or installation of a business identification sign below the awning of a building.

REQUIREMENTS

a Must be not more than 1.5m^2 in area.

b Must be not more than 2.5m in length.

c Must be erected with the lower edge at least 2.6m above ground level (existing).

d Must be suspended at right angles to the building.

e Must not project beyond the awning fascia.

f Shall not obstruct or interfere with any traffic sign.

g All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting*.

2.15.2.5 Top Hamper Signs

The construction or installation of a business identification sign above a display window or attached to the transom of a doorway.

REQUIREMENTS

a Must be not more than 2.5m^2 in area.

b Must be not more than 600mm in height.

c Must be erected with the lower edge at least 2.6m above ground level (existing).

d All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting*.

2.15.2.6 Window Signs

The construction or installation of a business identification sign inside any window of an existing building.

REQUIREMENT

Must not cover more than 20% of the surface of the window in which it is displayed or 6m^2, whichever is the lesser.

2.15.2.7 Freestanding Pylon Signs

The erection of a business identification sign that is displayed on a freestanding structure that is mounted on the ground.

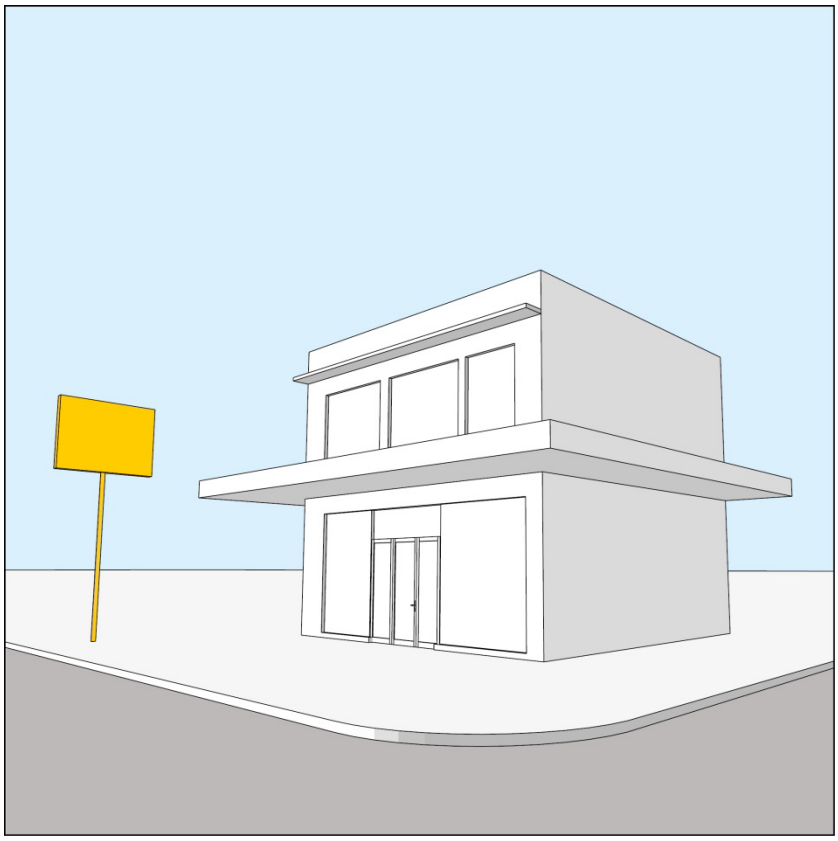

Figure 2 – Freestanding Pylon Sign

REQUIREMENTS

a Must not result in more than one such freestanding sign for each street frontage

b Must not be greater in height than 7m from ground level (existing).

c Must not have an area for the sign of more than $8m^2$ unless paragraph point d applies.

d If the development is located on premises with more than one commercial tenant, must not have an area for the sign of more than $16m^2$.

e Shall not obstruct or interfere with any traffic sign.

f All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting.*

2.15.2.8 Projecting Wall Signs

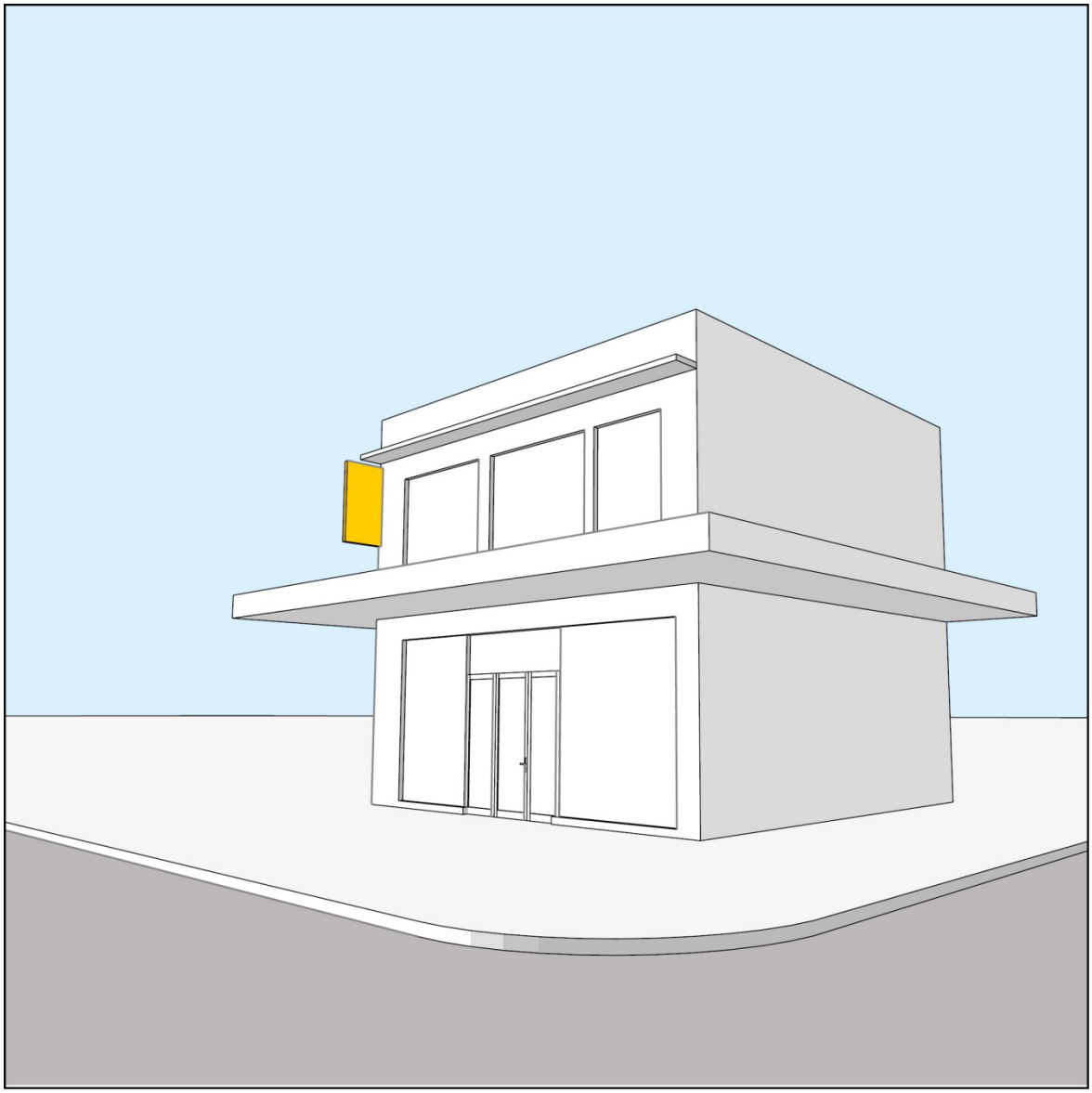

Figure 3 – Projecting Wall Sign

The construction or installation of a business identification sign that projects from the exterior wall of an existing building.

REQUIREMENTS

a Must be not more than $3m^2$ in area.

b Shall not cover any mechanical ventilation inlets or outlets located on any building on which it is carried out.

c Shall not obstruct or interfere with any traffic sign.

d All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting.*

2.15.2.9 Directory Board Signs

A business identification sign for multiple occupancies that is displayed on a freestanding structure that is mounted on the ground on one or more supports.

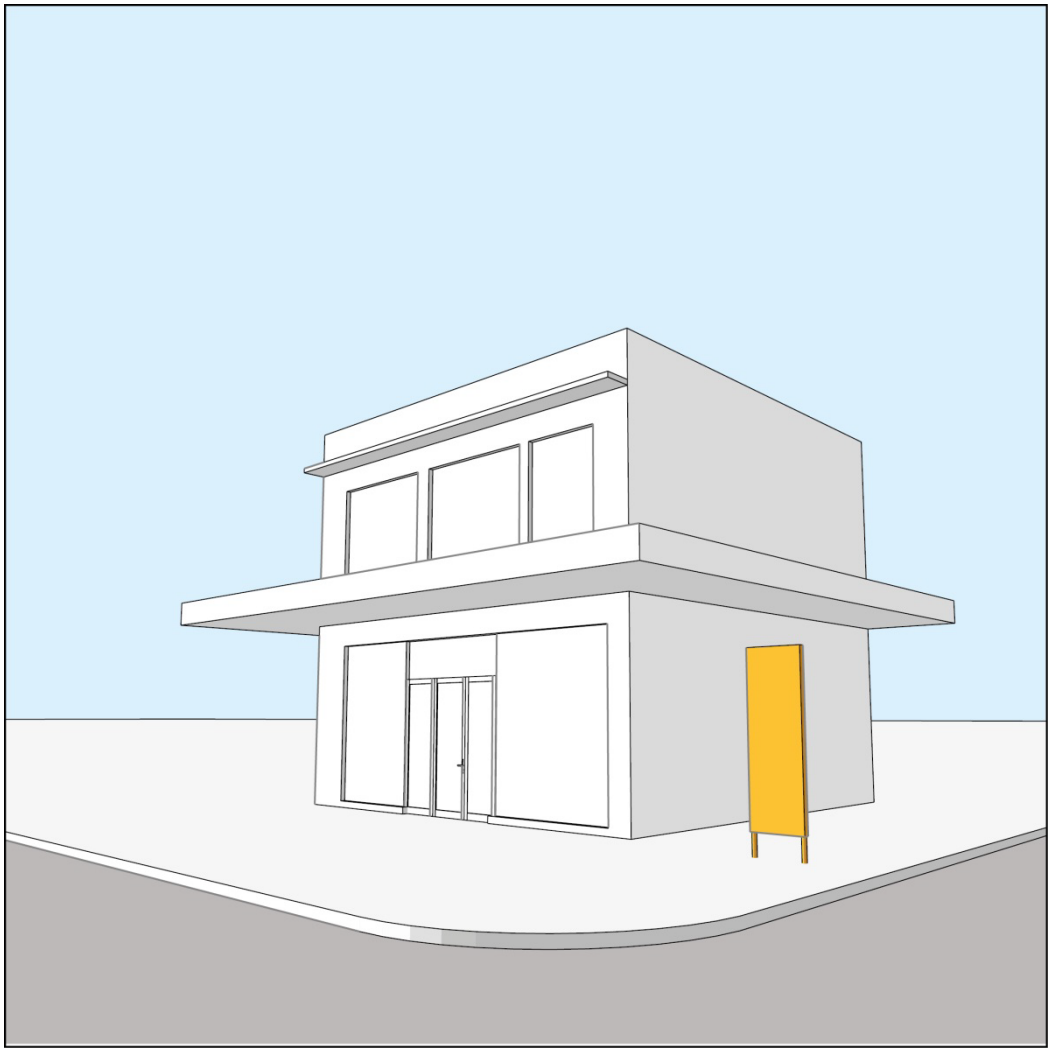

Figure 4 – Directory Board Sign

REQUIREMENTS

a Must not result in more than one such freestanding sign for each street frontage of the lot on which the development is located that is more than 15m in width.

b Must not be greater in height than 7m from ground level (existing).

c Must not have an area for the sign of more than 8m2 unless paragraph point d (below) applies.

d If the development is located on premises with more than one commercial tenant, must not have an area for the sign of more than 16m^2.

e Shall not obstruct or interfere with any traffic sign.

f All Illuminated signage must comply with the *Australian Standard AS4282 - Control of the Obtrusive Effects of Outdoor Lighting*.

2.15.3 ADVERTISEMENTS AND ADVERTISING STRUCTURES

Advertisements are considered under *State Environmental Planning Policy* (SEPP) *(Industry and Employment) 2021 - Chapter 3 Advertising and Signage* and the associated *Guidelines for Outdoor Advertising*. The information provided below has been provided to supplement the considerations of the SEPP. Where there is inconsistency between this document, CCLEP 2022 and the SEPP with regard to advertisements, in accordance with s.3.28 of the EP&A Act, the SEPP will prevail.

OBJECTIVES

The matters for consideration for advertisements are stated in *State Environmental Planning Policy (Industry and Employment) 2021 - Chapter 3 Advertising and Signage* .

2.15.3.1 General Requirements

Where it is considered that a Development Application is required the following information is to be provided:

a Indication that the form of signage proposed is permissible on the subject site under Central Coast LEP 2022, *State Environmental Planning Policy (Industry and Employment) 2021 - Chapter 3 Advertising and Signage* or other applicable Planning Instrument.

b Appropriate information required as per Council's Development Application Requirements including a SEE.

c Document the extent of any variation from the development standards and provide justification for the variation to each relevant Standard if sought.

d Provide information in the SEE indicating how the proposal meets the requirements of Clause 3.6 of *State Environmental Planning Policy (Industry and Employment) 2021*.

e For advertisements Part 3.3 of *State Environmental Planning Policy (Industry and Employment) 2021* applies and the requirements of the SEPP must be addressed.

2.15.3.2 Community Notice and Public Information Signs

The construction or installation of a sign that provides information on, or advertises services or activities on a site for a public or community institution or organisation.

REQUIREMENTS

a In the case of development that is a sign advertising a public event being held and the sponsorship for the event:

  i Must be located wholly within the property boundary of the place where the event is to be held or be attached to an existing boundary fence;

  ii Must not project more than 100mm from the fence;

  iii Must not be displayed earlier than 28 days before the event and must be removed within 7 days after the event.

b In all other cases, must be located wholly within the property boundary or be attached to an existing boundary fence of the person carrying out the development.

c Must not have a surface area of more than 3.5m^2 for a rigid sign.

d Must not result in more than one sign per street frontage.

2.15.3.3 Temporary Event Signs

The construction or installation of a sign or banner that advertises a commercial, community or retail event or a private function (including sponsorship of the event or function).

REQUIREMENTS

a Not result in more than one banner and one other type of temporary sign facing any road frontage.

b Not have a surface area of more than $12m^2$.

c Be located wholly within the boundaries of the property or, if attached to a building, fence or wall, not project more than 100mm from the building, fence or wall.

d Not be higher than 7m above ground level (existing).

e Not be permanently fixed to a building, fence or wall.

f If advertising a commercial or retail event—not be constructed or installed in a residential zone.

g Not be illuminated.

h Not be displayed earlier than 28 days before the event.

i Be removed within 7 days after the event.

j The duration of the event is to be specified.

2.15.3.4 Real Estate Signs

The construction or installation of a temporary sign to advertise real property for sale or rent, being a sign that is located on the property for sale or on the site of the property for sale.

REQUIREMENTS

a If it is advertising a parcel of land and improvements or one or more dwellings in a multi-dwelling development with less than 10 dwellings:

  i not result in more than one sign for each parcel of land or dwelling (except that dwellings in the same ownership must be advertised on one sign);

  ii not be more than $1.5m^2$ in area;

  iii not be more than 3m above ground level (existing);

  iv not be externally illuminated;

  v if the development is advertising the sale or lease of a dwelling—be removed within 14 days after the sale or lease;

  vi if the development is advertising the sale or lease of vacant land—be removed no later than the commencement of any construction on the land.

b In any other case—not result in more than one sign on any road frontage and each sign must:

  i not be more than $10m^2$ in area;

ii not be more than 5m above ground level (existing);

iii not be illuminated;

iv if on the site of a heritage item or draft heritage item—not be attached to a building.

Note: Council will consider and encourage a permanent consolidated "For Sale" sign for large developments.

2.15.3.5 Tourist Directional Signs

REQUIREMENTS

Council may permit, where permissible with development consent, high quality integrated tourist directory signs to be located on public land in strategic locations where permissible with consent. Such signs are to satisfy the following criteria:

a The sign is not to obstruct traffic vision or cause any safety hazard, and is to be clear of underground and overhead services.

b The sign is to have an overall maximum height of 7 metres and contain clear and concise information relevant only to tourist attractions in the Local Government Area.

c The sign is to advertise a minimum of four tourist attractions within the Local Government Area and Council may require information relevant to public facilities.

d The design and location of the structure is to complement the environment within which it is displayed and not adversely impact the amenity of the locality.

e The structure is to be suitably maintained by the owner of the structure at all times.

f The sign is to be erected to Council's specification, and may at any time be required to be removed, at no cost to Council, if deemed necessary by the Council.

The following issues are considered to constitute tourist attractions suitable for incorporation in such signage:

a Tourist accommodation including motels, caravan parks, holiday cabins, hostels, hotels.

b Restaurants.

c Entertainment facilities.

d Natural and man-made tourist attractions.

e Parks and reserves.

f Water sport facilities.

g Public facilities.

2.15.3.6 Advertisements on Street Furniture and Bus Shelters

REQUIREMENTS

a Not to impact upon sight lines.

b Not extend beyond the dimensions of the existing structure.

2.15.4 ELECTRONIC SIGNAGE

Requirements for electronic signage are dealt with under the *Transport Corridor Outdoor Advertising and Signage Guideline (2017).*

In instances where proposed electronic signage relates to signage that is not an advertisement such as school signs or electronic business and building identification signs, the standards for electronic signage under the Transport *Corridor Outdoor Advertising and Signage Guideline (2017*) will be applied

2.15.5 SIGNAGE TYPES THAT WILL NOT BE SUPPORTED IN CENTRAL COAST LOCAL GOVERNMENT AREA

While Council will deal with any proposal for signage on its merit considered to be consistent with the objectives of this DCP and the considerations of *State Environmental Planning Policy (Industry and Employment) 2021* -, the following are examples of the forms of signage that are unlikely to be supported:

a Trailers and the like on road reserves, including road(s) and footpaths (refer to Clause 3.36 of *State Environmental Planning Policy (Industry and Employment) 2021*.

b Signs affecting traffic safety or movement.

c Any signage giving instructions to traffic by the use of the words "halt", "stop" or other directions, or imitate traffic signs, painted on windows, walls or displayed on any advertising structure.

d Business and Building Identification signage that projects beyond rooflines.