

Part

**F**

# **Advertising and Signage Controls**

Holroyd Development  
Control Plan 2013

**Advertising and Signage****Contents**

	<b>Introduction</b>	<b>359</b>
<b>1.</b>	<b>General Signage Controls</b>	<b>360</b>
<b>2.</b>	<b>Signs in Residential Zones</b>	<b>362</b>
<b>3.</b>	<b>Signs in Business Zones</b>	<b>363</b>
<b>4.</b>	<b>Signs in Industrial Zones</b>	<b>364</b>
<b>5.</b>	<b>Signs in Open Space and Infrastructure Zones</b>	<b>365</b>
<b>6.</b>	<b>Special Provisions</b>	<b>366</b>
	6.1. Real Estate Signs	366
	6.2. Brothels	367
<b>7.</b>	<b>Sign Specifications</b>	<b>368</b>

## Advertising and Signage

### Introduction

#### Land covered by this Part

This Part applies to development for the purposes of Advertising and Signage.

This section aims to maintain the characteristics of buildings, streetscapes and vistas to encourage clear, concise and well designed signage that will contribute to the character of Holroyd, while having regard to the amenity of residents, pedestrians and the safety of motorists.

#### Relationship of Part F to Holroyd Development Control Plan 2013

Part F of Holroyd DCP 2013 shall be read in conjunction with the following Parts of Holroyd DCP 2013, which contain Objectives and Development Controls that relate to development in this Part:

Part A - General Controls

Part B - Residential Controls

Part C - Commercial, Shop top housing and Mixed use Development Controls

Part D - Industrial Controls

Part E - Public Participation

Part G - Places of Public Worship Controls

Part H - Heritage and Conservation Controls

Part I - Child Care Centre Controls

Part J - Site Specific Controls

Part K - Holroyd Gardens Controls

Part L - Town Centre Controls

Part M - Merrylands Centre Controls

Part N - Transitway Station Precinct Controls

Part O - Guildford Pipehead Site Controls

Part P - Pemulwuy Residential Controls

Part Q - Pemulwuy Northern Employment Lands Controls

Part R - Tamplin Road Reserve

#### Definitions

Note: State Environmental Planning Policy No. 64 – Advertising and Signage and “Transport Corridor Outdoor Advertising and Signage Guidelines – Assessing Development Applications under SEPP 64” may apply in some instances.

## Advertising and Signage

### 1. General Signage Controls

#### Objectives

01. To ensure that advertising signs and structures are consistent with the range of permitted land uses and objectives of each zone.
02. To ensure that outdoor advertising and advertising visible from outdoors conveys advertisers' messages and images while complimenting and conforming to both the development on which it is displayed and the character of the surrounding locality.
03. To ensure that outdoor advertising does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing or in any other way.
04. To ensure that outdoor advertising does not lead to visual clutter through the proliferation of signs.
05. To ensure that advertisements and advertising structures do not disrupt vehicular or pedestrian traffic flow.
06. To ensure that the content of advertising will not interfere with the amenity of the locality or cause offence to the general public.
07. To ensure that advertising structures, signs and banners do not impair the safe operation of the M4 carriageway.
08. To ensure that advertising structures, signs and banners erected on the M4 carriageway do not detract from the amenity of residential areas adjacent to the M4 Motorway.

#### Development Controls

##### General Considerations

- C1. All signs must:
  - be compatible with the scale, proportion and other characteristics of the site and/or building on which they are to be located;
  - respect important features of the site and/or building;
  - not reduce safety for road vehicles, cyclists or pedestrians by obscuring sightlines.
- C2. Where signs include illumination, they must:
  - not result in unacceptable glare;
  - not affect safety for pedestrians, vehicles or aircraft;
  - not detract from the amenity of any residence or other form of accommodation;
  - permit the level of illumination to be varied according to time of day.
- C3. Advertising signs and structures are to conform to the relevant design specifications contained in Section 7.0 of this Part of the DCP.

**Note:** Applications for signs must include details of any safety devices, platforms, lighting devices or logos as an integral part of the signage or structure on which it is to be displayed.

## Advertising and Signage

### General Exclusions

#### C4. Signs must not:

- be attached to a vehicle, where the vehicle remains stationary primarily for the purpose of advertising. “Vehicle” means a registered or unregistered vehicle and includes a trailer;
- be a temporary poster and sticker affixed to the exterior of the building, power poles, fences, construction hoardings or the like;
- be of a portable nature, such as a sandwich board, placed in, on or over a public place, except in special circumstances specified in the Plan;
- include flashing lights, regardless of whether these are for illumination of a fixed sign, to attract attention to an otherwise illuminated sign or as part of an illuminated sign;
- include inflatable signs or structures, other than temporary signs (see Section 6 of this Part of the DCP);
- be located on or above awnings, except within business zones; and
- be located on or above rooftops.

### Streetscape and Views

#### C5. With regard to streetscape and local visual character, the proposed sign must:

- be compatible with the existing or desired future character of the area or locality;
- not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas;
- have a scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape;
- contribute to the visual interest of the streetscape, setting or landscape;
- not protrude above buildings, structures or tree canopies in the area or locality.

#### C6. With regard to views and vistas, the proposed sign must:

- not obscure or compromise important views;
- not dominate the skyline or reduce the quality of vistas; and
- respect the viewing rights of other advertisers.

#### C7. With regard to existing advertising, the proposed sign must:

- be consistent with a particular theme for outdoor advertising in the area or locality; and
- reduce clutter by rationalising and simplifying existing advertising.

### Height

- #### C8. The maximum height (in metres) for all development, including advertising and signage, is detailed within Holroyd Local Environmental Plan 2013, as a written statement and associated maps.

## Advertising and Signage

### 2. Signs in Residential Zones

#### Objectives

- O1. To permit an approved use to adequately identify their premises while maintaining the amenity and residential character of the area.

#### Development Controls

Note: All signs erected on land within a residential zone must comply with Section 7.0 Sign Specifications.

- C1. Advertisements and signs are not to be erected on land within a residential zone except where the sign is associated with an approved:
  - bed and breakfast accommodation;
  - child care centre;
  - community facility;
  - exhibition home;
  - home occupation;
  - home industry;
  - neighbourhood shop within either the R3 and R4 zone;
  - place of public worship;
  - professional consulting room;
  - premises having existing use rights for a non-residential use;
  - school.
- C2. Despite C1, the following signs may be erected on land with a residential zone:
  - real estate signs; and
  - public notices.
- C3. Signs associated with neighbourhood shops, within the R3 and R4 zones, and premises having existing use rights (for a non-residential use) must comply generally with the requirements for signage in business zones under Section 3 of this Part.
- C4. Signage related to child care centres must:
  - be limited to one sign;
  - not be illuminated;
  - only display the name, telephone number and hours of operation of the centre;
  - be located behind the building line to the primary street frontage.
- C5. Signs related to the following uses and premises must not be illuminated unless it is demonstrated that this will not adversely affect the amenity of the area:
  - premises having existing use rights (for a non-residential use); and
  - Health Consulting Room signs.
- C6. Signs related to Health Consulting Rooms must comply with all controls contained in Section 4 of this Part 3.
- C7. Signs related to home occupations and home industries must not be illuminated.

## Advertising and Signage

### 3. Signs in Business Zones

#### Objectives

- O1. To provide the opportunity for an approved use to adequately identify the nature of the business conducted on the premises.
- O2. To ensure that signage is designed to be sympathetic to the architectural treatment of the building and surrounding streetscape.
- O3. To limit the total number of signs per premises, in order to prevent visual clutter.

#### Development Controls

Note: All signs erected on land within a business zone must comply with Section 7.0 Sign Specifications.

- C1. Total signage per street frontage must not exceed one top hamper, one fascia, one wall sign or projecting wall sign and one under awning sign.
- C2. No advertising structure is to extend beyond the vertical projection of the awning.
- C3. Advertising located more than 3.5 metres above ground level must be either form part of the building or otherwise be sympathetic to the general form and character of the building and the surrounding streetscape.
- C4. Advertising structures must not be erected on top of awnings unless:
  - alternative forms of above awning advertising cannot be provided on the building facade; and
  - the size, shape and scale of such advertising is sympathetic to the general form and character of the building and the surrounding commercial streetscape and skyline.
- C5. Wall signs, including painted wall signs, must not exceed one per street frontage.
- C6. Window signs are to be limited to 30% of the area of the window and are permitted on ground floor windows only.

## Advertising and Signage

### 4. Signs in Industrial Zones

#### Objectives

- O1. To provide the opportunity for an approved use to adequately identify the nature of the business conducted on the premises.

#### Development Controls

Note: All signs erected on land within an industrial zone must comply with Section 7.0 Sign Specifications.

- C1. Advertising signs and banners must be located behind any building line, except for business identification signs and logos and trademarks forming part of plantings under an approved landscaping design.

##### Single Occupier Buildings

- C2. Wall signs, including painted wall signs, must not exceed one per street frontage.
- C3. Wall signs must not exceed one-third of the length of the wall. Where the building has more than one frontage, the dimensions for the wall signs, on any side elevation, must be appropriate to the context of the size, scale and character of the subject building.
- C4. Business identification signs must not exceed one per site, with maximum dimensions of 0.5m x 1.5m and a maximum height above natural ground level of 1.5 metres.

##### Factory Unit Development

- C5. Wall signs must not exceed one permitted per occupancy, on the facade of the unit with which that occupancy is associated. The dimensions of such signage must be appropriate to the context of any existing signage on other units in the same complex and must be visually consistent with such existing signage. Each unit is to be numbered conspicuously with numbering being uniform in design, location and style.
- C6. Directory boards must not exceed one per site and be of a single background colour with dimensions consistent with an area of 0.2m<sup>2</sup> per strata unit or occupancy. Directory boards must only identify the number and occupant of each unit.
- C7. Directory boards must be located:
  - at least 3.0 metres from the front property boundary;
  - 1.0 metre from the edge of any driveway;
  - to ensure that the sight-lines of vehicular drivers are not impeded; and
  - either on or behind the building line setback adjacent to the entrance to the site, or within the building line setback, if forming part of an approved landscaping plan.



## Advertising and Signage

### 5. Signs in Open Space and Infrastructure Zones

#### Objectives

- O1. To minimise the impact of advertising signs on the amenity of open space.
- O2. To permit signs in the SP2 Infrastructure Zone where the impact on the amenity of any adjoining residential area is minimal.
- O3. To maintain the character of Holroyd by limiting the location of pole signs to suitable sites zoned for infrastructure purposes adjoining major roads and railways.

#### Development Controls

Note: All signs erected on land within an open space or infrastructure zone must comply with Section 7.0 Sign Specifications.

- C1. The location of advertising signs in open space zones must minimise their visual and other impacts on the amenity of the open space and any adjoining residential land.
- C2. Signs on land within the SP2 Infrastructure Zone must be located to minimise their visual impact when viewed from adjoining residential land or open space.
- C3. Signs on land within the SP2 Infrastructure Zone must address the relevant roadway or railway and not address adjoining land.
- C4. Signs on land within the SP2 Infrastructure Zone must not impair drivers' vision or distract drivers' attention. Animated, rotating or mechanised signs for the purpose of moving displays or variable messages must not be used other than for the provision of road information to drivers.

## Advertising and Signage

### 6. Special Provisions

#### Objectives

01. To minimise the impact of temporary signs on the amenity of the area.

#### Development Controls

##### Temporary signs

- C1. Temporary signs shall be restricted to advertising a short-term event such a seasonally-extended hours of operation or a sale.
- C2. Temporary signs shall comply with controls under other Sections of this Part of the DCP.
- C3. Temporary Signs may only be displayed for a period of not more than fourteen (14) days prior to the event and must be removed within forty-eight (48) hours after the event.

#### 6.1. Real Estate Signs

##### Objective

01. To minimise the impact of real estate signs on the amenity of the area.

#### Development Controls

- C1. Real estate signs related to letting, sale by private treaty or sale by auction of residential property must:
  - a) not exceed 1.2m<sup>2</sup> in area, for any individual sign;
  - b) not have returns exceeding 180mm;
  - c) not exceed a height of 1.8 metres to the top of the sign;
  - d) not exceed 1 sign per agent per property per street frontage; and
  - e) be located wholly within the property and not less than 1.0 metre behind the property boundary.
- C2. Real estate signs related to letting, sale by private treaty or sale by auction of commercial and industrial premises must:
  - a) not exceed 2.5m<sup>2</sup> in area;
  - b) not exceed one sign per agent per property per street frontage; and
  - c) must be located wholly within the property, and not less than 1.0 metre behind the property boundary.
- C3. Real estate signs must not be displayed for no more than ten (10) days after letting or exchange of contract for the sale of the property.

**Note:** For the purposes of controls C1-C2, as they can relate to land under strata title, “property” refers to the whole of the land comprising the lots and common property but does not refer to individual lots in a strata plan.

## Advertising and Signage

### 6.2. Brothels

#### Objectives

- O1. To ensure that advertising in connection with brothels is discreet and does not cause offence to the general public.

#### Development Controls

- C1. Signs should be limited to identification of the premises by its name only. No other characters, depictions, pictures or drawings are to be displayed on the sign.
- C2. Only one sign per premises shall be permitted.
- C3. The sign shall not exceed 1.5m<sup>2</sup> in area.
- C4. The content, illumination and shape of the sign must not interfere with the amenity of the locality. Signs must not display words or images which are, in the opinion of the Council, sexually explicit, lewd or otherwise offensive.
- C5. The sign shall not be visible from a church, hospital, school, shopping centre or any place frequented by children for recreational or cultural activities.

## Advertising and Signage

### 7. Sign Specifications

#### Objectives

- O1. To specify appropriate dimensions and design criteria for different advertising signs and structures.
- O2. To ensure illuminated signs and advertising structures do not unduly affect the amenity of surrounding areas or interfere with driver's vision.

#### Development Controls

##### Illuminated Signs

- C1. The maximum luminance for illuminated advertising signs must not exceed the following levels:-
- C2. Where a sign is externally illuminated by flood or concealed lighting, such lighting must be directed solely on the advertisement, and its surrounds, and shielded so that glare does not extend beyond the advertisement.
- C3. Illuminated signs or signs of a reflective nature must:
  - a) be displayed and located in a manner that does not cause glare;
  - b) not otherwise dazzle or distract drivers of vehicles; and
  - c) not adversely affect the amenity the surrounding area.
- C4. Illuminated signs on land adjacent to residential zones, or on existing non-conforming uses in residential zones, must not unduly affect the amenity of adjoining residences.

##### Pole and Pylon Signs, and Flag Poles

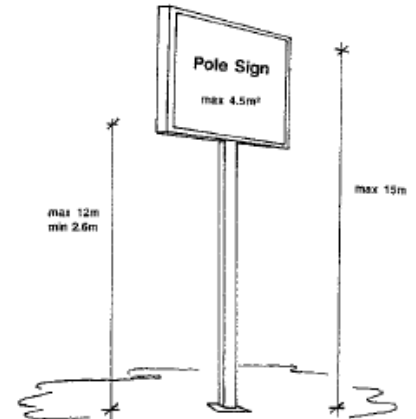
- C5. A pole or pylon sign must:
  - a) not project over the boundary of the premises;
  - b) where illuminated, include a timer to be fitted to extinguish illumination between certain hours at Council's discretion;
  - c) not have a sign panel underside less than 2.6 metres above ground but more than 0.9 metres above ground;
  - d) have a height and dimensions having regard to-
  - e) the character of the surrounding area,
    - i) the amenity of surrounding land uses,
    - ii) the landscape quality of the area,
    - iii) driver safety and
    - iv) the circumstances of the case;
  - f) not have a pole exceeding 12 metres in height, when measured from natural ground level adjacent to the base of the pole to the underside of the sign;
  - g) not exceed 15 metres in height to the highest point of the sign;
  - h) not exceed one (1) sign per site;
  - i) be securely fixed and stable; and

## Advertising and Signage

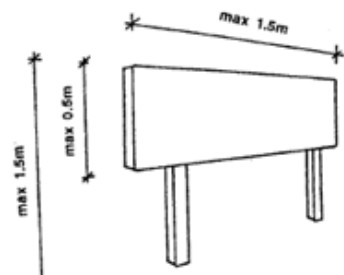
- j) be maintained in a structurally adequate and safe condition at all times.
- C6.** Flag poles for the purpose of displaying flags with company name and/or logo must to not:
- exceed one pole per premises;
  - exceed a height of 15 metres;
  - exceed a flag or flags exceeding 28m<sup>2</sup> in area;
  - allow the flag underside to fly less than 2.6 metres above the ground level surrounding the pole.

### Identification Signs and Directory Boards

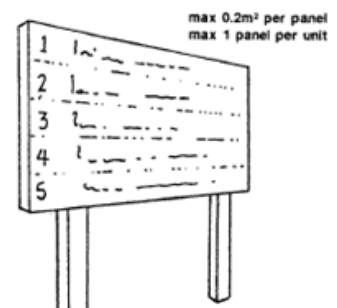
- C7.** Identification signs must:-
- a) not project over a public place;
  - b) have dimensions exceeding 0.5m x 1.5m;
  - c) not exceed a height from the ground of 1.5 metres;
  - d) not exceed one (1) sign per premises;
  - e) be securely fixed and stable; and
  - f) be maintained in a structurally adequate and safe condition at all times.
- C8.** Directory boards in connection with factory unit development must:
- a) not project over a public place;
  - b) be located on or behind the building line adjacent to the entrance to the site other than with the prior consent of Council. Where the directory board is proposed to be located within the building line setback it shall be incorporated into the landscaping to Council's satisfaction;
  - c) be comprised of not more than one panel per factory unit, with each panel having uniform size, colour and dimensions but not exceeding 0.2m<sup>2</sup> per panel. Each panel shall serve only to identify the number of the unit and the name of the respective occupant;
  - d) be securely fixed and stable; and
  - e) be maintained in a structurally adequate and safe condition at all times.



Pole Sign



Identification Sign



Directory Board

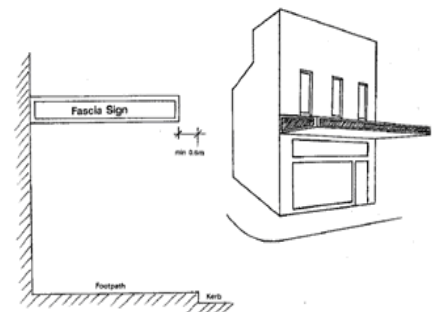
## Advertising and Signage

### Wall Advertisements and Painted Wall Signs

- C9.** Wall advertisements and painted wall signs must:
- a) be limited to one (1) wall advertisement per building elevation;
  - b) be integrated with the design of the building on which it is to be displayed;
  - c) not exceed the following areas –
    - i) 20% of the above ground elevation, where the building has an above ground elevation of 100m<sup>2</sup> or less, or
    - ii) 20 m<sup>2</sup>, where the building has an above ground elevation of more than 100m<sup>2</sup> but less than 200m<sup>2</sup>, or
    - iii) 10% of the above ground elevation, where the building has an above ground elevation of 200m<sup>2</sup> or more;
  - d) not protrude more than 300mm from the wall, unless occupational health and safety standards require a greater protrusion; and
  - e) not protrude above the parapet or eaves; and
  - f) does not extend over a window or other opening; and
  - g) does not obscure significant architectural elements of the building; and
  - h) not be located on the same building elevation as a building identification sign or business identification sign

### Awning Fascia Signs

- C10.** An awning fascia sign must not:
- a) project above or below the fascia or return end of the awning to which it is attached;
  - b) extend from the fascia or return end of the awning;
  - c) extend or project beyond a point 600mm within the vertical projection of the kerb line; and
  - d) exceed an area of 3m<sup>2</sup>.

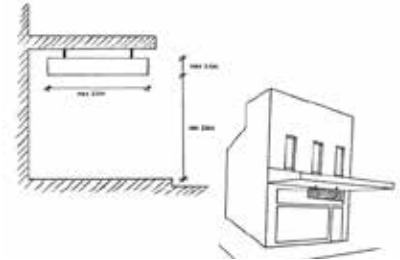


Awning fascia Sign

## Advertising and Signage

### Under Awning Signs

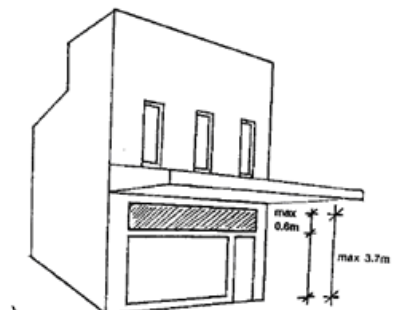
- C11.** Where an advertisement is displayed under an awning, the sign to which the advertisement is attached must:
- have a length of 2.5 metres or less;
  - have a height of 0.5 metres or less;
  - have a thickness of -
    - 300mm or less, where the sign is illuminated or
    - 80mm or less, where the sign is not illuminated;
  - be erected approximately horizontal to the ground and at no point less than 2.6 metres from the finished ground level;
  - be erected at right angles to the building to which the awning is attached, unless otherwise approved by Council;
  - be securely fixed to the awning;
  - have no projection beyond the edge of the awning;
  - extend or project to a point 600mm or more from the vertical projection of the kerb line; and
  - be maintained in a structurally adequate and safe condition at all times.



Under Awning Sign

### Top Hamper Signs

- C12.** A top hamper sign is a sign located above a doorway or window and it must not:
- extend beyond any building line;
  - extend below the level of the head of the doorway or window above which it is attached;
  - be located more than 3.7 metres above the ground;
  - have an area greater than 5m<sup>2</sup>; and
  - exceed 600mm in height.



Top Hamper Sign

## Advertising and Signage

### Projecting Wall Signs

- C13.** A projecting wall sign is a sign attached to the wall of a building, projecting more than 300mm, and it must:
- be located above an awning;
  - be located on the same building elevation as a wall sign or painted wall sign;
  - be located less than 3.0 metres from another projecting wall sign;
  - not project above the highest-most point of the wall to which it is attached;
  - not extend or project to a point less than 600mm from the vertical projection of the kerb line;
  - not be less than 3.0 metres above the ground directly below;
  - not have an area greater than 1.5m<sup>2</sup> (per side);
  - not have a thickness of –
    - more than 300mm, where the sign is illuminated or
    - more than 80mm, where the sign is not illuminated;
  - not be poorly fixed to the building; and
  - be maintained in other than a structurally adequate and safe condition at all times

### Advertisement on Bridges

- C14.** Advertisements attached to bridges must:
- be located on or contained within the main horizontal span of the bridge or, in the case of a railway bridge, on an abutment to the bridge;
  - not protrude below the structure of the bridge; and
  - in the case of a pedestrian or road bridge -
    - not protrude more than 1.0 metres above the road level of the bridge, and
    - not obstruct the sightlines of people using the bridge;
    - in the case of a rail bridge -
    - not protrude above the top of any solid part of the bridge, and
    - not cover any part of the bridge that is open, or
    - be displayed on an abutment of the bridge;
  - in the case of a bridge built before the commencement of SEPP 64, not adversely impact upon the original architecture of the bridge.



Projecting Wall Signs