

Advertising and Signs

PART F Advertising and Signs

Table of Contents

1.0 INTRODUCTION	233
1.1 Objectives	233
1.2 Consent Requirements	233
1.3 Assessment Criteria	234
1.3.1 Character of the area	234
1.3.2 Special areas	234
1.3.3 Views and vistas	234
1.3.3 Streetscape, setting or landscape	234
1.3.4 Site and building	235
1.3.5 Associated devices and logos with advertisements and advertising structures	235
1.3.6 Illumination	235
1.3.7 Safety	235
1.4 General Considerations	235
2.0 SUMMARY OF PERMITTED AND PROHIBITED ADVERTISING – VARIOUS ZONES	236
3.0 GENERAL PROVISIONS – VARIOUS ZONES.....	237
3.1 Residential Zones	237
3.2 Business Zones	238
3.3 Industrial Zones	238
3.4 Open Space Zones	239
3.5 Arterial Road Corridor Zones	239
4.0 Special Provisions.....	240
4.1 Temporary Signs Including Electoral Signs	240
4.2 Real Estate Signs	240
4.3 M4 Motorway Signs	240
4.4 Illuminated Signs	241
4.5 Pole Signs	241
4.6 Flag Poles	242
4.7 Traffic Signs	242
4.8 Brothels	242
APPENDIX 1: CLASSIFICATION OF SIGNS AND DESIGN SPECIFICATIONS	243
APPENDIX 2: ADVERTISING STRUCTURES, SIGNS AND BANNERS M4 MOTORWAY	249

Advertising and Signs

1.0 INTRODUCTION

1.1 Objectives

- a) To provide guidelines for the erection and display of advertisements and advertising structures and to supplement the provisions of:-
 - The Environmental Planning and Assessment Act, 1979 and Regulations 2000;
 - The Holroyd Local Environmental Plan 1991;
 - The Local Government Act, 1993; and
 - State Environmental Planning Policy 64 – Advertising and Signs.
- b) 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.
- c) 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.
- d) To ensure that outdoor advertising does not lead to visual clutter through the proliferation of signs.
- e) To ensure that advertisements and advertising structures do not disrupt vehicular or pedestrian traffic flow.
- f) To assist developers, applicants and the community in becoming aware of the philosophies and objectives of Council and enable Council's officers provide accurate and consistent advice to the community.
- g) To ensure that the content of advertising will not interfere with the amenity of the locality or cause offence to the general public.
- h) To ensure that advertising structures, signs and banners do not impair the safe operation of the M4 carriageway.
- i) 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.

This Part F of the DCP makes specific provisions to: -

- a) Control the erection of advertising signs and structures consistent with the range of permitted land uses and objectives of each zone;
- b) Identify those advertising signs and structures that are permitted (with or without the need for Council's prior consent) or are prohibited within each zone; and
- c) Clarify the processes for obtaining consent for the erection of advertising signs where required.

1.2 Consent Requirements

Where consent is required to the erection of a sign a Development Application shall be lodged with Council including three (3) sets of plans and specifications with a Statement of Environmental Effects in addition to the following:

- a) Summary of the signs characteristics;
- b) Dimensional sketch of the sign;
- c) Dimensioned site plan and elevation of premises showing sign location, distance from boundaries and height above ground; and
- d) Any additional information as required by Council.

Advertising and Signs

Alterations to existing advertisements or advertising structures, including relocation, will also require a Development Application or the modification of an existing consent pursuant to Section 96 of the Environmental Planning and Assessment Act, as Council considers appropriate in the circumstances. Approval in writing must be given prior to alteration or relocation.

This Part F of the DCP will be considered by Council in assessing all applications for consent to erect or display an advertisement or advertising structure.

Compliance with Part F of the DCP does not necessarily imply that approval will be given to any application. Each application will be considered on its own merits having regard to the heads of consideration pursuant to Section 79C of the Environmental Planning and Assessment Act, 1979 (as amended), the provisions of the Holroyd Local Environmental Plan 1991, and provisions of this Part of the DCP.

[Note: - See [Section 2](#) of this Part F of the DCP for a summary of advertising signs requiring development consent in various zones]

1.3 Assessment Criteria

In particular, but without limitation, the Council shall consider the following matters when determining an application to erect or display an advertisement or advertising structure: -

1.3.1 Character of the area

Whether the proposal:

- a) is compatible with the existing or desired future character of the area or locality in which it is proposed to be located; and
- b) is consistent with a particular theme for outdoor advertising in the area or locality.

1.3.2 Special areas

Whether the proposal detracts 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.

1.3.3 Views and vistas

Whether the proposal:

- a) obscures or compromises important views;
- b) dominates the skyline and reduces the quality of vistas; and
- c) respects the viewing rights of other advertisers.

1.3.3 Streetscape, setting or landscape

Whether the proposal:

- a) has a scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape;
- b) contributes to the visual interest of the streetscape, setting or landscape;
- c) reduces clutter by rationalising and simplifying existing advertising;
- d) screens any unsightly views; and
- e) protrudes above buildings, structures or tree canopies in the area or locality.

Advertising and Signs

1.3.4 Site and building

Whether the proposal:

- a) 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;
- b) respects important features of the site or building, or both; and
- c) shows innovation and imagination in its relationship to the site or building, or both?

1.3.5 Associated devices and logos with advertisements and advertising structures

Whether the proposal:

incorporates any safety devices, platforms, lighting devices or logos as an integral part of the signage or structure on which it is to be displayed.

1.3.6 Illumination

Whether the proposal includes any illumination that:

- a) would result in unacceptable glare;
- b) would affect safety for pedestrians, vehicles or aircraft;
- c) would detract from the amenity of any residence or other form of accommodation;
- d) may be varied intensity, if necessary; and
- e) is subject to a curfew.

1.3.7 Safety

Whether the proposal reduces:

- a) the safety on any public road?
- b) the safety for pedestrians or bicyclists?
- c) the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

1.4 General Considerations

The following advertising structures and signs will not generally be permitted: -

- a) Signs on vehicles where a substantial part of the vehicle's use is that it remains stationary for the purpose of advertising. "Vehicle" means a registered or unregistered vehicle and includes a trailer.
- b) Hoarding signs, painted bulletins or advertisements in the nature of posters and stickers affixed to the exterior of the building, power poles, fences etc.
- c) Advertising structures of a portable nature such as sandwich boards or the like placed in, on or over a public place, without the approval of Council in special circumstances.
- d) Flashing signs or signs illuminated by or surrounded by flashing lights in any zones.
- e) The painting of buildings in corporate colours in all zones without prior approval.
- f) Inflatable signs or structures e.g. giant teddy bears or corporate emblems.
- g) Rooftop advertising (except as otherwise permitted by clause 3.2.2 of this Part F of the DCP in business zones only).
- h) Advertising on top of awnings (except as otherwise permitted by clause 3.2.2 of this Part F of the DCP in business zones only).

Part F

Holroyd Development Control Plan 2007

Advertising and Signs

- i) Illuminated signs on premises enjoying existing use rights in residential zones, where such signs will adversely impact upon the amenity of adjoining residences.
- j) Advertisements of a general nature, not directly related to the use of the site upon which they are proposed to be displayed. (Except in Open Space and Arterial Road zones where pole signs are permitted in those zones; and in connection with illuminated street signs)
- k) All forms of advertising on public property unless otherwise approved by Council.
- l) Bills, Flyers and Posters.
- m) Roof or sky advertisements, in accordance with State Environmental Planning Policy No. 64 – Advertising and Signage.
- n) Building Wrap advertisements, in accordance with State Environmental Planning Policy No. 64 – Advertising and Signage.
- o) Special Promotional advertisements.

2.0 SUMMARY OF PERMITTED AND PROHIBITED ADVERTISING – VARIOUS ZONES

The following table is a summary of those advertising signs that are: -

- a) Exempt – not requiring consent;
- b) Permitted only with prior development consent; or
- c) Unacceptable signage.

in the various land use zones under the Holroyd LEP 1991.

ZONE	COLUMN I EXEMPT NOT REQUIRING CONSENT	COLUMN II PERMITTED ONLY WITH CONSENT	COLUMN III UNACCEPTABLE SIGNAGE
Residential 2a) Residential 2(c)	Home occupation signs; home industry signs; professional consulting room signs; public notices and real estate signs complying with clause 4.2 of this Part F of the DCP.	Signs in connection with a non-conforming use enjoying existing use rights	All advertising signs listed in Clause 1.4 of this Part F of the DCP; any other advertising signs other than those permitted by Columns I or II
Business 3(a) Business 3(b)	Unilluminated under awning signs, window signs, fascia signs, wall signs, top hamper (see annexure 1 for specifications); real estate signs complying with clause 4.2 of this Part F of the DCP; temporary signs; public notices	All advertising signs other than those permitted by Column I or prohibited by Column III	All advertising signs listed in Clause 1.4 of this Part F of the DCP; pole signs in zone 3(b) only.

Part F

Holroyd Development Control Plan 2007

Advertising and Signs

	COLUMN I	COLUMN II	COLUMN III
Industrial 4(a) Industrial 4(b) Industrial 4(c) Industrial 4(d)	Wall signs as specified in clause 3.3.3 and 3.3.4 of this plan; identification signs; public notices; real estate signs complying with clause 4.2 of this Part F of the DCP; temporary signs	All advertising signs other than those permitted by Column I or prohibited by Column III	All advertising signs listed in Clause 1.4 of this Part F of the DCP; pole signs
Special Uses 5(a) Special Uses 5(b)	Identification signs; public notices; temporary signs	All advertising signs other than those permitted by Column I or prohibited by Column III	All advertising signs listed in Clause 1.4 of this Part F of the DCP; any other advertising sign other than those permitted by Column I or II
Open Space 6(a) Open Space 6(b) Open Space 6(c)	Identification signs; temporary signs; public notices	Pole signs in Zone 6(a) only, in accordance with clause 4.5 of Part F of this DCP.	All advertising signs listed in Clause 1.4 of this Part F of the DCP; any other advertising sign other than those permitted by Column I or II
Roads 7(a)	NIL	Advertising structures in accordance with Clause 4.3 of this Part F of the DCP.	All advertising signs listed in Clause 1.4 of this Part F of the DCP; any other advertising sign other than those permitted by Column I or II
Roads 7(b)	NIL	NIL	All advertising

3.0 GENERAL PROVISIONS – VARIOUS ZONES

3.1 Residential Zones

3.1.1 Objectives

- a) To permit an approved use to adequately identify their premises while maintaining the residential character of the area.
- b) To maintain the amenity of residential areas.

Advertising and Signs

3.1.2 Provisions

No advertisement or sign will be permitted within a residential zone except for real estate signs; home occupation signs; home industry signs; professional consulting room signs, public notices and signs on premises having existing use rights for a use other than residential.

Advertising on premises enjoying existing use rights for a non-residential use, such as shops or on mixed residential/ commercial developments must comply generally with the requirements for business zones.

Illuminated signs will not be permitted on premises enjoying existing use rights for a non-conforming use in a residential zone where such signs will adversely affect the amenity of the area.

3.2 Business Zones

3.2.1 Objectives

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

3.2.2 Provisions

- a) Only one advertising structure is permitted to be attached beneath the awning per premises per street frontage.
- b) No advertising structure is to extend beyond the vertical projection of the awning.
- c) Advertising may be permitted above 3.5 metres only where it is designed as part of the building or is otherwise sympathetic to the general form and character of the building and the surrounding streetscape.
- d) Advertising structures erected on top of awnings and on roof tops will only be permitted where alternative forms of above awning advertising are not capable of being provided on the building facade; and where 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.
- e) Only one wall sign or painted wall sign is allowed per street frontage.
- f) Each commercial premises is permitted to have a total of one top hamper, one fascia, one wall sign or projecting wall sign and one under awning sign per street frontage.
- g) Windows above the awnings of a premises are not to be covered by a wall sign or be painted for the purpose of advertising.
- h) Window signs shall not obscure more than 30% of the area of any window and are permitted on street level windows only.
- i) Advertising signs and structures are to conform to the relevant design specifications contained in [Appendix 1](#) of this Part F.

3.3 Industrial Zones

3.3.1 Objective

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

Advertising and Signs

3.3.2 General Provisions

Where Council has a fixed building line, advertisements will generally not be permitted between the building line and street alignment. Council will consider allowing business identification signs that serve only to identify the occupants of the premises, within the building line, provided they comply with the standards set out below. Council will also consider advertisements in the form of logos and trademarks, where they are incorporated into landscaping design.

3.3.3 Provisions for Single Occupier Buildings

Only one wall sign is permitted on the facade of the building. Signs having maximum dimensions of 2m x 1m are permitted without consent.

Where the building has more than one frontage, the maximum dimensions for the wall signs, permitted on any side elevations, will be assessed within the context of the size, scale and character of the subject building. Generally, signs exceeding one-third of the length of the wall will not be approved.

Only one identification panel is permitted. This sign must have maximum dimensions of 0.5m x 1.5m and is to have a maximum height from the ground of 1.5m.

3.3.4 Provisions for Factory Unit Development

Only one wall sign is permitted per occupancy, on the facade of the unit with which that occupancy is associated. The size and dimensions of such signage shall have regard to existing signage on other units in the same complex with a view to achieving a visually consistent treatment. Signs having maximum dimensions of 2m x 1m are permitted without consent.

Directory boards are to be comprised of not more than one (1) panel per factory. Each panel is to be of uniform size, colour and dimensions but not exceeding 0.2 square metres per panel and shall serve only to identify the number of the unit and the name of the respective occupant.

The directory board shall be located on or behind the building line setback 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

Advertising signs and structures are to conform to the relevant design specifications contained in [Appendix 1](#) of this plan.

3.4 Open Space Zones

Advertising signs permitted by [Section 2](#) of this Part F of the DCP in open space zones shall be located in a manner that minimises visual impact on the amenity of the open space.

3.5 Arterial Road Corridor Zones

Advertising signs permitted in arterial road corridor zones shall comply with Clause 4.5 of this Part F (see [Appendix 2](#)).

Advertising and Signs

4.0 Special Provisions

4.1 Temporary Signs Including Electoral Signs

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.

Signs related to electoral matters (i.e. related to Federal, State or local government elections) are subject to State Environmental Planning Policy No. 64 – Advertising and Signage.

4.2 Real Estate Signs

4.2.1 Objective

To minimise the impact of Real Estate signs on the amenity of the area.

4.2.2 Provisions

In the case of advertisements in respect of residential premises relating to letting, sale by private treaty or sale by auction:

- a) must not exceed 1.2 square metres in area, for any individual sign;
- b) should not have returns exceeding 180mm;
- c) should not exceed a height of 1.8m to the top of the sign;
- d) shall be limited to 1 sign per agent per property*; and
- e) must be located wholly within the property and not less than 1.0 metre behind the property boundary.

In the case of an advertisement in respect of commercial and industrial premises relating to letting, sale by private treaty or sale by auction:

- a) must not exceed 2.5 square metres in area;
- b) shall be limited to one sign per agent per property*; and
- c) must be located wholly within the property, and not less than 1.0 metre behind the property boundary.

Real estate signs in excess of the above dimensions will require development consent. In any case real estate signs are to be displayed for no more than ten (10) days after letting or exchange of contract for the sale of the property.

* [Note: - The word “property”, in the case of strata development for the purpose of this section, refers to the whole of the land comprising the lots and common property but does not refer to individual lots in a strata scheme]

4.3 M4 Motorway Signs

4.3.1 Objectives

- a) To ensure that advertising structures, signs and banners do not impair the safe operation of the M4 Motorway.
- b) To ensure that advertising structures, signs, and banners erected over or adjacent to the M4 Motorway do not detract from the amenity of adjacent residential areas.

Advertising and Signs

4.3.2 Provisions

Advertising structures, signs and banners are only permitted with Council consent on the superstructure of pedestrian and road bridges over the M4 Motorway and must be in compliance with [Appendix 2](#).

4.4 Illuminated Signs

4.4.1 Objective

To ensure illuminated signs and advertising structures do not unduly affect the amenity of surrounding areas or interfere with driver's vision.

4.4.2 Provisions

The maximum luminance permitted for illuminated advertising signs should not exceed the appropriate levels as follows:-

<u>Illuminated Area (m2)</u>	<u>Illumination (candela)</u>
Up to 0.5	1000
to 2.0	800
to 5.0	600
5.0 to 10.0	600
Over 10	400

All signs which are externally illuminated by flood or concealed lighting shall have the light directed solely on the advertisement and its surrounds and the light source shall be shielded so that glare does not extend beyond the advertisement.

Illuminated signs or signs of a reflective nature shall be: displayed and located in a manner that does not cause glare; or otherwise dazzle or distract drivers of vehicles; or adversely affect the amenity the surrounding area.

Illuminated signs on existing non-conforming uses in residential zones are not permitted where such signs will unduly affect the amenity of adjoining residences.

Illuminated street signs are permitted in all zones with Council consent with the exception of residential and special use zones or at intersections adjoining residential zones.

4.5 Pole Signs

4.5.1 Objectives

- a) to permit pole signs only where their impact on the amenity of residential areas is minimised;
- b) to maintain the character of the Local Government Area by limiting the location of pole signs to suitable sites zoned for Arterial Road purposes adjoining the M4 motorway and on sites zoned General Business 3(a).

4.5.2 Provisions

Display panels shall address the M4 motorway.

The display of an advertisement is prohibited on land that is within any Open Space zone (see State Environmental Planning Policy No. 64 – Advertising and Signage).

Advertising and Signs

Pole Signs shall comply with the Roads Act 1993.

The following types of pole signs are prohibited:

- a) animated, rotating or mechanised signs for the purpose of moving displays or variable messages;
- b) highly reflective or illuminated signs of an intensity to impair a driver's vision or distract a driver's attention;
- c) Pole signs on land zoned General Business 3(a) shall not be used for advertising of a general nature, but shall relate directly to the use of the site upon which it is proposed to be erected; and
- d) All pole signs shall conform to the design specifications for pole signs contained in [Appendix 1](#).

4.6 Flag Poles

Flagpoles for the purpose of displaying flags with company names, logos or advertising are limited to one pole per premises, except with Council's prior consent.

One flag pole only may be erected on any property, without the need for Council consent, provided that it:

- a) has a maximum height of 6m;
- b) displays a standard size flag only; and
- c) is for a major commercial development.

Major commercial development, as determined by Council, shall require a development application for all advertising and signage. Assessment shall be in accordance with:

- a) The aims, objectives and principles of this plan;
- b) Section 79C of the Environmental Planning and Assessment Act, 1979;
- c) The circumstances and merits of each case;
- d) Impacts on the amenity of the surrounding area; and
- e) Any other considerations as determined by Council.

4.7 Traffic Signs

This plan does not apply to the display of any traffic advisory or safety warning signs or signals erected or required by any Statutory Authority.

4.8 Brothels

4.8.1 Objective

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

4.8.2 Provisions

- a) Signs should be limited to identification of the premises by its name only.
- b) No other characters, depictions, pictures or drawings are to be displayed on the sign.
- c) The content, illumination and shape of the sign should not interfere with the amenity of the locality.
- d) The sign shall not exceed 1.5m² in area.
- e) Details of signage (including size, location and content) shall be submitted for Council approval with the development application.

Advertising and Signs

- f) No signs may display words or images, which are in the opinion of the Council, sexually explicit, lewd or otherwise offensive.

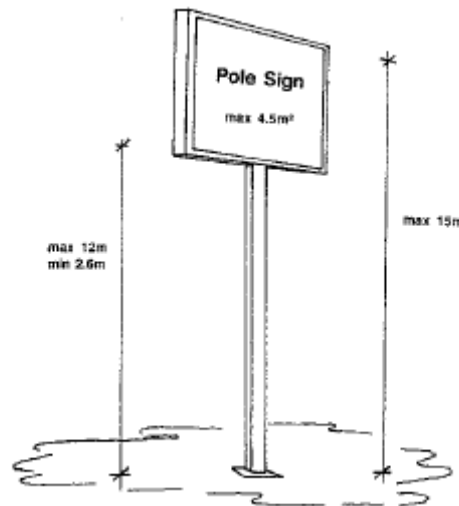
APPENDIX 1: CLASSIFICATION OF SIGNS AND DESIGN SPECIFICATIONS

POLE SIGN OR PYLON SIGN – SPECIFICATIONS

A pole or pylon sign:

- a) shall not project over the boundary of the premises;
- b) where illuminated, may require a timer to be fitted to extinguish illumination between certain hours at Council's discretion;
- c) shall not be less than 2.6m above ground;
- d) shall have a maximum height and dimensions, to be determined by Council having regard to:
 - i. the character of the surrounding area,
 - ii. the amenity of surrounding land uses,
 - iii. the landscape quality of the area,
 - iv. driver safety and
 - v. the circumstances of the case;
- e) in any event the height of the pole shall not exceed 12m when measured from natural ground level adjacent to the base of the pole to the underside of the sign, and a maximum height of 15m to the highest point of the sign;
- f) shall be limited to one (1) sign per site;
- g) shall be securely fixed and stable; and
- h) shall at all times be maintained in a structurally adequate and safe condition.

Note:- Flag poles for the purpose of displaying flags with company name and/or logo are to be limited to one pole per premises with a maximum height of 6m.



IDENTIFICATION SIGNS AND DIRECTORY BOARDS – SPECIFICATIONS

Identification signs:-

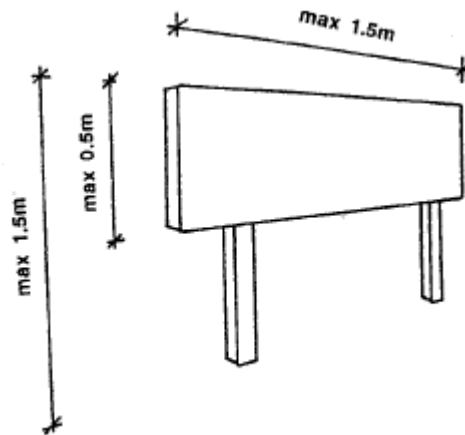
- a) shall not project over a public place;
- b) shall have maximum dimensions of 0.5m x 1.5m;
- c) shall have a maximum height from the ground of 1.5m;

Part F

Holroyd Development Control Plan 2007

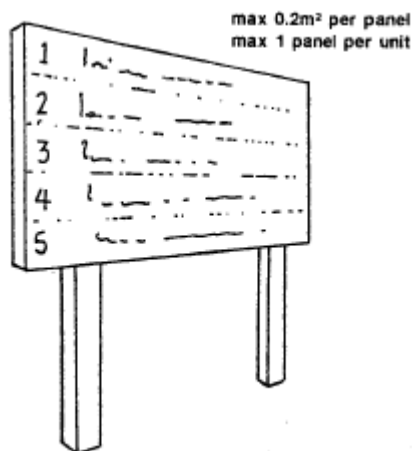
Advertising and Signs

- d) shall be limited to not more than one (1) sign per premises;
- e) shall be securely fixed and stable; and
- f) shall at all times be maintained in a structurally adequate and safe condition.



Directory boards in connection with factory unit development:

- a) shall not project over a public place;
- b) shall 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) shall be comprised of not more than one panel per factory unit, with each panel having uniform size, colour and dimensions but not exceeding 0.2 sq.m. per panel. Each panel shall serve only to identify the number of the unit and the name of the respective occupant;
- d) shall be securely fixed and stable; and
- e) shall at all times be maintained in a structurally adequate and safe condition.



WALL ADVERTISEMENTS

Advertising and Signs

Only one wall advertisement may be displayed per building elevation.

Consent will only be granted if:

- a) Council is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed; and
- b) for a building having –
 - (i) an above ground elevation of 200 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and
 - (ii) an above ground elevation of more than 100 square metres but less than 200 square metres—the advertisement does not exceed 20 square metres, and
 - (iii) an above ground elevation of 100 square metres or less—the advertisement does not exceed 20% of the above ground elevation; and
- c) the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion; and
- d) the advertisement does not protrude above the parapet or eaves; and
- e) the advertisement does not extend over a window or other opening; and
- f) the advertisement does not obscure significant architectural elements of the building; and
- g) a building identification sign or business identification sign is not displayed on the building elevation.

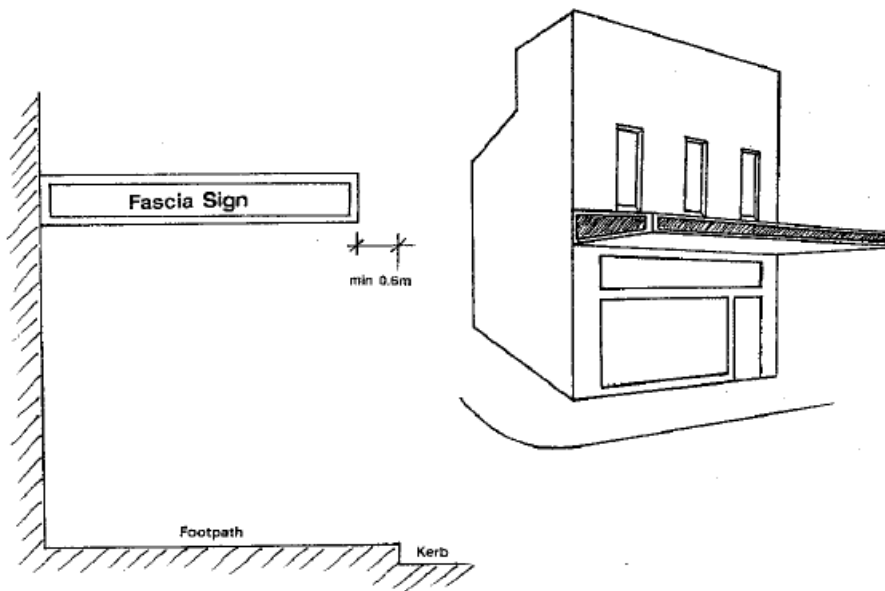
In the above, 'building elevation' means an elevation of a building as commonly shown on building plans.

FASCIA SIGNS – SPECIFICATIONS

A fascia sign:

- a) shall not project above or below the fascia or return end of the awning to which it is attached;
- b) shall not extend from the fascia or return end of the awning;
- c) shall not extend or project beyond a point 600mm within the vertical projection of the kerb line; and
- d) shall not exceed an area of 3 square metres.

Advertising and Signs

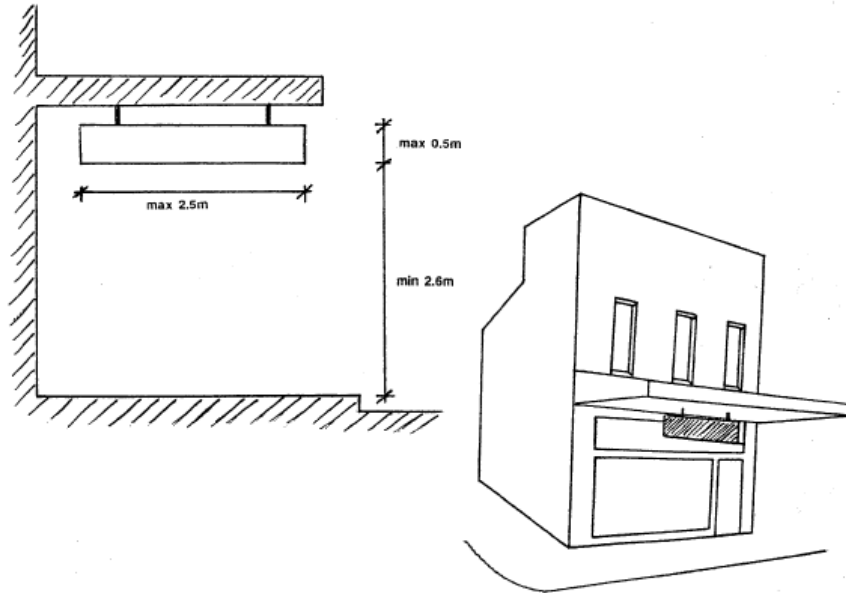


AWNING SIGN (UNDER AWNING) – SPECIFICATIONS

Where an advertisement is displayed under an awning, the awning sign to which the advertisement is attached:

- a) shall not exceed a length of 2.5m;
- b) shall not exceed a width of:-
 - 0.3m where the sign is illuminated; or
 - 0.08m where the sign is not illuminated;
- c) shall not exceed a depth of 0.5m;
- d) shall be erected approximately horizontal to the ground and at no point less than 2.6m from the finished ground level;
- e) shall be erected at right angles to the building to which the awning is attached, unless otherwise approved by Council;
- f) shall be securely fixed to the awning;
- g) shall not project beyond the edge of the awning;
- h) shall not extend or project beyond a point 600mm within the vertical projection of the kerb line; and
- i) shall at all times be maintained in a structurally adequate and safe condition.

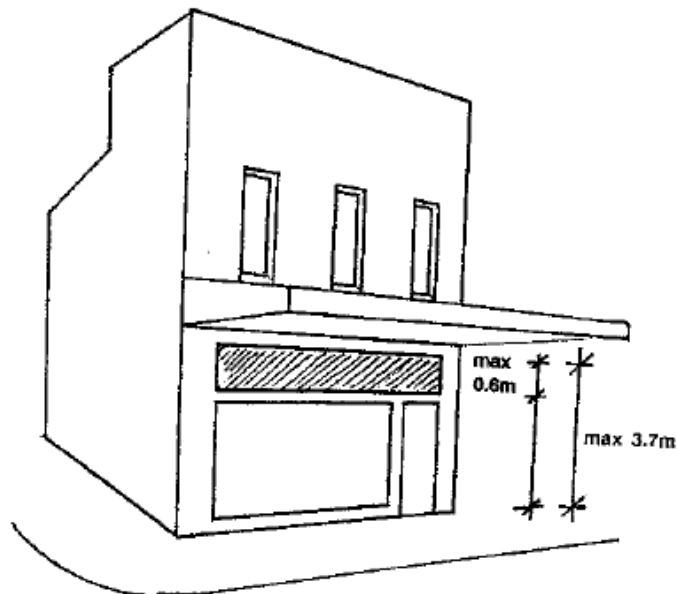
Advertising and Signs



TOP HAMPER SIGNS – SPECIFICATIONS

A top hamper sign:

- shall not extend beyond any building line;
- shall not extend below the level of the head of the doorway or window above which it is attached;
- shall not be more than 3.7m above the ground;
- shall not have an area greater than 5 square metres; and
- shall not exceed a dimensional height of 600mm.



Advertising and Signs

ADVERTISEMENT ON BRIDGES

A person may, with the consent of the consent of Council, display an advertisement on a bridge if:

- a) the advertisement is located on or is contained within the main horizontal span of the bridge or, in the case of a railway bridge, on an abutment to the bridge, and
- b) in the case of –
 - (i) a pedestrian or road bridge, the advertisement does not protrude more than 1,000 millimetres above the road level of the bridge and sightlines of people using the bridge will not be obstructed by the advertisement, and
 - (ii) a rail bridge, the advertisement does not protrude above the top of any solid part of the bridge, or does not cover any part of the bridge that is open, or the advertisement is displayed on an abutment of the bridge; and
- c) the advertisement does not protrude below the structure of the bridge; and
- d) in the case of a bridge built before the commencement of SEPP 64, the original architecture of the bridge is not diminished.

Advertising and Signs

APPENDIX 2: ADVERTISING STRUCTURES, SIGNS AND BANNERS M4 MOTORWAY

Objectives

- a) To ensure that advertising structures, signs and banners do not impair the safe operation of the M4 carriageway.
- b) 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.

General Development Controls

Location

Advertising structures, signs and banners will only be approved on the superstructure of pedestrian and road bridges over the M4, and must not protrude above the standard handrail height and must leave a minimum of 5.4m clearance to the M4 carriageway.

The following locations are prohibited:-

- (a) Where it may be clearly read by drivers on a major interchange or roundabout and is within 100m of the carriageways of that interchange or roundabout.
- (b) In the approach to an exit from the M4 that is from a point 500m in advance of the "1km" advance exit sign to the intersection of the exit ramp with the cross road and not in such close proximity on the departure side of the exit as to be in any way a distraction to drivers approaching that exit.
- (c) At the departure from an entry ramp to the M4 that is from the merge entry to a point approximately 500m from the end of the merge and not in such close proximity to the approach side of the entry as to be in any way a distraction to drivers approaching that entry location.
- (d) Where a sign is located where a driver's attention may be needed to perform a traffic manoeuvre which could be detrimentally affected by viewing of an advertising sign for example at curves, crests and merging and diverging locations.

The location must be such that the advertising is not legible from any adjoining public road or place.

Size

Advertising Sign:- Max length – 12.6 metres Max height – 3.6 metres

Only one advertising sign and one road safety sign is permitted on each side of a bridge, regardless of the size of the signs.

Road Safety Sign:- Max length – 3 metres Max height – 3 metres

Sign structures shall be of neat design and appearance.

Content

Instructions to Traffic

Advertising signs are considered prejudicial to the safety of the travelling public if they give instructions to traffic by the use of the words "Halt", "Stop" or other directions, or imitate traffic signs.

Advertising and Signs

Relevant criteria are outlined below: -

- (a) Advertising signs which are a deliberate imitation of road signs in respect of shape, colour or layout are not acceptable.
- (b) Signs which have a legend incorporating directions to a town as part of the advertising matter are generally not acceptable but particular cases may be considered.
- (c) There is no objection to advertising signs which inform drivers of the location of a commercial establishment, provided the legend is not in the form of a traffic instruction.
- (d) Signs in the form of tourist maps are acceptable provided they are located in places where drivers may stop clear of the through carriageway without being a potential hazard to through traffic.
- (e) Signs which incorporate down-pointing arrows are considered to be acceptable, as it would be difficult for a driver to misinterpret their meaning.
- (f) Signs which incorporate horizontal arrows or sloping arrows are generally acceptable. They are regarded as not acceptable if they are located in a position where a driver can possibly mis-read them as a direction or warning sign or where they compete with existing direction signs.
- (g) Signs must not reduce the clarity and effectiveness of any traffic control device.
- (h) Signs must not invite traffic to move contrary to any traffic control device or to turn.
- (i) Signs must not contain reflectors which at night, are likely to be confused with a traffic control device.
- (j) Signs must be able to be read without close study.
- (k) Signs must not spell out a message which could cause a traffic hazard.

Prohibited Types of Signs

The following signs are prohibited if they contain any of the following characteristics:-

- (a) Are variable message signs, which are defined as -
 - A sign in which the message provided by the advertising sign can be changed in form and/or shape, and/or layout colour and/or any other manner whatsoever, eg changes in words, symbols, pictorial display(s), device(s), such signs may be illuminated or non illuminated. This definition also covers tri-vision signs.
- (b) Are arranged to move, rotate or be operated using animation, flashing, chasing, or scintillation. Definition of some of these types are -
 - Any Animated Sign is one which gives the effect of a moving display using any mechanical or electrical source of power.
 - A moving changing sign is one capable of controlled movement by any mechanical or electrical source of power.
 - A Rotating Sign is one where the whole message rotates at a constant speed with no message changes.
- (c) Are arranged to vary the intensity of illumination from light, dark or colour.
- (d) Are highly reflective or intense enough to impair a driver's vision or to distract a driver's attention.

Glance Appreciation

The format design, presentation and construction of advertising signs must be such that each message must be short, clear and unambiguous. The letter size and the total sign must be sufficiently large so as to be readily appreciated having regard to its location and the vehicle operating speed.

Advertising and Signs

Design and Appearance

- (a) All advertisements and structures shall be of neat design and appearance to the satisfaction of the licensing authority.
- (b) All lettering, drawing, colouring and other art work shall be carried out in a competent and tradesmanlike manner.

Road Safety Signs

An integral part of any proposed advertising structure, is the provision of a Road Safety Sign as detailed above, if required by the RTA.

RTA define the content, frequency of change and maintenance of this sign structure.

Content Restrictions

No advertising content would be countenanced which conflict with:

- a) Public health objectives, ie no sponsorship from alcohol or tobacco companies;
- b) Government policies in general; and
- c) Statutory planning regulations.

Illumination

The maximum luminance permitted for illuminated advertising signs should not exceed the appropriate levels, as follows:-

Illuminated Area (m2)	Illumination (candela)
Up to 0.5	1000
0.5 to 2.0	800
2.0 to 5.0	600
5.0 to 10.0	600
Over 10	400

All advertisements which are externally illuminated by flood or concealed lighting, shall have the light directed solely on to the advertisement and its surround and the light source shall be so shielded that glare does not extend beyond the advertisement.

Any illuminated advertisements shall be displayed in a manner that does not cause glare, dazzle or otherwise distract drivers of vehicles or affect the amenity of the area.

Illumination of the Road Safety Sign is generally not required by the RTA.

Banners

Purpose of Banner

The matter advertised on a banner must be an event to be held in the locality. The event should be of a reasonably widespread public interest.

Message:

The message on a banner should be brief, easily read and quickly comprehended. The message must not advertise for profit or for commercial interests. The following examples should be noted:

Advertising and Signs

- (a) "See the latest xxx (brand name) sedan at Smiths Motors": totally unacceptable.
- (b) "xxx" and yyy (sponsor's name) – England v Australia One Day Cricket Match: not acceptable but would be satisfactory without the name of the sponsor subsidising the event.
- (c) "Smithtown College of Advanced Education Presents xxx (name of play): an amateur production presumably not for profit and therefore acceptable.
- (d) "Smithtown Symphony Orchestra – concert at Civic Theatre": satisfactory as a non-profit organisation is involved.

Construction and Attachment

The banner is to be of sufficiently sturdy material that will not tear in the wind and thereby present a hazard to traffic.

RTA Approval

Any proposed advertising structure and all advertising will require the approval of the RTA including banners.