

City of Sydney

Signage and Advertising Structures

Development Control Plan 2005



March 2005

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I. Introduction

I.1 Citation

This development control plan (DCP) is called the *City of Sydney Signage and Advertising Structures Development Control Plan 2005*.

I.2 Area to which the plan applies

This DCP applies to all land within the City of Sydney Local Environmental Area, the boundaries of which may change from time to time. An indicative map of the City of Sydney is shown below in Figure I.

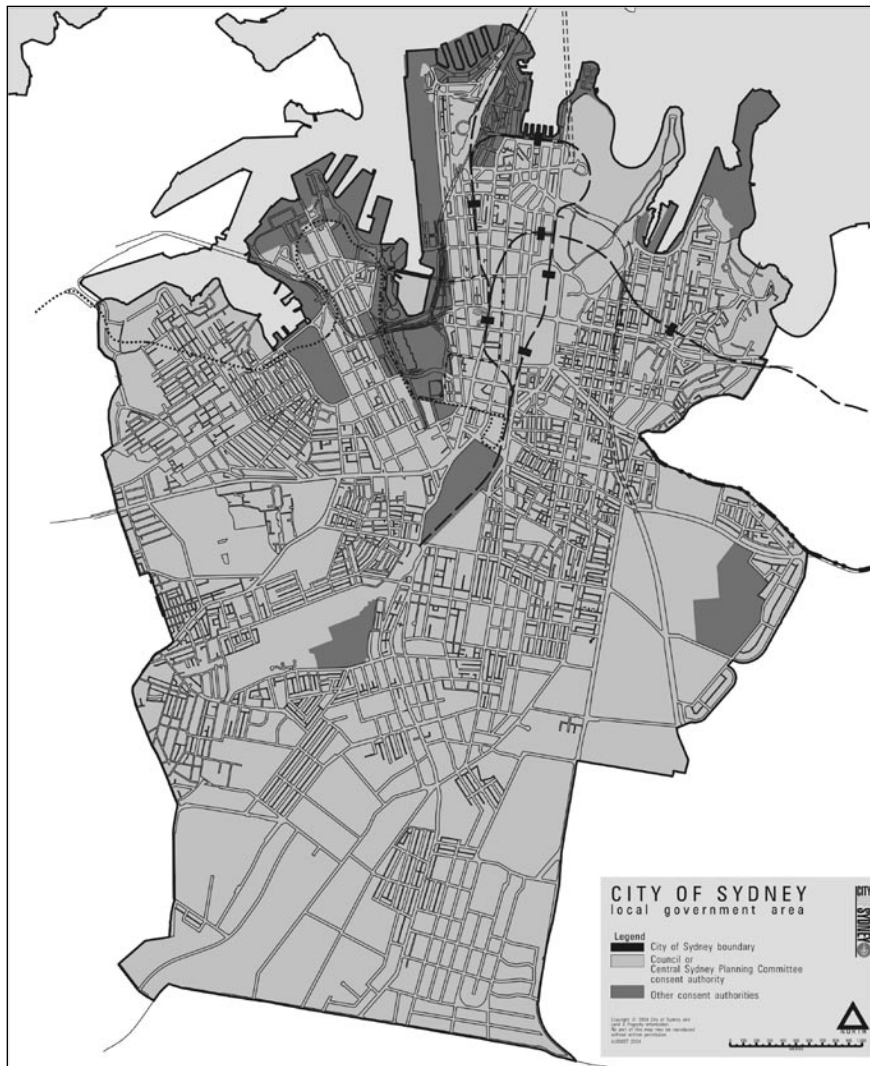


Figure I - The City of Sydney

This DCP applies to all signage and advertising structures, (unless otherwise addressed by Exempt and Complying Development provisions or Convenience Stores provisions, and to other devices including lighting, logos, colour and paint schemes, both on and within buildings (including doorways and windows) and sites.

I.3 Commencement

This DCP was adopted by the Council of the City of Sydney on 21 February 2005 and the Central Sydney Planning Committee on 10 March 2005. The DCP commences operation on 28 March 2005.

1.4 Relationship to other environmental planning instruments and development control plans.

This DCP supplements the provisions of *State Environmental Planning Policy No. 64 - Advertising and Signage* (SEPP 64). This DCP does not exempt the land to which this DCP applies from the provisions of SEPP 64. All advertising and signage proposals are to have consideration to SEPP 64. In particular, the following types of advertising and signage proposals in the City of Sydney should be considered under the specific controls of SEPP 64. It is to operate in addition to SEPP 64 and remains the governing instrument for:-

- Advertisements on Freeways or Tollways within the meaning of the *Roads Act 1993*.
- Advertisements with an area greater than 20 m² or higher than 8 metres above ground.
- Advertisements greater than 20 m² and within 250 metres of, and visible from, a Classified Road under the *Roads Act 1993*.
- An advertising display area greater than 45 m².
- Roof or sky advertisements.
- Wall advertisements.
- Freestanding advertisements.
- Advertisements on bridges.
- Special promotional advertisements.
- Building wrap advertisements.
- Advertisements within navigable waters

This DCP complements the provisions of the relevant environmental planning instruments as they apply to the City of Sydney.

Upon commencement of this DCP the following development control plans or parts thereof where they apply to the City of Sydney are repealed:-

- *City of Sydney Signage and Advertising Structures Development Control Plan 2003* (prepared by the City of Sydney).
- *Development Control Plan No. 7 – Guidelines for Outdoor Advertising* (prepared by South Sydney, 1994).
- *2.6 Signage of Part E: Environmental design criteria South Sydney Development Control Plan 1998* (prepared by South Sydney Council).

1.5 Signage and advertising structures

Advertisements and advertising structures are an important element of the built environment of the City of Sydney. These provisions are intended to protect the significant characteristics of buildings, streetscapes, vistas and the city skyline. These provisions also are intended to encourage well designed and well positioned signs which contribute to the vitality and legibility of the City of Sydney and which respect the amenity of residents and pedestrians and the safety of motorists.

As well as providing objectives and provisions for signs generally, this DCP also contains specific provisions to assess whether a sign is an Identification Sign or a Commercial Advertising Sign.

The DCP also provides controls for special situations, such as signs on Heritage Items, in Signage Precincts (Figure 7), in Conservation Areas and allows for the development of precinct based Signage Strategies and for the protection of heritage signs listed in the relevant LEP. A precinct based Signage Strategy may also be prepared as an area specific Development Control Plan.

In considering innovative design proposals for signs not envisaged by these provisions or where there are issues of interpretation, the consent authority will consider the design excellence of the proposed sign and the degree to which it meets the objectives of this DCP.

2. General Requirements for Signs



2.1 Strategy

Appropriate signs identify and promote institutions, businesses and buildings as well as communicate messages. Well designed signs contribute to streetscape character and assist people finding their way around the City of Sydney. Inappropriate signs, whether by way of location, poor quality design, excessive numbers of signs within an area, or excessively large signs, can create visual and physical clutter, degrade the character of streetscapes and reduce the efficiency of other appropriate signs.

For new buildings, the location, type and total number of external signs should be considered at the development application stage so that signs can be integrated into the design of buildings. This information should be detailed in a separate document - a Signage Strategy - to be part of any development consent for a new building. The Signage Strategy will then be used to guide the appropriate introduction of any new signs on the building.

Proposals for new or substantially amended signs on existing buildings must be considered in relation to the building's streetscape context and its architectural design and the cumulative impact of any other signs in the vicinity so as not to create visual or physical clutter. In some cases it will be appropriate for a Signage Strategy to be prepared for the existing building as part of any application. In particular, all proposals for signs on Heritage Items or in Heritage Streetscapes will need to include a Signage Strategy for the whole of the building.

This DCP may also not be the only consideration in respect to Development Applications that provide for signage. For instance, this DCP allows for the development of precinct based Signage Strategies or Development Control Plans. Particular uses may also have more detailed signage requirements in addition to the provisions of this DCP and DCP's specific to particular land uses (for example: convenience stores) may also apply.

2.2 Objectives

- To ensure that all advertising achieves a high level of design quality in terms of its design and its relationship to the architectural design of buildings and the character of streetscapes.
- To promote signs which add character to the streetscape of the City of Sydney.
- To promote signs that assist with wayfinding and the pedestrian useability of the City of Sydney.
- To promote signs which complement the architectural style of buildings.
- To promote signs which complement the use of buildings.
- To encourage suitably located signs that provide a legible and clear message through the use of high quality materials and design.
- To encourage well designed and suitably located signs that contribute to the commercial vitality of businesses in the City of Sydney that promote active uses at the street level of buildings and sites.
- To consider the amenity of residential development and the visual quality of the public domain in the assessment of signage and advertising structures.
- To ensure that the use of corporate logos, colour and illumination schemes

in signage achieves a very high degree of compatibility with the architecture of the host building and does not adversely impact upon the local streetscape.

- To ensure that the location and design of signs are consistent with road safety principles.
- To promote the use of renewable energy sources for illuminated Building Name signs or signs near roof level.
- To reduce the number of large and or freestanding billboard signs in City of Sydney.
- To ensure that changes to existing signs are consistent with the requirements that apply to new signs.

2.3 Exempt and Complying Development

2.3.1 For information regarding exempt and complying development refer to the relevant Exempt and Complying DCP.

2.4 General location and design of signs

2.4.1 Signs are to be designed and located to:

- (i) be visually interesting and exhibit a high level of design quality;
- (ii) be integrated with the architecture and structure of the supporting building;
- (iii) allow the main facades of buildings between the first floor and parapet to be uncluttered and generally free of signage;
- (iv) achieve a high degree of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes and colours, and ensure that architectural features of the building are not obscured;
- (v) consider existing signs on a building, site or adjoining streetscape to ensure that any new sign does not give rise to visual and/or physical clutter;
- (vi) have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline;
- (vii) have only a minimal projection from a building;
- (viii) not contain additional advertising promoting products or services other than the approved use of the premises or site (for example the logos or brands of products such as soft drinks, brewers, photographic film, etc) irrespective of whether that product or service is sold or available on the site; and
- (ix) not be supported from, hung from or placed on other signs.

2.4.2 The scale and location of a sign shall be compatible with the building to which it is affixed and take into consideration nearby buildings, streets and existing signs. In most cases, appropriate dimensions can be achieved by restricting signs to grid locations or panels to ensure the architectural elements (set by the lines of awnings, windows, doors and parapet lines etc) remain the dominant feature of the facade.

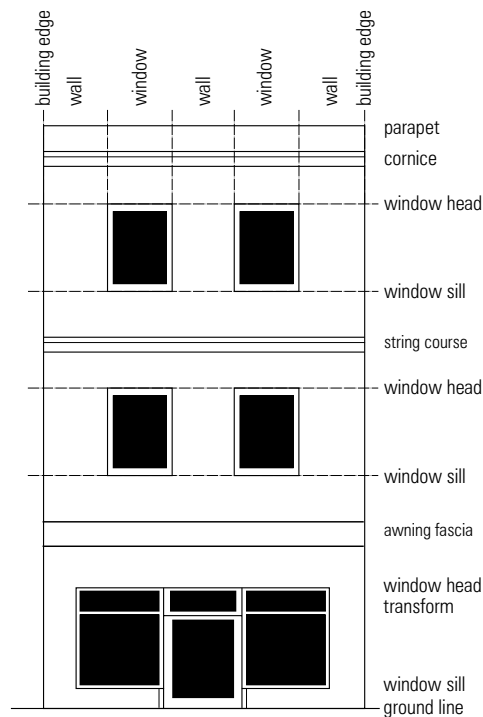


Figure 2 - Shows facade grid analysis, which uses the grids formed by architectural features to form horizontal or vertical panels and provide possible locations for signage.

- 2.4.3** Signs painted on or applied on the roof of a building are not permitted.
- 2.4.4** Corporate colours, logos and other graphics shall be acceptable elements of signs where they achieve a high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.
- 2.4.5** In considering applications for new signs the consent authority must have regard to:
- (i) the number of existing signs on the site and in its vicinity;
 - (ii) whether that signage is consistent with the provisions of this DCP;
 - (iii) whether the cumulative impact gives rise to visual clutter;
 - (iv) the need for the minimisation of excessive lighting which acts as an advertising device, both on and behind shopfronts, so as to prevent obtrusive impacts upon the streetscape;
 - (v) in considering innovative design proposals for signs not envisaged by these provisions or where there are issues of interpretation, the consent authority will have regard to the design excellence of the sign and its compliance with all the objectives of this section;
 - (vi) whether the signage relates to an approved use; and
 - (vii) the existing and desired future character of the area.

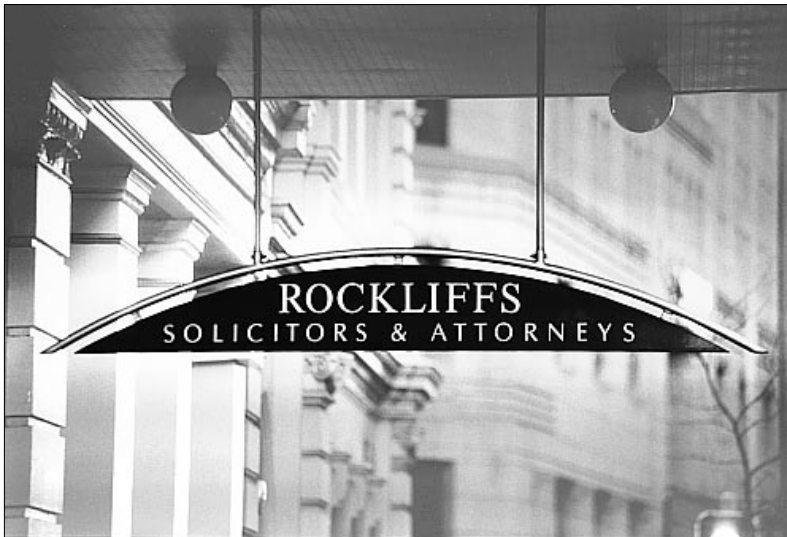


Figure 3 - Well designed signs can contribute to the visual interest of the City as well as providing information.

2.5 Illumination and Animation

- 2.5.1 Excessive or special illumination schemes expressly designed for the purpose of promoting the business, activity or product, both on and within buildings (including windows and doorways) and sites, are not permitted.
- 2.5.2 Illuminated and animated signs are not to detract from the architecture of the supporting building during daylight.
- 2.5.3 Where the illumination of signage is likely to have an adverse impact on residential buildings, serviced apartments or other visitor accommodation it will generally not be permitted.
- 2.5.4 In some instances, a curfew may be imposed on the operation of illuminated and animated signs where continuous illumination may impact adversely on the amenity of residential buildings, serviced apartments or other visitor types of accommodation, or have other adverse environmental effects.
- 2.5.5 Illumination (including cabling) of signs is to be:
- (i) concealed; or
 - (ii) integral with the sign; or
 - (iii) provided by means of carefully designed and located remote or spot lighting.
- 2.5.6 The ability to adjust the light intensity of illuminated signs may be required to be installed where the consent authority considers necessary.
- 2.5.7 Up lighting of signs is not permitted. Any external lighting of signs is to be downward pointing and focused directly on the sign and is to prevent or minimise the escape of light beyond the sign.
- 2.5.8 Animated signs are discouraged in the City of Sydney, unless otherwise stated in this DCP. Such signs include mechanical moving signs, 'moving' LED signs, video/television screens, projected laser advertising and other flashing, intermittently illuminated or sequenced lighting signs.

- 2.5.9** Animated signs may be appropriate on a temporary basis in association with special events of a community, religious or cultural nature. In the rare situations where an animated sign is considered to be appropriate the following controls are to apply:
- (i) the animated sign must achieve design excellence, including a very high degree of compatibility with the architectural design of the supporting building and its use and having regard to the character of the streetscape and the locality generally;
 - (ii) animated signs shall not be permitted in places where, in the opinion of the consent authority, there is the potential for the sign to significantly adversely impact upon the amenity of a residential dwelling, serviced apartment, or the public domain;
 - (iii) animated signs shall not be placed on Heritage Items or in heritage streetscapes or areas zoned primarily for residential purposes;
 - (iv) signs that achieve their animation through lighting effects are to comply with the illuminated signs provisions of this DCP; and
 - (v) the design and operation of any laser shall be in accordance with Australian Standard 2211-1981 as updated and the projected beam of a laser shall be a minimum of four (4) metres above ground level and at least three (3) metres from any door, window or other place accessible by a person.

Signs at or near roof level including Building Name Signs

2.5.10 These provisions apply to any sign where illumination and animations form an element of the sign. Illuminated signs are to be powered through a renewable energy source. The renewable energy may be sourced through the provision of infrastructure to generate the renewable energy, subject to approval, or through the purchase of renewable energy product offered by an electricity supplier, equivalent to the electricity used to power the illuminated sign for the period of consent of three years.

2.5.11 Illuminated signs will have a period of consent for three years.

2.5.12 Applications for illuminated signs are to include the following information:

- (i) hours of operation of illumination of sign; and
- (ii) an estimate of the energy consumption (kWh) over a three year period.

2.5.13 Proof of purchase of the renewable energy product equivalent to the energy consumption of illuminated sign/s is required prior to the issue of an construction certificate and at application for renewal. Proof of purchase may be in the form of a contract or payment receipt.

2.5.14 The purchase of renewable energy source to the equivalent of the electricity consumed is to be maintained for as long as the illumination signage is utilised.

2.6 Signs for certain uses

Sex industry premises

- 2.6.1 Signs for brothels, restricted premises and any other sex industry premises⁽¹⁾ must:
- (i) not interfere with the amenity of the locality;
 - (ii) not exceed 600mm in height or width, or be of an equivalent area;
 - (iii) not contain neon, illumination, animation or flashing lights, except in the Darlinghurst Road signage precinct (controls for which are following in the DCP); and
 - (iv) set out only:
 - (a) the name of the person who conducts the business at the restricted premises or brothel or the registered name of the business carried on at the restricted premises or brothel; and
 - (b) in the case of development for the purpose of restricted premises, the words "RESTRICTED PREMISES" in capital letters not more than 50mm in height.
- 2.6.2 No more than one sign should be erected, displayed or exhibited to public view in the window, or on the building (including the restricted premises or brothel), or in, outside, or directly above an access way to the restricted premises or brothel, except in the Darlinghurst Road signage precinct.
- 2.6.3 Signage for brothels and restricted premises may also be further controlled by other planning instruments or Acts, planning instruments or policies in addition to this DCP

Construction hoardings

- 2.6.4 Signs on construction hoardings are to be in accordance with the *Policy for the Design of Construction Hoardings*.

Pubs, gaming premises and the like

- 2.6.5 Signs for some other building uses, such as gaming, serving of alcohol etc, may be controlled by other planning instruments or Acts in addition to this Draft DCP.

Convenience stores

- 2.6.6 Signage and lighting for convenience stores shall be in accordance with the *City of Sydney Convenience Store Development Control Plan*.

Industrial sites

- 2.6.7 Free standing signs shall be in accordance with Section 3.8 of this DCP and provided only where the main building is set back 3 metres or more from the street alignment.
- 2.6.8 Street frontages in excess of 20 metres in length may increase the size of the free standing sign of that frontage by 3m² per 20 metres of street frontage.

(1) See definitions of Sex Industry Premises in Section 1.7 of the *Sex Industry Policy* (adopted by the City of Sydney 23 June 2003).

2.7 Signage strategies

- 2.7.1 A Signage Strategy is to be submitted with a development application for any new building or any application for a sign on a Heritage Item. The Signage Strategy should provide information, including drawings to scale, as to the location, type, construction and total number of signs that are appropriate for that building or site. The Signage Strategy will be used to guide the appropriate introduction of any new signs on the building.
- 2.7.2 All signs on a building or site are to be consistent with the recommendations of any approved Signage Strategy forming part of a Development Application and/or Development Plan applying to the site.
- 2.7.3 This DCP also allows for the development of precinct based Signage Strategies that may supplement these controls to provide for greater detail for signage for specific locations, such as a signage strategy for a main street area (eg Oxford Street, East Sydney). Precinct based signage strategies can be in the form of a Development Application, Development Plan or Development Control Plan. Precinct based Signage Strategies are to be generally consistent with this DCP.

2.8 Maintenance of signs

- 2.8.1 Signs are to be maintained to a high standard and to the City's satisfaction. A maintenance plan may be required to be submitted for approval prior to commencement of construction indicating the proposed methods of cleaning, replacement of defective lighting and a detailed maintenance schedule to ensure ongoing upkeep of the sign.

2.9 Signs and road safety

- 2.9.1 Signs are regarded as prejudicial to the safety of the travelling public if they:
- (i) obscure or interfere with road traffic signs and signals or with the view of a road hazard, oncoming vehicles, or any other vehicle or person, or an obstruction which should be visible to drivers or other road users;
 - (ii) give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs;
 - (iii) are of such a design or arrangement that any variable messages or intensity of lighting impair drivers' vision or distract drivers' attention; and
 - (iv) are situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes.
- 2.9.2 When a suitable location for a sign has been identified, the actual positioning of the sign needs careful consideration. The following criteria apply:
- (i) The lateral clearance from the sign to the kerb is to be not less than 0.6 metres. This can be reduced to 0.45 metres only if the footway width is less than 3.6 metres and the road camber is not excessive; and
 - (ii) The minimum headroom for passage of vehicles on a public road is generally 5.4 metres with 5.0 metres being the absolute design minimum.

2.10 Street numbering

2.10.1 All buildings are required to have clearly displayed and legible street numbers. Street numbers are to be clearly displayed to facilitate navigation and identification for drivers and pedestrians.

2.11 Signage and Advertising Structures in the Public Domain

2.11.1 In considering structures which are located in the public domain and encompass signage and advertising structures the consent authority must have regard to:

- (i) the appropriate location of any structure so as not to intrude onto or obstruct accessible paths of travel;
- (ii) unobstructed sightlines to structures that are well lit and colour contrasted where appropriate to assist people with vision impairments, and the discouragement of signs on poles which may be problematic for users of canes;
- (iii) the use of hazard warnings such as tactile indicators to indicate possible dangers for people with vision impairments;
- (iv) the general safety of pedestrians; and
- (iv) any cumulative impacts or visual clutter created by the proposed signage.

2.12 Period of consents and changes to signs

2.12.1 Development consents for advertising and illuminated signs will be generally limited to a period of up to three years. Applications for renewal in the form of a Section 96 Application to modify the original consent or a new Development Application can be lodged up to six months before the expiration of any development consent.

2.12.2 A new consent is required in the case of proposals to change the dimensions and/or increase the illumination or the general impact of an existing sign. Changes to the advertising content of a Commercial Advertising Sign will not require consent.

2.13 Subdivisions for the purposes of signage

2.13.1 Stratum or strata subdivision for the purposes of creating separate lots for signage is inconsistent with the orderly use and development of land, and is not permitted

3. Identification Signs



This section of the DCP gives provisions for advertisements used to identify and name sites, buildings, building uses and building tenants. For Commercial Advertising Signs that are not related to the identification of a site, building or building use, refer to Section 4 - Commercial Advertising Signs.

3.1 Strategy

Signs used for the identification and naming of sites, buildings, building uses and tenants can fulfil an important role in promoting the City's institutions, businesses and buildings and in helping people to navigate and find their way around the City of Sydney. Due to this important role, a range of types and locations of Identification Signs are permitted.

Identification signs are an important part of the built environment and can impact upon the quality of individual buildings, streetscapes and in some cases entire localities. As a result the design quality and location of such signs needs to be carefully considered to ensure that the sign achieves a high degree of compatibility with the building and streetscape and does not create visual and physical clutter.

3.2 Objectives

- To encourage well designed and suitably located signs which identify the significant owners, tenants and ground floor uses of buildings.
- To prevent, on Identification Signs, advertising of products and services that are not directly related to the approved use of the premises.

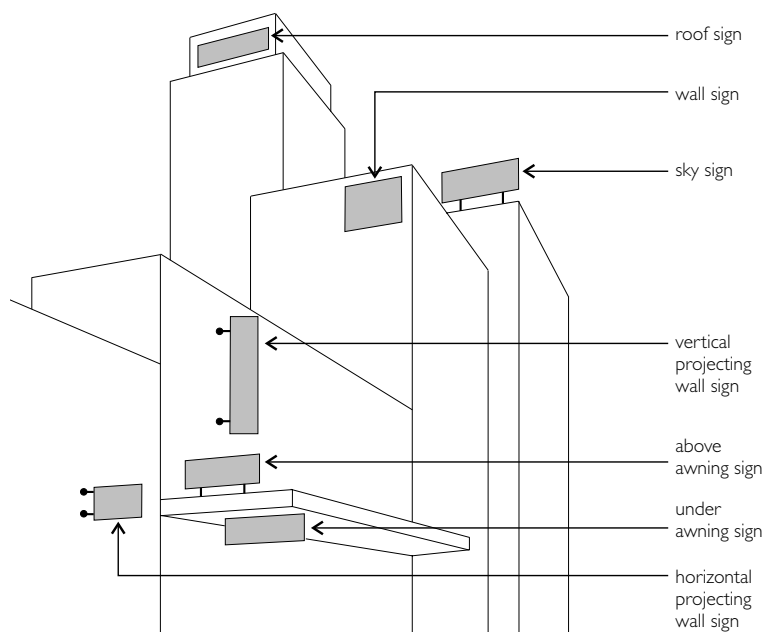


Figure 4 - Sign types

(This diagram is for the purposes of defining sign types only. Permissibility of the above sign types is specified in the provisions of this DCP)

3.3 Building Name Signs

- 3.3.1** The only signs permissible under this DCP, at or near roof level, including signs at or near the parapet, are Building Name Signs.

- 3.3.2** Where illumination is proposed as an element of a Building Name Sign, compliance with the provisions in Section 2.5 of this DCP that relate to Building Name Signs is required.
- 3.3.3** Building Name Signs may not be permitted on buildings of significance (e.g. heritage or 20th century significance), where the Building Name Sign will affect the significance or visual integrity of the building.
- 3.3.4** Building Name Signs for a building may only be allocated to a significant tenant of the building or its owner where the tenant or owner occupies the largest amount of floor space within the building relative to other tenants or occupants.
- 3.3.5** Building Name Signs shall not be sold to enable commercial advertising in the guise of a Building Name sign.
- 3.3.6** The minimum distance between buildings with Building Name Signs that demonstrate the name of the same company and logo is 500m from the boundary of the lot.
- 3.3.7** A building may only have one name. All Building Name Signs are to have the same content unless the building is composed of a tower and podium that are distinctly separate elements in terms of both architectural design and use, in which case the tower may have a different building name to that displayed at the lower levels of the building.
- 3.3.8** Commercial names or advertising shall not be used for naming residential (or primarily residential) buildings.
- 3.3.9** A Building Name Sign may only be located in the following places:
- (i) at the pedestrian entry to the building, generally in an appropriate part of the façade above and in the vicinity of the entry doors; and
 - (ii) at the building parapet or on the walls of a rooftop plant room but only where the sign will not cover or obscure parts of the building that are significant elements of the building's architectural design.
- 3.3.10** Building Name Signs must not contain any text other than the name of the significant tenant or owner.
- 3.3.11** Building Name Signs may contain the corporate logo of a significant tenant or owner; but only if the design of the logo achieves a high degree of compatibility with the architectural design (particularly its proportioning and any axis of symmetry), materials, finishes and colours of the building. In many cases, the corporate logo will need to be altered in order to achieve that compatibility.
- 3.3.12** Due to their size and locations, signs at or near roof level are prominent features of the city. As a result, they must achieve a very high degree of compatibility with the architecture of the building. The architectural design and/or context of some buildings may be incompatible with the provision of a building name sign on some or all elevations.
- 3.3.13** Signs must not be placed on any structure that would extend the building envelope.

3.3.14 Signs at or near roof level must:

- (i) be no higher than one typical floor of the building, and are to be in scale with the plant room wall upon which the sign is affixed;
- (ii) not be positioned on glazed portions of the building elevations, regardless of whether or not that glazing is a window or is wall cladding;
- (iii) be composed of individual letters fixed to the building and not be placed on any backing material; and
- (iv) where placed on a building component (such as a plant room wall, louvre panel etc) be further reduced in height and size to suit the scale and proportion of that building component.

3.3.15 Sky signs are not permitted in the City of Sydney by this DCP.

3.4 Signs between first floor and the parapet

3.4.1 Wall signs between first floor and the parapet of the building are not permitted if the building also has a building name sign on the same elevation. In all other cases signs are to:

- (i) be compatible with the design of the building and the streetscape and are not to cover architectural features and not extend above the building parapet or eaves;
- (ii) occupy only a minor proportion of the building elevation;
- (iii) project only to a minor extent from the building elevation; and
- (iv) be limited to one sign per elevation.

3.4.2 Painted wall signs may be permitted on otherwise blank side elevations of existing buildings if in the opinion of the consent authority the sign improves that elevation of the building and the sign is not commercial advertising.

3.4.3 Projecting wall signs between first floor and the parapet of the building are not permitted except in the Chinatown/Haymarket, Darlinghurst Road and William Street Signage Precincts on non-heritage buildings. Refer to the Signage Precinct Map in Section 6 of this DCP. Such signs are to be:

- (i) of a height that relates to the architecture of the building and not to exceed two storeys in the vertical dimension;
- (ii) limited to one sign per street frontage;
- (iii) located on the lower levels of buildings and not mounted on the roof of awnings or canopies; and
- (iv) limited to a horizontal projection from the building of no more than 1 metre.

3.5 Awning signs

3.5.1 An under awning sign or an awning fascia sign that is consistent with the provisions of the applicable Complying Development planning controls and any relevant Complying Development prerequisites and exclusions will not be subject to this Development Control Plan and may be approved by the issue of a Complying Development Certificate.

- 3.5.2** An under awning sign or awning fascia sign that is not consistent with the applicable Complying Development planning controls shall be assessed having regard to whether the sign:
- (i) achieves a high level of design quality; and
 - (ii) satisfies all the objectives of Section 2 and 3 of this DCP.
- 3.5.3** A minimum separation distance of 3 metres from the centre of an under awning sign to another under awning signs is to be maintained.
- 3.5.4** Signs may not be placed on the roofs of awnings or on structures extending above the awning.

3.6 Projecting ground level wall signs

- 3.6.1** A projecting ground level wall sign that is consistent with the provisions of any applicable Complying Development planning controls any relevant Complying Development prerequisites and exclusions will not be subject to this Development Control Plan and may be approved by the issue of a Complying Development Certificate.
- 3.6.2** A projecting ground level wall sign that is not consistent with the provisions of any applicable Complying Development planning controls shall be assessed having regard to whether the sign:
- (i) achieves a high level of design quality;
 - (ii) satisfies all the objectives of Sections 2 and 3 of this DCP;
 - (iii) if illuminated, to be installed so that any conduit or cabling supplying power to the sign is completely concealed from view from the footpath; and
 - (iv) if illuminated, is not of predominantly backlit white material.
- 3.6.3** Horizontally oriented projecting wall signs are not generally permitted on buildings that do not have awnings but will be considered in situations where the sign matches other approved and appropriately designed existing signs and has an appropriately designed bracket.
- 3.6.4** No projecting signs of any kind (including flags and banners whether temporary in nature or not) are to be placed between an awning and the footpath.

3.7 Non projecting ground level wall signs

- 3.7.1** Non-projecting wall signs on the ground level (usually known as hamper signs) are to:
- (i) be located preferably above the public entrance to a shop/premises and any adjacent window;
 - (ii) not be located on frontages without a public entry;
 - (iii) be limited to one sign per frontage of the shop/premises;
 - (iv) be not more than 0.6 metres high, 1 m² in area and relate to the proportion of any shopfront window and door framing;
 - (v) project a maximum of 150 millimetres from the shopfront face to the outside edge of the sign; and

- (vi) horizontally oriented signs are preferred consistent with the doorway proportions.

3.7.2 Other signs at ground level are generally not permitted including signs on window glass, whether internal or external. A wall plaque may be located next to the entrance door.

3.8 Free standing signs

3.8.1 Free standing Identification Signs are discouraged in the City of Sydney. It is preferable to have signs fixed to buildings. Any free standing sign is to be:

- (i) no higher than 3m above the ground and have a minimum area of 3m² per face and not more than two faces;
- (ii) integrated into the landscape design;
- (iii) present only information related to the use of the building or the site such as a directory of tenants and not be a Commercial Advertising Sign; and
- (iv) limited to one sign per street frontage of the site.

3.8.2 Significant trees and vegetation shall not be removed to accommodate signage. Free standing signs, where permitted, shall include as part of a development application, a landscape plan, showing all landscaping on site.

3.8.3 Loose or moveable freestanding signs, including "A frame" and "Sandwich board" signs are not permitted.

3.8.4 Menu boards or stands are not permitted on public footways and are only acceptable on private property, subject to:-

- (i) being stable and located so as to not hinder pedestrian circulation or disabled access; and
- (ii) being constructed of high quality materials and appropriate to the streetscape amenity of its locality.

3.8.5 Signs promoting businesses located on people or carried by people is considered a public nuisance and may be subject to compliance action under the *Local Government Act 1993*.

3.9 Other identification signs

3.9.1 Signs of a minor nature, including street signs, directional signs, transport signs and wayfinding signs, constructed for or by the Council on public land do not require consent.

3.9.2 In considering an application for an Identification Sign of a type not specifically described by the provisions of this section, the consent authority will consider the design quality of the sign and whether it meets all the objectives of this Section and Section 2.

3.9.3 Banners, flags and other fabric signs are generally not appropriate for Identification Signs, being more suitable for promoting temporary special events of a community, religious or cultural nature. In the rare situations where a fabric sign is appropriate as an Identification Sign the consent authority will consider the design excellence of the sign and whether it meets all the objectives of Section 2.

3.10 Numbers of signs

3.10.1 The maximum number of Identification Signs generally permitted on a building elevation, subject to compliance with all other provisions of this Section is:

- (i) three Building Name Signs – a maximum of two signs (but no more than one sign per elevation) near the roof or parapet and one at or near the building's major entry;
- (ii) one under awning sign, or where there is no awning, one projecting wall sign for each ground floor tenant with a street frontage. Some flexibility may be allowed for premises with multiple tenancies with a street frontage, provided that under awning signs are at least 3 metres apart;
- (iii) one awning fascia sign for each ground floor tenant with a street frontage; and
- (iv) one sign above the entry of a ground floor tenant with a street frontage, in the form of a top hamper sign.

4. Commercial Advertising Signs



This section of the DCP gives provisions for signs used for commercial advertising and promotional purposes including general advertising. For signs used to identify and name buildings, sites, building uses and building tenants refer to Section 3 – Identification Signs.

4.1 Strategy

Commercial Advertising Signs do not generally assist people to use the city. The large numbers of other signs identifying building uses, names and tenants, together with other signs of a directional or community information nature means that the City of Sydney has a very large number of signs. Signs promoting commercial activities unrelated to or only loosely related to the buildings and uses in the City of Sydney detract from signs identifying those buildings and uses, potentially affecting their viability and adding to visual clutter in the city streetscapes. Also, Commercial Advertising Signs located on or near the main gateways to central Sydney, those being Broadway, Parramatta Road, Oxford Street, William Street, South Dowling Street, Flinders Street and the Bradfield Highway are considered to detract from the experience of entering Sydney.

There are however some kinds of Commercial Advertising Signs that are important to the amenity of the city. These include temporary advertising of a civic/community nature (such as for special events, exhibitions etc) or commercial events of interest to the community (such as major sales, commercial launches). Other Commercial Advertising Signs may provide a community benefit through appropriate sponsorship. In these cases, the sign should contribute to the quality of the public domain with appropriate design and graphics and contain only minimal corporate branding.

Some other types of Commercial Advertising Signs are required for short periods such as real estate signs, which though not directly related to building uses and tenants are important to the functioning of the City of Sydney's property market.

4.2 Objectives

- To ensure that Commercial Advertising Signs meet all the general sign objectives under Section 2 – General Requirements for signs of this DCP.
- To manage Commercial Advertising Signs.
- To reduce the number of large and or freestanding billboard signs in the City of Sydney.
- To ensure that Commercial Advertising Signs contain an appropriate level of public artwork and community interest.
- To ensure that the commercial branding of any Commercial Advertising Sign occupies only a small proportion of the sign.
- To encourage real estate signs to be of a high quality and appropriately sized and located and removed within 7 days of the subject property being sold or leased.

4.3 Commercial advertising signs generally

4.3.1 Commercial Advertising Signs are generally discouraged in the City of Sydney. The exceptional circumstances where such signs are permissible shall be assessed against the following criteria:

- (i) whether the sign directly supports the commercial viability of a significant building tenant or use in or near the building supporting the sign (eg signs advertising attractions at Sydney cinemas or theatres etc);
- (ii) whether the sign is advertising a civic/community event involving the City of Sydney area;
- (iii) whether the sign can be considered as public art in accordance with the City's policies in relation to public art;
- (iv) whether the part of the sign occupied by corporate markings, logos, branding or the like is only a small area having regard to the sign's context and is not more than 5% of the total sign area; and
- (v) the number of existing signs on the site and in its vicinity and whether those signs are consistent with the provisions of this Section and whether the cumulative impact gives rise to visual clutter.

4.3.2 Commercial Advertising Signs on street furniture (other than on furniture provided by or for the City of Sydney) are not permissible. This does not apply to furniture associated with outdoor eating areas covered separately by the City of Sydney Outdoor Cafe Policy.

4.3.3 Commercial Advertising Signs are not permissible on pedestrian or vehicular overpasses, overbridges, bridges or elevated roadways in the City of Sydney.

4.3.4 Commercial Advertising Signs at and around shopfronts are not permitted (including advertising stickers on glass, projecting flags and banners, etc).

4.3.5 Development consent is required for any colour scheme, lighting scheme or external change to the appearance of a building that constitutes advertising (such as painting of a building to the corporate colour or brand, traditional painted signs such as red and white stripes to indicate a barbers poles and the like). In considering such an application the consent authority will consider whether the sign meets the objectives of Section 2 – General Requirements for signs.

4.4 Temporary signs and structures

4.4.1 A temporary sign that is consistent with the provisions of the applicable Exempt and Complying Development planning controls and any relevant Complying Development prerequisites and exclusions will not be subject to this Development Control Plan and may be approved by the issue of a Complying Development Certificate.

4.4.2 Temporary signs and sign structures are subject to the same design and locational provisions as permanent signs. However, special consideration may be given to the signs associated with special events of a community, religious or cultural nature.

4.4.3 A temporary sign is generally permissible for a period of up to 40 days (however this needs endorsement from the City of Sydney) and renewals of or extensions to the period will not generally be permitted.

4.5 Real estate signs

- 4.5.1** A real estate sign that is consistent with the provisions of the applicable Exempt and Complying Development planning controls and any relevant Complying Development prerequisites and exclusions will not be subject to this Development Control Plan and may be approved by the issue of a Complying Development Certificate.
- 4.5.2** Real estate signs are:
- (i) only permitted on buildings that are for sale or for lease;
 - (ii) not to be excessively large or visually dominating;
 - (iii) of a size that relates to the scale of the building elevation and any architectural features or details; and
 - (iv) to be placed on building walls with minimum projection from the building and so as not to cover opening and/or architectural features of the building.
- 4.5.3** A real estate sign may be placed in the glass of windows, but only if the sign is removable without damage to the glass and the sign does not cover any of the window framing or hardware (eg transoms, mullions etc).
- 4.5.4** Only one real estate sign per street frontage of the building or site is permitted.
- 4.5.5** Real estate signs are permissible for:-
- (i) a period of up to 4 months; or
 - (ii) within 7 days of conclusion (exchange of contracts or leasing of the building) of the property transaction the subject of the sign (whichever of (i) or (ii) is lesser); or
 - (iii) unless otherwise specified in the signs development consent.
- 4.5.6** Renewals of real estate signs or extensions to the period will not generally be permitted.
- 4.5.7** Real estate signs are not permitted to be placed on or supported from any part of an awning.
- 4.5.8** Projecting wall signs in the form of a pair of poles and a fabric banner may be appropriate for a real estate signs but only if the sign:
- (i) complies with all of the requirements of this Section particularly those regarding projecting wall signs;
 - (ii) relates to the design of the building elevation which it is placed, particularly the architectural composition and fenestration;
 - (iii) is installed in a reversible manner so that it can be removed with only minimal damage to the building on which is placed; and
 - (iv) is no larger than 3 m² per face, with two faces maximum.
- 4.5.9** Real estate signs may not be internally illuminated.

5. Signs on Heritage Items



Heritage Items are listed in various Local Environmental Plans in the City of Sydney. A Heritage Item includes an individual building, building element (which can include signs) or townscape landscape item. A number of buildings are also listed as an Item of State Significance under the *Heritage Act 1977* (i.e. listed in the State Heritage Register). Applications for signs will be assessed under the provisions of the relevant Local Environmental Plan. If the building is also on the State Heritage Register, separate approval under the *Heritage Act 1977* may be required from the NSW Heritage Council. Signs not listed as Heritage Items may also have heritage significance and should be protected.

5.1 Strategy

Heritage Items and signs with heritage value in the City of Sydney have special significance. The design and location of signs on or near such items must be carefully considered to achieve a very high degree of compatibility with the heritage significance of the building or streetscape so as not to detract from that significance. In some cases, the heritage significance of an item may not allow for any signage or only limited signage opportunities.

In some cases, new signs should achieve that compatibility by being consistent with the architectural character of the building, which may mean that a sign needs to be of a traditional or contemporary design. Whether traditional or modern, the new sign must be well designed and carefully located so as not to detract from the significant qualities of the existing building or place.

In all cases, a Signage Strategy must be prepared for the Heritage Item to form part of any consent for new signs on that building. The Signage Strategy should be based on research establishing the heritage significance of the Heritage Item and on any existing Conservation Management Plan. The Signage Strategy will then be used to guide the appropriate introduction of any new signs on the Heritage Item or if existing signs are to be retained.

5.2 Objectives

- To encourage signs which are appropriate to a Heritage Item having regard to the significance and context of each item.
- To ensure that the installation of a sign does not result in damage to significant fabric of a Heritage Item.
- To require that a sign (including its supporting structure) on a Heritage Item responds to the significant aesthetic elements of the Heritage Item.
- To ensure that existing signs on a Heritage Item when significant, are retained and not impacted upon by the provision of any new sign.
- To prevent inappropriate signs on a Heritage Item.
- To restrict the illumination of signs on a Heritage Item unless appropriate to the heritage significance of the item.
- To ensure that there is a consistency of approach to the retention of existing signs and provision of all new signs on a Heritage Item.
- To ensure that signs with heritage significance are protected and maintained.

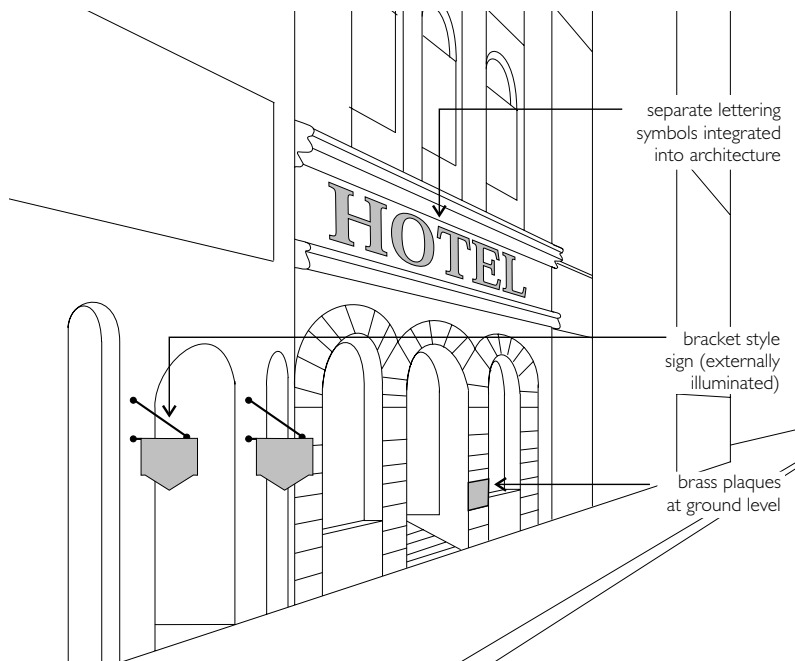


Figure 5 - Signs on Heritage Items

5.3 Signs on Heritage Items

5.3.1 In the event of any inconsistency between the provisions relating to signs on Heritage Items and the other provisions of this Section of the DCP, the provisions of this Section are to take precedence.

5.3.2 All signs on a Heritage Item are to be:

- (i) consistent in design to the architectural form of the building to which it is attached;
- (ii) of a high standard of materials, construction and graphics; and
- (iii) appropriately located on the Heritage Item and of a compatible design and style with appropriate lettering.

5.3.3 Signs between the first floor level and the parapet of a Heritage Item are not permissible, unless it can be demonstrated that the signs are an important aspect of the heritage significance of Heritage Item.

5.3.4 Internally illuminated signs are not permitted on a Heritage Item unless they are a reconstruction of an original significant sign or it can be demonstrated that it is an important aspect of the heritage significance of the Heritage Item.

5.3.5 Externally illuminated signs are permitted only where:

- (i) The design of the sign achieves a high degree of compatibility with the Heritage Item; and
- (ii) The cabling and conduit supplying power to the sign is completely concealed and does not involve intervention in or damage to significant fabric.

5.3.6 Existing signs on building generally and on Heritage Items may have heritage value and if this is demonstrated should be retained where appropriate and possible to do so, preferably in their original location. As well as signs that are applied to the building, existing signs may include many other more intrinsic

sign types, such as written in the pavement, in tilework, in lead lighting or windows, painted on walls or in raised lettering in render. Any new signs are to be designed and installed sympathetically with regard to existing signs. In some cases this may result in the potential locations for new signs being restricted or unavailable.

- 5.3.7** The installation of any sign on a Heritage Item is to be carried out in a reversible manner without damage to the significant fabric. In the case of a sign affixed to any stone or brick wall of a Heritage Item the sign is to be fixed in such a way that stone is not damaged and any fixings are put only into mortar joints.
- 5.3.8** The consent authority shall have regard to the name of a Heritage Item and whether or not that name is significant before allowing its building name sign to be changed. On some buildings this may mean that the building name may not be changed.

Signage Strategy for a Heritage Items

- 5.3.9** Any application for a sign on a Heritage Item must include a Signage Strategy that takes into account existing and proposed signs for the building and the policies and recommendations of any Conservation Management Plan.
- 5.3.10** Any sign proposed for a Heritage Item is to be consistent with the recommendations of an approved Signage Strategy forming part of a development consent or an adopted Development Plan applying to the Heritage Item.

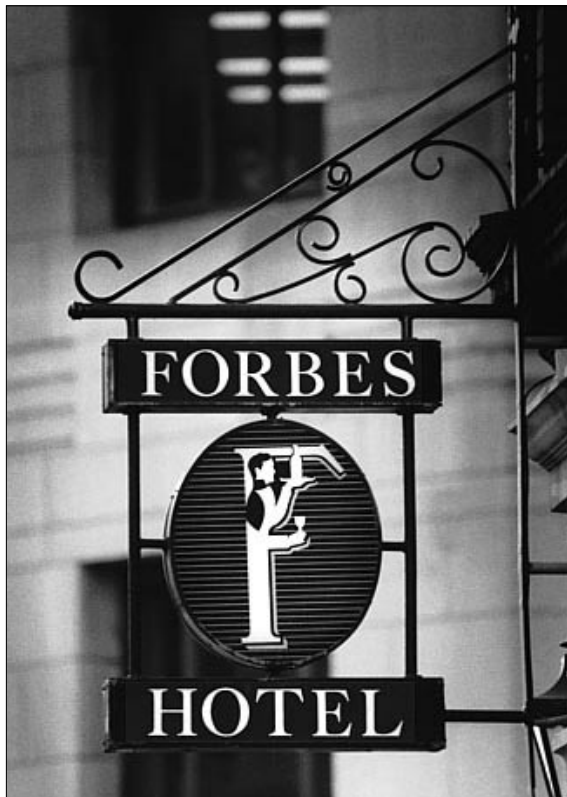


Figure 6 - Signs on Heritage Items should receive special design consideration.

6. Signs in Signage Precincts, Heritage Conservation Areas and Heritage Streetscapes



6.1 Strategy

The City of Sydney LGA includes Signage Precincts, Conservation Areas and Heritage Streetscapes that possess specific qualities and characteristics. Additional provisions for some of these areas and streetscapes are included where it is considered that they warrant additional controls to ensure that the design and location of signs within these areas and on buildings fronting these areas take into consideration the specific qualities of each area.

6.2 Objectives

- To ensure that signs are consistent with the significance of areas of unique qualities and characteristics respect the streetscape and/or architectural qualities of those areas and where an area is primarily of a residential character; the residential amenity of that area.

6.3 Controls

- 6.3.1 The design and location of signs on buildings or sites identified in the Signage Precinct Map or fronting those areas or in conservation areas should be in accordance with the following provisions and, where relevant, should be consistent with the objectives of the Special Areas or Conservation Area in the applicable Local Environmental Plan.
- 6.3.2 Corporate identification (such as corporate logos, colours and other graphic elements) is permitted in these areas only where the corporate graphic design is compatible with the character of the area and the design of the building.

6.4 Signage Precincts

- 6.4.1 The Signage Precincts in Figure 7 have been identified as areas that exhibit unique qualities and characteristics that require controls in addition to the provisions of this DCP.
- 6.4.2 In the Millers Point, Wynyard Park/ Lang Park, York Street and Wentworth Avenue East Precincts (from Figure 7), signs are to:
- be small in size and limited in number;
 - not be an internally illuminated light box;
 - be compatible with the character of surrounding buildings;
 - achieve a high degree of compatibility with the heritage significance of the area; and
 - be constructed from high quality materials appropriate to the context, including timber, metals such as bronze and brass and not be constructed predominantly from plastics such as coloured or clear acrylic.

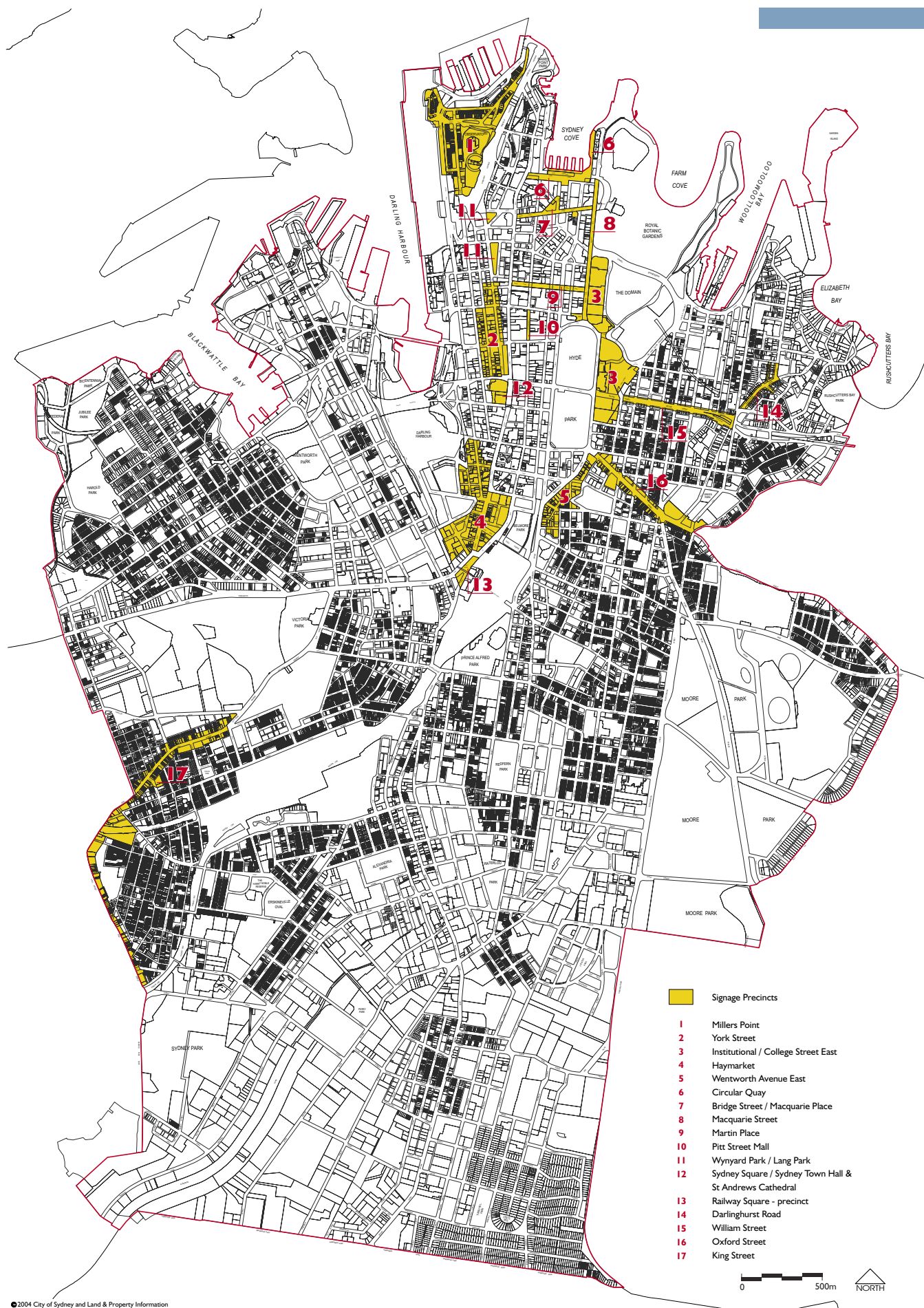


Figure 7 - Shows the precincts within the City of Sydney that require additional signage controls

6.4.3 In the Circular Quay Precinct (from Figure 7), signs are to:

- (i) have regard to any advertising controls of adjacent areas administered by the Sydney Harbour Foreshore Authority (SHFA) or the Department of Infrastructure, Planning and Natural Resources (DIPNR);
- (ii) If illuminated, not be an internally illuminated light box;
- (iii) be visually interesting and respond to the significant role of Circular Quay as a public gathering space; and
- (iv) have regard to the existence of any transport and wayfinding signs so as to avoid visual clutter of the area generally.

6.4.4 In the Institutional/College Street East, Macquarie Street, Bridge Street/Macquarie Place, Sydney Square, Sydney Town Hall, St Andrew's Cathedral, Railway Square and Martin Place Precincts (from Figure 7), signs are to:

- (i) not be an internally illuminated light box;
- (ii) be constructed from high quality materials, particularly metals such as bronze, brass and stainless steel, and not be constructed predominantly from plastics such as coloured or clear acrylic;
- (iii) achieve a high degree of compatibility with the architecture of the supporting building particularly its materials, and be an integral part of the building;
- (iv) consist of individual letters where fixed directly to the face of a building;
- (v) have only a minimal projection from the elevation of a building (i.e. projecting signs are not generally permitted);
- (vi) have regard to the use of the supporting building or adjoining buildings to ensure that these uses are compatible with the proposed signs (particularly signs in the vicinity of churches, schools, hospitals and major Government buildings);
- (i) respond to the significant role of the area as a public gathering space for civic events of national importance;
- (ii) shall not detract from the heritage significance of a building or precinct;
- (viii) have regard to the existence of any transport and wayfinding signs so as to avoid visual clutter of the area generally; and
- (ix) be simple and minimal depending on the activities and uses within each building. The number of signs permissible on each building is to be specified by the consent authority subsequent to a comprehensive analysis of the proposed signs and context.

6.4.5 In the Pitt Street Mall Precinct (from Figure 7), signs are to:

- (i) be visually interesting and respond to the significant role of Pitt Street Mall as a retail area and a public gathering space;
- (ii) be integrated with the architecture of the building;
- (iii) incorporate illumination where appropriate but not be an internally illuminated light box unless an under awning sign;
- (iv) to minimise visual clutter by restricting the number of signs for each building, and

- (v) to enhance legibility within the Mall, directory boards and way-finding signs should be considered at street level and in the context of existing signs, whether in public or private domain.

6.4.6 In the Haymarket Precinct (from Figure 7), signs are to:

- (i) be projecting signs of vertical proportions where this does not conflict with the heritage significance of the building;
- (ii) be integrated with building features and sensitive to the existing character of buildings;
- (iii) contain English and Chinese text, where this is in keeping with the use of the building;
- (iv) use traditional Chinese colours, where this is in keeping with the use of the building; and
- (v) only incorporate illumination where appropriate (and may include animated signs) where this does not conflict with the heritage significance of the building.

6.4.7 In the Darlinghurst Road Precinct (from Figure 7):

- (i) Signs are to be visually interesting and consistent with the significant role of Darlinghurst Road as an entertainment precinct;
- (ii) Signs are to be integrated with building features and sensitive to the existing character of buildings;
- (iii) Signs may incorporate imaginatively designed illuminated and animated signs, particularly neon in interesting and aesthetic shapes and where appropriate;
- (iv) Where previous signage of the premises incorporated illuminated or animated signage that in the opinion of the consent authority positively contributed to the area, new signage is to maintain a similar character of previous signage, where appropriate;
- (v) Retain all signage that in the opinion of the consent authority makes a positive contribution to the streetscape and where removal of signage is necessary, it is to be photographically recorded prior to removal;
- (vi) The shopfront at 57-59 Darlinghurst Road, including the signs in the heads of the of the reveals of the shopfront porches, are to be conserved;
- (vii) The neon under awning sign at 3C Roslyn Street is to be retained and any future owner or tenant is encouraged to retain the sign in situ. Should the consent authority agree to the removal of this sign then the sign is to be conserved;
- (viii) The illuminated light box at 117C Macleay St is to be photographically recorded prior to its removal;
- (ix) Notwithstanding any of the provisions for Darlinghurst Road Signage Precinct, illuminated or animated signs are not permitted above awning level on a heritage item.

6.4.8 In the Oxford Street Precinct (from Figure 7):

- (i) Signs are to be visually interesting and respond to the significant role of Oxford Street as a retail area;
- (ii) Signs are to be integrated with the architecture of the building;

- (iii) Signs are to incorporate illumination where appropriate and where this does not conflict with the significance of a heritage item.

6.4.9 In the William Street Precinct (from Figure 7):

- (i) Signs may be projecting signs of vertical proportions where existing lawful signs of this type exist and where this does not conflict with the heritage significance of the building;
- (ii) Signs are to be integrated with building features and sensitive to the existing character of buildings;
- (iii) Signs are to respond to the significant role of the area as a gateway into the City of Sydney; and
- (iv) Billboard signage is not permitted.

6.4.10 In the King Street Newtown Precinct (from Figure 7), the following controls apply to signs:

- (i) Signs are to be located within bays created by façade articulation, and compatible with the geometry and proportion of these bays;
- (ii) Signs are not to obscure important architectural features;
- (iii) Signs are not to be located above the cornice lines of parapets;
- (iv) Signs located on rooftops of buildings are not permitted;
- (v) not extend into the corridor of string of pearl lights under awnings and no closer than 700mm to the light fixture;
- (vi) Boxed and illuminated signs above awnings are not permitted;
- (vii) The number of signs on the building façade, excluding signs hanging from suspended awnings, is limited to one per lessee/owner;
- (viii) Hanging (ie. bracketed) signs are limited to one below the awning per lessee/owner;
- (ix) One sign is permitted on a side wall. This may be floodlit but not illuminated;
- (x) Where the building is face brick, a sign may not be painted directly onto the brickwork. A face plate of maximum thickness of 5mm must be used;
- (xi) Signs which are part of a unique work of art must not incorporate direct advertising and/or products or services sold. Ongoing maintenance of the sign is a condition of consent; and
- (xii) Colours used for signs are to complement the Heritage Colour Scheme of the relevant development control plan relating to King Street and Enmore Road.

6.5 Conservation Area and Heritage Streetscape controls

6.5.1 In Conservation Areas and Heritage Streetscapes generally, signs are to:

- (i) be sympathetic to and compatible with the heritage significance of that area;
- (ii) be constructed from high quality materials, particularly metals such as bronze, brass and stainless steel, and not be constructed predominantly

- from plastics such as coloured or clear acrylic;
- (iii) achieve a high degree of compatibility with the architecture of the supporting building, particularly its materials; and
- (iv) where the conservation area's dominate use is residential, respect and not detract from the residential amenity of that area.

6.6. Single dwelling houses

6.6.1 In Conservation Areas signs on single dwelling houses (eg terrace houses) are to:

- (i) be limited to one sign per building;
- (ii) be non-illuminated nor flashing with a maximum area of 0.25 m²;
- (iii) provide for the advertising of the business undertaken at that premises only; and
- (iv) be located on the ground floor elevation of the building only and address the main entrance to the premises.

7. Special Signs



7.1 Provisions

- 7.1.1** Special Signage is signage that will assist in the provision of civic infrastructure and improvements (including a substantial community information component).
- 7.1.2** These provisions relate to the following commercial advertising opportunities, but are not necessarily limited to them:
- (i) outdoor advertising panels - major signs located on stand alone sites and on buildings; and
 - (ii) panels on construction hoardings.
- 7.1.3** Council may consent to a special signs proposal, which would not ordinarily meet the requirements of Section 2 of this DCP, provided that the proposal will assist in the provision of civic infrastructure and improvements, including a community information component and complies with the criteria set down in this Clause.
- 7.1.4** Any proposal to be granted consent under this Clause must fulfil the following criteria:
- (i) the overall design quality of the proposal must be of a high standard; and
 - (ii) the application must be generally consistent with the intent of Section 2 of this DCP to achieve a high quality of townscape. Particular regard shall be given to:
 - (a) effect upon the character of central Sydney and, in particular, those buildings and places of vital significance to its identity;
 - (b) integration with building design, architectural elements and scale;
 - (c) effect upon the streetscape and the non-proliferation of visual clutter;
 - (d) compatibility with heritage buildings and streetscapes, as defined the applicable Local Environmental Plan;
 - (e) there being no confusion with directional and traffic signs and public safety not being unduly compromised;
 - (f) maintenance of residential amenity, particularly the effects of lighting;
 - (g) high quality of design of the sign and any supporting structure, with integrated structure, lighting and graphic content; and
 - (h) the character, role, prominence and special needs of the Special Areas identified in the governing local environmental plan and other areas shown on the Signage Precincts of this DCP.
- 7.1.5** No more than seven (7) proposals for special signage sites, excluding community information signage, shall be granted consent under this Clause.

- 7.1.6** All applications under this Clause must be determined by the consent authority and may not be delegated to staff for determination. Council or the Central Sydney Planning Committee may choose to further limit the number, duration and timing of approvals to be granted under these provisions in the interest of maintaining the image of the city as one of high environmental quality.