

The Hills Development Control Plan (DCP) 2012

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THE
HILLS
Sydney's Garden Shire



Part C Section 2 Signage

C2

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1. INTRODUCTION

This Section of the DCP must be read in conjunction with Part A – Introduction of this DCP.

1.1. LAND TO WHICH THIS SECTION OF THE PLAN APPLIES

This Section of the DCP applies to land to which The Hills Local Environmental Plan (LEP) 2012 applies.

1.2. AIMS AND OBJECTIVES OF THIS SECTION OF THE DCP

The aim of this Section of the DCP is to establish Council's specific objectives and development controls for the provision of advertising and signage within the Shire.

OBJECTIVES

- (i) *Encourage a high standard of business and building identification signs and structures within the Shire having regard to the existing amenity and scenic quality of the area.*
- (ii) *Ensure through design, construction and use of materials, that business and building identification signs and structures are in sympathy with development in the vicinity.*
- (iii) *Provide any person with the opportunity to adequately advertise an approved use of any premises.*

2. OBJECTIVES AND DEVELOPMENT CONTROLS

Objectives and Development Controls for signage and advertising are set out in the following sections.

In addition to those policies, guidelines and documents specified in Section 1.4 of Part A – Introduction, this signage Section is to be read in conjunction with State Environmental Planning Policy (SEPP) No.64 Advertising and Signage.

Business or building identification signs may only be erected or displayed if it is designed for one or more of the following purposes:

- to identify the premises upon which it is situated;
- to indicate the name of the occupier and the nature of activity conducted thereon;
- to identify the nature and type of goods and services available therein; or
- to direct persons to development in the immediate locality.

A description of sign types is provided in Appendix A to this Section.

2.1. DESIGN CONSIDERATIONS

OBJECTIVE

- (i) *To provide broad design parameters for business and building identification signs.*

DEVELOPMENT CONTROLS

- (a) Business and building identification signs shall not incorporate flashing lights or animated or movable components.
- (b) Business and building identification signs shall be permanently fixed to the premises.
- (c) Business and building identification signs shall not be located or constructed in such a manner as to obstruct any other approved sign.
- (d) Permanent business and building identification signs shall not be located or constructed in such a manner as to obstruct the view of traffic lights or street signs, nor detrimentally obstruct motorists' or pedestrians' vision at an intersection or on any public road.
- (e) Business and building identification signs shall not be constructed of canvas, calico or any like material.
- (f) A free-standing pylon sign shall not exceed ten metres in height, measured from the existing ground level to the top of the structure, provided that the height of any pole sign shall have regard to the nature

and height of development in the immediate vicinity.

- (g) Projecting wall business and building identification signs and flush wall signs shall not extend above the wall to which they are attached.
- (h) All proposed signage is to be consistent with the objectives of State Environmental Planning Policy No.64 – Advertising and Signage as specified in clause 3(1)(a) of the SEPP.
- (i) Applications for signage must demonstrate how the proposed signage satisfies the assessment criteria specified in Schedule 1 of SEPP No.64.
- (j) No structure will be erected within 3 metres of the kerb or carriageway. Any structure within 5 metres of the kerb or carriageway will be of frangible design.
- (k) All business and building identification signage should be designed in accordance with the Council's 'Designing Safer Communities Guidelines.' Signage should be legible and identify safe access routes.

2.2. SIGNS IN RURAL ZONES

OBJECTIVES

- (i) *To permit an approved use the opportunity to adequately advertise the activity being undertaken while maintaining the scenic and rural quality of the area.*
- (ii) *To ensure that any advertising sign is sympathetic to the environment and to the scale and design of development in the vicinity.*

DEVELOPMENT CONTROLS

- (a) Business or building identification signs may only be erected if it is to display an advertisement relating to an approved use of the land on which it is situated.
- (b) The maximum area of any sign shall be 4m² with maximum dimensions of 2 metres x 2 metres.

- (c) The maximum height to the top of a sign is to be 3 metres from the natural ground level.
- (d) A maximum of one sign shall be erected per property except where a property has two street frontages. Where a property has two street frontages, one sign may be erected per street frontage.
- (e) Where a property has two street frontages and one sign is proposed per frontage, the combined area of all signage shall be 4m².
- (f) Council may erect advertising structures for the purposes of directing the travelling public to tourist areas or displaying a private advertisement for tourist business.
- (g) The advertising area of a business identification sign relating to an approved use for the purposes of a home occupation, home business, home industry or bed and breakfast accommodation shall not exceed 0.72 square metres and that would fit within a rectangle 1.2 metres x 0.6 metres.

2.3. SIGNS IN RESIDENTIAL ZONES

OBJECTIVES

- (i) *To permit an approved use to adequately identify their premises while maintaining the residential character of the area.*
- (ii) *To ensure that business and building identification signs are appropriate to the size and scale of the activity conducted on the property.*
- (iii) *To ensure that business and building identification signs do not detract from any residential area by requiring the size, shape, materials and location of the signage to complement the visual character of the surrounding area.*

DEVELOPMENT CONTROLS

- (a) The maximum area of any sign shall be 2.25m² with maximum dimensions of 1.5 metres x 1.5 metres.
- (b) The maximum height to the top of a sign shall be 2.5 metres from the natural ground level.

- (c) The advertising area of an identification sign relating to an approved use for the purposes of a home activity or home business shall not exceed 0.72m^2 and that would fit within a rectangle 1.2 metres x 0.6 metres.
- (d) Building identification and business identification signage within residential zones shall not be illuminated other than an illuminated cube light to identify health care premises.

2.4. SIGNS IN BUSINESS ZONES EXCLUDING B7 BUSINESS PARK ZONE

OBJECTIVES

- (i) *To provide the opportunity for an approved use to adequately identify the nature of the business conducted on the premises.*
- (ii) *To ensure through design controls that the signage proposed is in sympathy with the design and architectural treatment of the building.*
- (iii) *To limit the total advertising area of signage in proportion to the building design.*

DEVELOPMENT CONTROLS

- (a) The combined sign area of all business and building identification signs located on the frontage of a building or premises will be determined on the basis of 0.5m^2 of sign per one metre lineal frontage of the building.
- (b) Where the building has more than one frontage the maximum sign area for a sign on any side elevation (in addition to signage specified in clause (a) above), shall not exceed 0.25m^2 of sign per one metre of lineal frontage of the building.
- (c) Only one under awning sign shall be permitted for each approved shop, office or suite situated on land within a business zone except in the case where a shop has a frontage to two streets. In this case only one under awning sign shall be permitted to each street frontage.

- (d) Under awning signs shall not exceed the dimensions of 2400mm x 500mm. Any signs extending over the footpath shall retain a minimum distance of 2600mm between the underside of the sign and the level of the footpath.
- (e) An above awning sign shall not exceed the dimensions of 2400mm x 750mm.
- (f) In the case of multiple occupancies, only one under awning sign for each occupancy shall be permitted subject to the distance between under awning signs being a minimum of three metres.
- (g) Where a premises or building contains multiple occupancies, the maximum area of signage allowed on the façade of each occupancy shall be determined on the basis of 0.5m^2 per one metre lineal frontage of the subject unit or suite.
- (h) Free-standing pylon signs will not be permitted in business/commercial zones on sites which utilize a zero setback. Free-standing pylon signs on all other sites in business/commercial zones will be assessed on merit taking into consideration the site locality and design.

Note. Displays located behind windows are not included within the above calculations, with the exception of illuminated signs and permanent signage for the purposes of advertising a business.

See Typical Sign Treatment for Commercial Zones – Appendix B to this Section.

2.5. SIGNS IN INDUSTRIAL AND B7 BUSINESS PARK ZONES

OBJECTIVES

- (i) *To provide the opportunity for an approved use to adequately identify the nature of the business conducted on the premises.*
- (ii) *To ensure through design controls that the signage proposed is in sympathy with the building design and architectural treatment of the building.*
- (iii) *To limit the total advertising area of signage in proportion to the building design.*

- (iv) *To ensure brothel and sex services premises signage is discreet and does not draw attention to the use.*
- (v) *To ensure that signage does not detract from the visual appeal of buildings within the industrial area.*

DEVELOPMENT CONTROLS

- (a) One sign is permitted per sex services premises with maximum dimensions of 1.0m x 0.5m. The sign must only identify the registered name of the business, address (clearly so as to prevent nuisance to adjoining uses) and contact number.
- (b) Signage shall not display words or images which, in the opinion of Council are sexually explicit, lewd or otherwise offensive.
- (c) Illumination of signage for sex services premises (with the exception of flashing or neon lighting) may be considered where the applicant has demonstrated that it will have no adverse impact on any other use within view.
- (d) Only one free-standing pylon sign shall be permitted on any parcel of land zoned Industrial or B7 Business Park, and shall meet the following requirements:-
 - The height of any free-standing pylon sign shall not exceed ten metres measured from the existing ground level to the top of the structure and shall have regard to the nature and height of development in the immediate vicinity;
 - The maximum width of the entire structure shall be two metres;
 - The maximum advertising display area within the structure shall be no greater than 12.0m² with maximum advertising dimensions 1.5 metres in width and 8.0 metres in height. No advertising shall be permissible within the bottom 2.0 metres of the structure;
 - The free-standing pylon sign may identify the names of the occupant(s) of individual unit/suite in the premises and may include a logo or symbol that identifies the business, but does not include general advertising of products, goods or services; and
- (e) Only one free-standing tenancy listing board shall be permissible per parcel of land zoned Industrial or B7 Business Park meeting the following requirements:-
 - The maximum size of the tenancy listing board shall not exceed 6.0m²;
 - The height shall not exceed two metres measured from the existing ground level to the top of the structure and the width of the structure shall not exceed 3 metres;
 - The structure is to be located at the entry to the site and may be incorporated with an area containing mail boxes for individual units;
 - The tenancy listing board shall include the property address and identify the names of the occupant(s) of each unit/suite in the premises, but does not include general advertising of products, goods or services. Colour and font used on the tenancy listing board is to be consistent; and
 - The structure may be erected in the landscaped setback area.
- (f) The combined sign area of all business and building identification signs on the facade of a building will be permitted on the basis of 0.5m² of sign per one metre of length of the building façade which addresses the primary frontage of the site.
- (g) Where the building has more than one frontage, the maximum advertising area for a sign on any side elevation (in addition to signage specified in clause (c) above) shall not exceed 0.25m² of sign per one metre of length of the façade of the building.
- (h) Where a premises or building contains multiple occupancies, the maximum area of signage allowed on the façade of each occupancy shall be determined on the basis of 0.5m² per one metre of length of façade of the subject unit or suite.

- (i) Notwithstanding Development Control (a) above, one (1) pylon sign per street frontage shall be permitted.
- (j) Notwithstanding Development Control (b) above, one (1) freestanding tenancy listing board per vehicular entry point to the site shall be permitted. Where the applicant proposes a tenancy listing board at each entry to the site, the name of the occupant of the unit in the premises is to be displayed only on the tenancy board installed at the entry that provides the most direct access to the unit.
- (k) Only one (1) directional sign per vehicular entry/exit point to the site shall be permitted, and shall meet the following requirements:-
 - The sign is only to be used for directional purposes (e.g. 'Exit Only');
 - The sign is only to be located at vehicular entry to the site;
 - The maximum height of the sign shall not exceed 0.6m; and
 - The maximum size of the sign shall not be greater than 0.5m².

Note. Displays located behind windows are not included within the above calculations, with the exception of illuminated business and building identification signs and permanent signage for the purposes of advertising a business.

See Typical Sign Treatment for Industrial Zones – Appendix C to this Section.

2.6. SIGNS IN OTHER ZONES

OBJECTIVES

- (i) *To ensure that signage reflects the nature of the activity conducted on the property and any special signage provisions relating to that zone.*
- (ii) *To ensure that signage is not out of character with development in surrounding areas.*

DEVELOPMENT CONTROL

- (a) Business and building identification signs shall not be erected on premises within a

Special Purpose, Recreation or Environmental Protection zone unless the applicant can justify the need for such a structure or sign.

2.7. SIGNS FOR EXHIBITION HOMES

OBJECTIVE

- (i) *To allow adequate identification of an approved exhibition home for a temporary period provided the signage does not adversely affect the amenity of any adjoining rural residential area or open space.*

DEVELOPMENT CONTROL

- (a) Where Council has approved a dwelling for exhibition purposes only one sign having an advertising area not exceeding 1m² shall be permitted for each exhibition home. Consent for such a sign shall remain in force only as long as the consent for the use of the dwelling for exhibition purposes.

2.8. SIGNS FOR EXISTING-USES

OBJECTIVE

- (i) *To permit adequate identification of an approved business provided the signage is in scale with the development and does not adversely affect the amenity of the surrounding area.*
- (ii) *To ensure that the signage is in keeping with the development and the nature of the land use.*

DEVELOPMENT CONTROL

- (a) Applications for the erection of signs on premises which enjoy existing use rights under the provisions of the Environmental Planning and Assessment Act 1979 shall be determined on merit, having regard to the nature of the land use and the location of the proposed signs, type, colour, size and effect on the amenity of the area.

2.9. SIGNS FOR VEHICLE SALES OR HIRE PREMISES

See signage controls contained in the subsection 2.5 of this Section of the DCP relating to business and building identification signs in IN1, IN2 and B7 zones.

2.10. TEMPORARY ADVERTISEMENT SIGNAGE

OBJECTIVES

- (i) *To control the visual impact of advertising development signs on the environment, maintaining uniform and orderly standards for signs and controlling the number and type of advertisements while providing adequate opportunities for the nature of the advertisement.*
- (ii) *To ensure that advertising signs do not detract from the area by requiring the size, shape, materials and location of the signage to complement the visual character of the surrounding area.*
- (iii) *To maintain a balance between the established built form and character of the streetscape and commercial need to advertise.*
- (iv) *To prevent visual clutter through the proliferation of advertisements and advertising structures by restricting the number of signs per street frontage to promote more effective advertising signs.*
- (v) *To ensure that advertisements and advertising signs do not disrupt vehicular or pedestrian flows.*

DEVELOPMENT CONTROLS

- (a) The advertisement in respect of the place or premises to which it is affixed contains only a notice that the place/premises is/are for sale together with particulars of the sale.
- (b) No illumination of any type for the advertising signage is permitted.
- (c) The supporting structure is to be of a dark and recessive colour. Timber frame

supports are to be painted black or a dark colour.

- (d) Advertising signage shall be limited to one sign per street frontage.
- (e) The advertising signage shall only be permitted to be erected for the duration of the event or as otherwise approved by Council consent.
- (f) The signage shall have a maximum dimension within the following areas as follows:

Rural	2.5m ²
Residential	2.5m ² for the sale of single residential properties.
	4.5m ² for unit/dwellings sites containing two or more proposed dwellings for sale
Business	20m ²
Industrial	10m ²

2.11. ILLUMINATION OF SIGNS

OBJECTIVE

- (i) *To ensure that illuminated signage does not adversely impact on adjacent property owners or the amenity of the area.*

DEVELOPMENT CONTROLS

- (a) Any illuminated signage shall not adversely impact upon adjoining properties and shall be designed to ensure that no light spills onto adjoining or adjacent properties.
- (b) Any illumination of signage shall be switched off upon the closure of business each day. Should the business operate during normal business hours only, illumination shall be switched off by 9pm daily.
- (c) Illuminated signage is prohibited within residential zones other than an illuminated cube light to identify health consulting rooms.
- (d) Illuminated business and building identification signs are not to be used on the land upon which a heritage item is located.

2.12. INAPPROPRIATE SIGNS

DEVELOPMENT CONTROLS

- (a) The following types of business and building identification signs shall not be erected or displayed:
- Roof-top signs;
 - Air borne signs (blimps); and
 - A-frame board signs or moveable placards.

2.13. SIGNAGE REQUIREMENTS FOR HERITAGE ITEMS

OBJECTIVES

- (i) *To ensure that any advertising signs and structures are erected so as not to impinge upon the historic, cultural, social or aesthetic value of a heritage item.*
- (ii) *To provide an opportunity for authorised occupants of heritage items to identify themselves and their activities that are commercial in their nature.*

DEVELOPMENT CONTROLS

- (a) The location of signs shall not detract from the significance of the heritage item.
- (b) No sign or advertising material is to be attached to the heritage item.
- (c) Signage is to be limited to one sign of a maximum of 0.5 square metres per street frontage of the property.
- (d) The content or wording of the sign is to be limited to the name and authorised occupation of the occupant of the premises.
- (e) The colours and lettering of any sign or advertising material are to complement the architectural style and colours of the heritage item.
- (f) No signs or advertising material is to be erected or displayed in windows or door openings of the heritage item.

- (g) General advertising, bunting, or streamers, and the like are not to be used on the land on which a heritage item is located.
- (h) Illuminated signs are not to be used on the land upon which a heritage item is located.

SUBMISSION REQUIREMENTS

- The application should detail the location, height, size, colour and materials to be used in any signage associated with a heritage site.

3. INFORMATION REQUIRED FOR A SIGNAGE DEVELOPMENT APPLICATION

Applications for consent to erect and use a building or business identification sign shall be made on Council's Development Application form and should comprise the following information:-

SIGNAGE PLAN

STATEMENT OF ENVIRONMENTAL EFFECTS INCLUDING:-

- Approval details for the use of the premises;
- Location/(s) of all existing advertising signs and reference to any approval previously granted by Council;
- Justification/need for the signage;
- Confirmation of any illumination of signage;
- Compliance with the objectives and controls of this Section of the DCP; and
- Written confirmation that the sign will be fully contained within the site boundary.

Note. Refer to Part A – Introduction section 4.0 for general lodgement requirements.

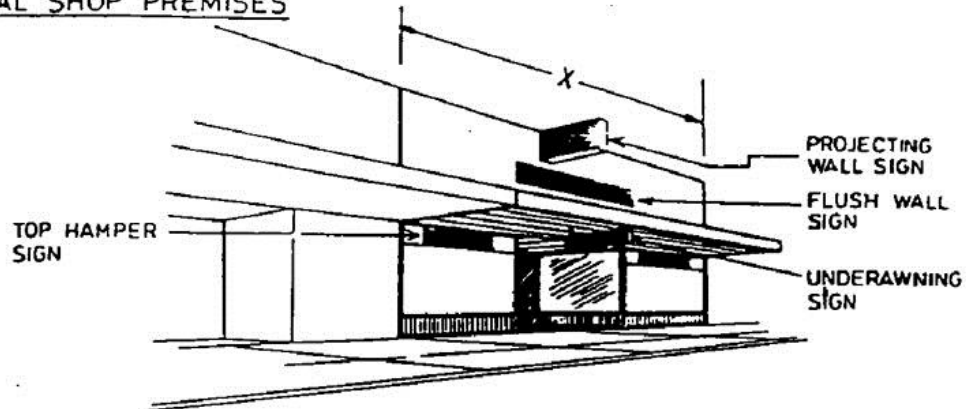
APPENDIX A – ADVERTISING SIGNS AND STRUCTURES

Policy On Advertising Signs and Structures	
CLASS OF ADVERTISING STRUCUTRE	DESCRIPTION OF ADVERTISING STRUCUTRE
Fascia sign	Attached to the fascia or return end of an awning.
Awning sign	Attached to an awning (other than the fascia or return end).
Fin sign	Erected on or above the canopy of the building.
Roof sign	Erected on or above the roof or parapet of a building.
Top hamper sign	Attached to the transom of a doorway or display window of a building.
Flush wall sign	Attached to the wall of a building (other than the transom of a doorway or display window) and not projecting horizontally more than 0.3 metres from the wall.
Projecting wall sign	Attached to the wall of a building (other than the transom of a doorway or display window) and projecting horizontally more than 0.3 metres from the wall.
Flashing wall sign	Illuminated (as to any part of the advertising area) at frequent intervals by an internal source of artificial light and whether or not included in any other class of advertising structure.
Floodlight sign	Illuminated (as to any part of the advertising area) by an external source of artificial light and whether or not included in any of the class of advertising structure.
Pole or pylon sign	Erected on a pole or pylon independent of any building or other structure and shall not exceed ten metres in height.
Moving sign	Attached to a building and capable (as to any part of the advertisement or advertising structure) of movement by any source of power (whether or not included in any other class of advertising structure).
Advertising panel	Any other advertising structure which is unilluminated, including a hoarding or bulletin board.
Directional sign	A sign erected at vehicular entry point to the site and shall not exceed 0.6m in height and 0.5m ² in area.

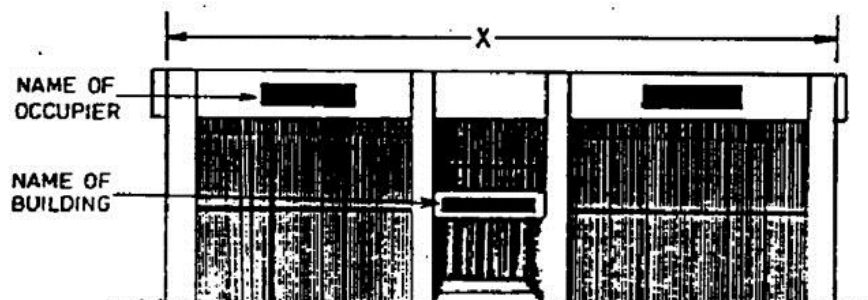
APPENDIX B – TYPICAL SIGN TREATMENT FOR COMMERCIAL ZONES

TYPICAL SIGN TREATMENT FOR COMMERCIAL ZONES

TYPICAL SHOP PREMISES



TYPICAL OFFICE BUILDING WITH MULTIPLE OCCUPANCY

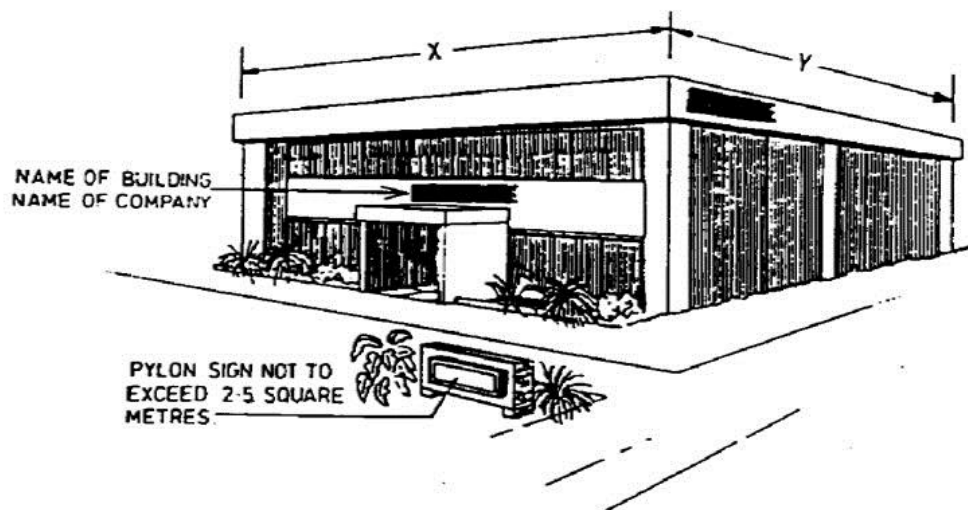


- Combined area of signs allowed for front elevation = $Xm \times 0.5m^2$
- Combined area of signs allowed for side elevation = $Ym \times 0.25m^2$

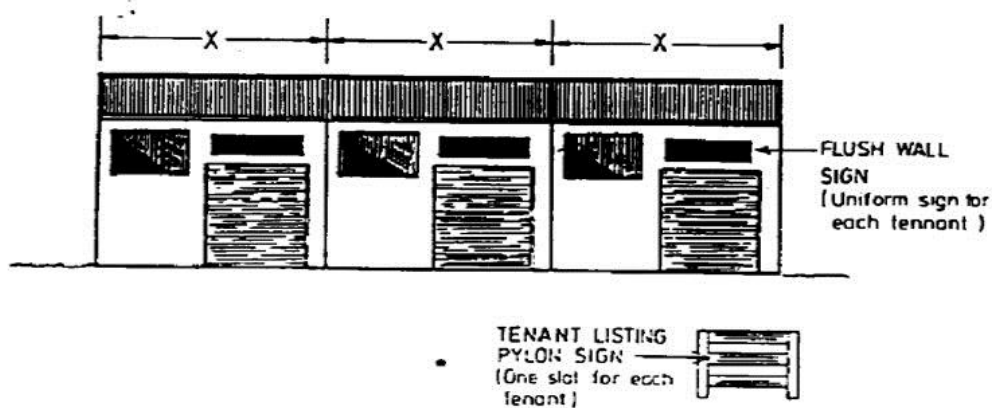
APPENDIX C – TYPICAL SIGN TREATMENT FOR INDUSTRIAL ZONES

TYPICAL SIGN TREATMENT FOR INDUSTRIAL ZONES

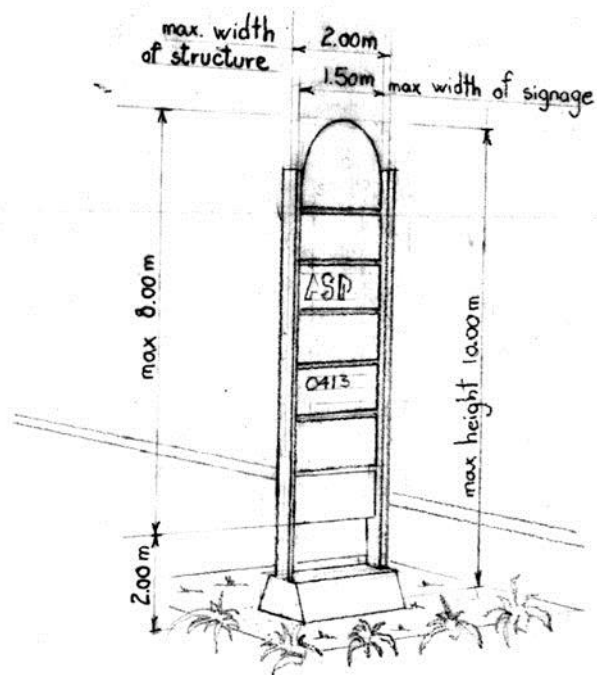
TYPICAL ONE OCCUPIER BUILDING



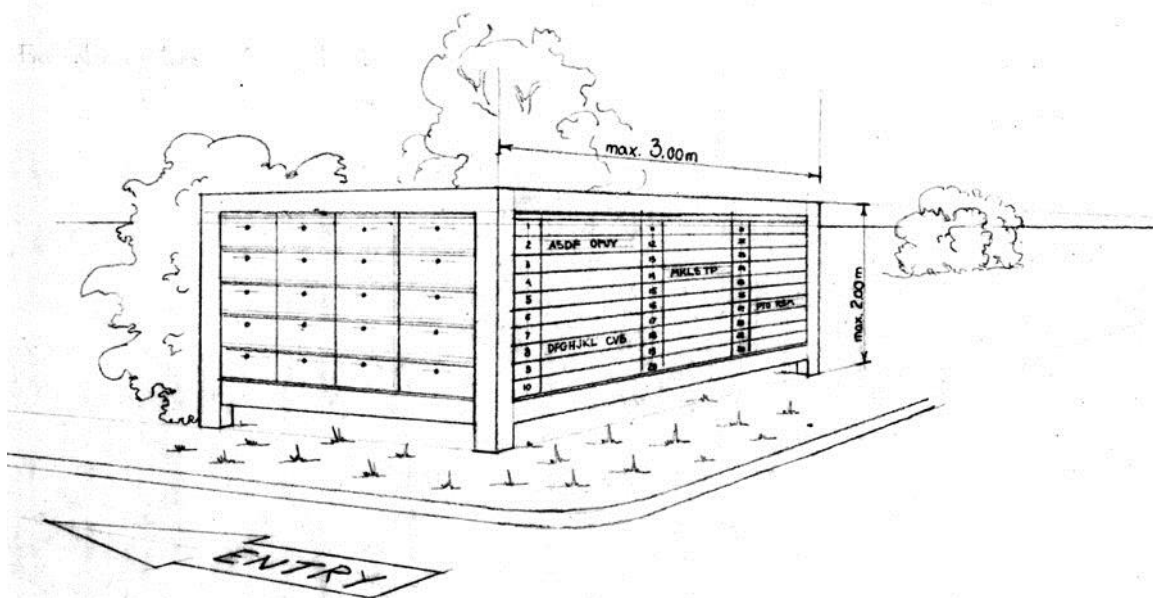
TYPICAL MULTIPLE UNIT BUILDING



- The combined area of all signs to be a maximum area of :
 $X = \text{Length of front elevation (metres)}$
 $Y = \text{Length of side elevation (metres)}$
- Combined area of signs allowed for front elevation = $Xm \times 0.5m^2$
- Combined area of signs allowed for side elevation = $Ym \times 0.25m^2$



TYPICAL FREE-STANDING PYLON SIGN



TYPICAL FREE-STANDING TENANCY LISTING BOARD

