

NOTE: This Chapter should not be read in isolation. You may need to consider other chapters of this DCP when preparing your application.



# CHAPTER G22: ADVERTISING SIGNS AND STRUCTURES

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**Amendment history**

Version Number	Date Adopted by Council	Commencement Date	Amendment Type
1	14 October 2014	22 October 2014	New
2	23 June 2015	1 July 2015	Amendment

## 1 Purpose

The purpose of this Chapter is to outline controls and guidelines relating to **advertising signs** and structures.

## 2 Application

This Chapter applies to land where **signage** is permissible with **development** consent.

## 3 Context

**Advertising signage** is necessary for the operation of many businesses and commercial activities. **Signage** is important to enable customers to recognise and find businesses and is a powerful tool in marketing and brand recognition. However **signage** can also have negative consequences when inappropriately sized, located or constructed. Controlling **signage** in a balanced way will help to ensure both business requirements and positive amenity outcomes.

Signs in Shoalhaven should effectively advertise a place of business or give directions and/or information. They should be architecturally attractive and contribute to the retention and enhancement of both Shoalhaven's overall unspoilt natural character and the uniqueness of its individual towns and villages. They should cover both urban and rural situations, including recreational, **community** and streets **signage**.

The range and role of **signage** in Shoalhaven is outlined below.

**Note:** 'Advertisement' and 'advertising structure' are defined by the *Environmental Planning and Assessment Act 1979*.

For the purposes of this Chapter:

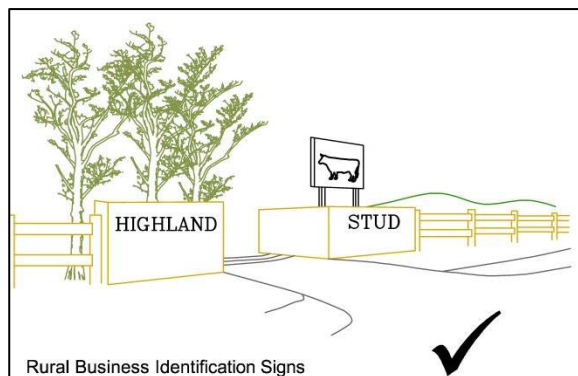
- A free-standing **sign** means any sign not attached to a building or structure and includes any three-dimensional replica, object or shape.
- **Parapet** means a low wall projecting from the edge of a platform, terrace, or roof.
- Sign face area means the area bounded by the framework of a manufactured panel, hoarding or illuminated sign case and is calculated by the sign face height and sign face width.

Other specific types of signs are explained in the notes in this Chapter.

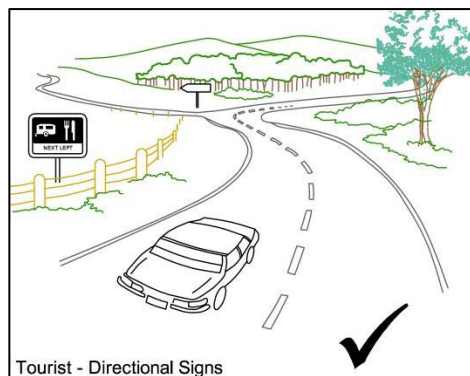
### 3.1 General Identification and Advertising Signage

Strategically, advertising signage is most appropriate in the business, industrial, private recreation and working waterway zones which is reflected in the **Shoalhaven LEP 2014**. **Building and business identification signs** are permissible with **development** consent (or as exempt **development**) in the majority of zones.

Building or business identification signs in rural and environment protection zones are appropriate for properties with businesses fronting roads and highways or providing directional signs for tourists (Figures 1 and 2).



**Figure 1: Acceptable Business Identification Signage in a rural area**



**Figure 2: Acceptable directional sign for tourists in a rural or environmental area**

### 3.2 Public Information Signs

Informational, directional, reserve names, regulatory (street and road signs) and bus shelters are types of public information signs. These signs reflect Shoalhaven's image and relate to the setting in which it is to be placed.

### 3.3 Supplementary Tourist and Directional Signage

Council has adopted a system of supplementary signage to ensure the positive promotion of tourism and ensure tourist, community and other information is available to the travelling public.

The supplementary system of signage provides for a hierarchy of signage in four categories. Each category of signage should reflect Shoalhaven's image by way of unifying design elements.

- a. Signs which reflect the image of Shoalhaven together with the individual character of its towns and villages - Located on the city boundaries or turn-off on the highway to major coastal villages
- b. Signs which provide information to the travelling public - Located at the entrance to the built up area of a town and incorporating:
  - tourist information/accommodation
  - business and commercial information
  - community information including events and activities within town centres
- c. Signs located in town and village retail centres which provide local information about those towns and villages and including:
  - shopping centre and tourist maps
  - community information
  - shopping information
- d. Signs which relate to localities Brooman, Meroo Meadow, Numbaa, Pyree etc. These signs would simply describe the name of the locality.



### **3.4 Local Tourist Business Directory Boards**

A distinctive shaped directional board is displayed at strategic intersections and key access roads. This [signage](#) displays the Shoalhaven tourist logo and advises of accommodation, attractions and the distances to them.

## **4 Objectives**

The objectives are to:

- i. Provide opportunities for business to advertise effectively in a manner that does not detract from the character of the area.
- ii. Recognise the legitimate need for clear business identification and promotion through advertising signs.
- iii. Minimise visual clutter caused by the proliferation of signs and encourage the rationalisation of existing and proposed [signage](#).
- iv. Ensure equity and consistency in the control of commercial [advertising signs](#) in Shoalhaven.
- v. Encourage advertising signs that:
  - are well designed and consistent with this Chapter;
  - satisfy the principles of [ecologically sustainable development](#);
  - are compatible with the scale and character of the host premises;
  - are durable and flexible in design and construction;
  - will ensure, as far as possible, equal viewing rights for all advertisements and potential advertisements;
  - are safe and properly constructed and will not interfere with the operation or effectiveness of traffic control signs and signals; and
  - Do not detract from the architectural character and heritage significance of [heritage items](#) or buildings, [heritage conservation areas](#) or pastoral landscapes.

## **5 Controls**

### **5.1 Design Guidelines**

You should consider these design guidelines when planning and locating all [signage](#).

#### **5.1.1 Matters for consideration**

- Consider the design of the building (Figure 3).
- Aim for fewer signs that display easy to read information.
- Street signs in shopping areas are not easily discernible.
- The prominent display of street numbers can reduce the need for advertising signs.

- **Signage** reflecting the Shoalhaven image should incorporate sandstone.
- Carefully considering sign proposals above awning level can protect valuable streetscapes.
- Pay particular attention to the impact of painted wall signs and corporate colours.
- Internally illuminated or animated signs are generally inappropriate for a **heritage item** or building or **heritage conservation area**.
- Projecting signs are only necessary if businesses rely on the passing trade of road travellers.

**Note:** A projecting sign is any sign attached to and projecting at right angles from a wall.

- Signs should not adversely affect the amenity of adjoining residential (or other) land uses. In general, physical buffers resulting from topography, road configuration, tree or shrub planting or isolation from a residential area by a road, railway or park will help to limit the effect of advertisements on the local business area. Where there is a direct interface, signs should not be located on walls facing residences (Figure 4).
- Signs should either:
  - reinforce the architectural design of the building or its streetscape; or
  - Contribute to a new image for the building and its streetscape.
- To achieve either of the above strategies, advertising signs should:
  - Maintain a decorative skyline profile to a **parapet**, or comprise a new architecturally appropriate profile to a **parapet** sign.
  - Relate in location and dimensions to the design of the **building** on which they are placed.
  - Be placed in locations similar to adjacent buildings to create a visual theme and easy to read signage.
  - Not project above **parapet** lines or obscure views of land forms, **vegetation** or buildings which contribute to local environmental character.
  - Improve visual interest by modifying monotonous **parapet** lines using decorative, and possibly, thematic sign silhouettes.
  - Be used as false **parapets** on shops without **parapets** where neighbouring shops have **parapets**.
  - Be limited in number to promote visibility and reduce crowding and clutter.
  - Larger traditional signs that are no longer acceptable should be lowered.

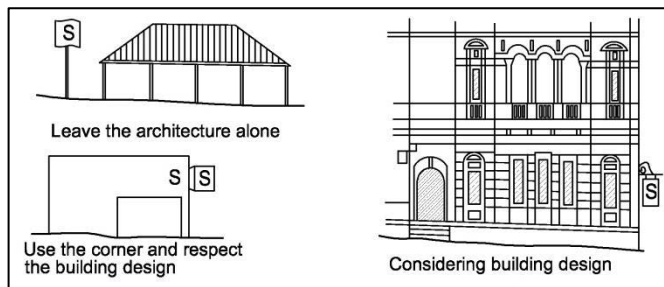


Figure 3: Considering building design

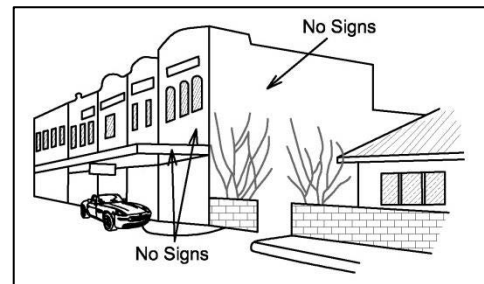


Figure 4: Protecting Residential Amenity

### 5.1.2 Shape

Signage can be designed into a wide range of shapes to produce a unique design. When designing your sign, check with your neighbour as the most original sign can lose its 'zing' if a similar treatment is displayed only a few metres away. See Figure 5 below for alternatives to a traditional square or rectangular sign.

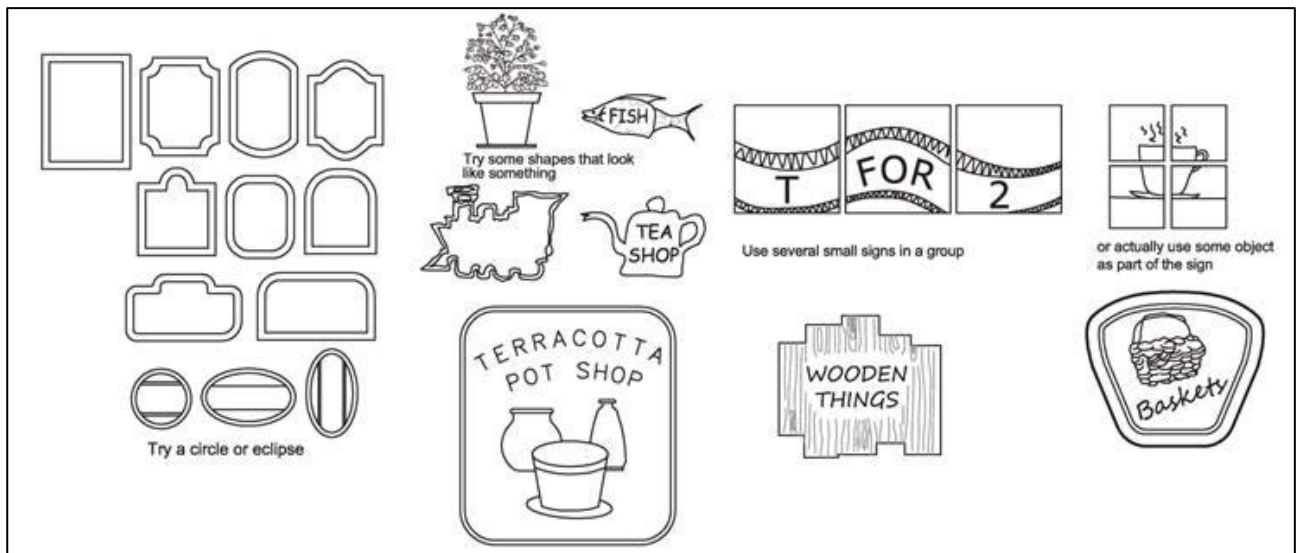


Figure 5: Alternatives to a traditional square or rectangle sign



### 5.1.3 Determining suitable sign locations for buildings

These steps will help guide you in identifying appropriate locations (or opportunities) for **signage** that fits the form of the building façade.

**STEP 1: Identify sign opportunities.** The scale of **advertising signs** should be compatible with the buildings on which they are erected, as well as with nearby buildings, street widths and other existing signs. In most cases, appropriate dimensions are achieved by restricting signs to grid locations and panels. This ensures the original architectural character (set by the lines of awnings, window and door openings, parapet lines and setbacks) remains dominant.

The façade should be subdivided using the main design lines to form a series of panels. Traditional building designs can be broken into a grid based on the alignments of the parapet, cornice, verandah, window and door. See Figure 6 for an example of this procedure.

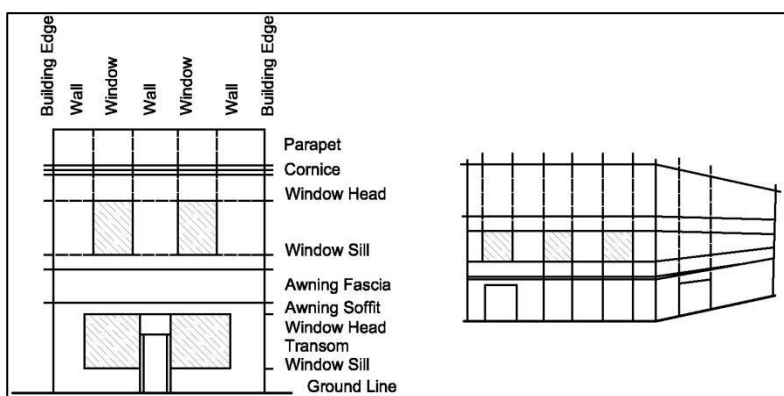


Figure 6: Establishing the façade grid

**STEP 2: Identify possible sign panels.** The rectangles of the grid may be used separately or joined together to form horizontal or vertical panels (Figure 7). On buildings with decorative façades, signs should not be placed over the decorative forms or mouldings. Instead, they should appear on the undecorated wall surfaces.

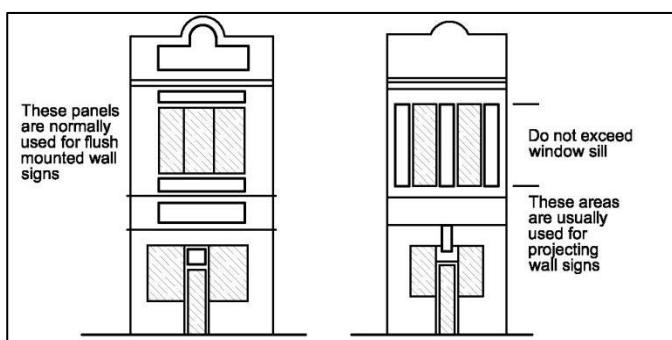


Figure 7: Opportunities for Signage – Horizontal or Vertical Panels

**STEP 3: Apply this technique to a series of buildings.** This shows the possible panels for the streetscape and provides the basis for developing patterns and themes. Figure 8 shows how the technique of good sign placement can produce a uniform and clean series of sign possibilities. This example also shows that sign panels do not have to consist of

straight lines or be contained in a perimeter margin. Despite this, you should consider these elements if you are looking at introducing architectural formality or continuity with the surrounding area that is presently lacking in the building.

Signs should complement and appear as an integral part of the building.

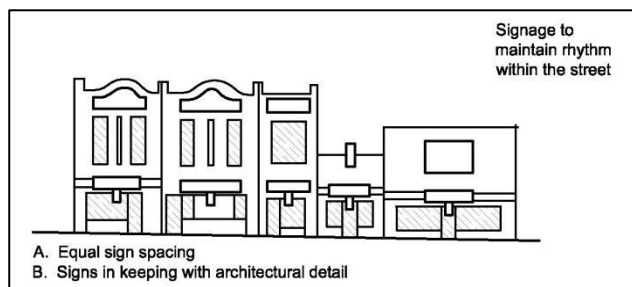


Figure 8: Developing Patterns and Themes

#### 5.1.4 Appropriate sign opportunities

Signs in smaller centres should aim to attract pedestrians and car occupants (both local and visiting). To provide information to pedestrians, you could use:

- suspended under-verandah signs, ground floor window signs on the adjacent footpath; or
- **Awning face/fascia signs**, parapet signs, first floor wall face signs on the opposite footpath.

**Note:** **Awning face/fascia sign** is any sign painted on or attached to the front face of an awning that does

- not project above or below the fascia or return end of the awning to which it is attached
- not extend more than 300 mm from the fascia or return end of the awning
- Not extend or project beyond a point 600 mm within the vertical projection of the kerb line.

To provide information to road users, you could use:

- projecting above awning parapet level signs;
- awning face/fascia signs; or
- Suspended under-verandah signs.

**Above awning signs** can significantly affect the local streetscape and as a result, opportunities are limited.

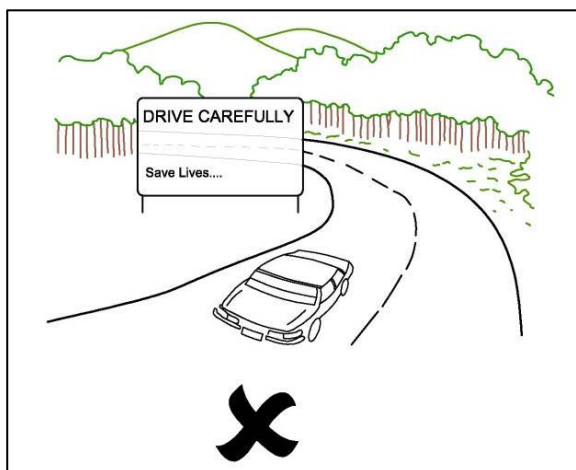
**Note:** An **above awning sign** is any sign located on top of an awning or verhadah where no part of the sign projects above the roof, **parapet** or ridge-line, or beyond the awning edge.

#### 5.1.5 Safety

**Advertising signs** and their supporting structures should not:

- be hazardous to passers-by;

- obscure a driver's or pedestrian's view of road vehicles, rail vehicles, pedestrians or features of the road, railway or footpath such as junctions, bends, changes in width (Figure 9);
- be so highly illuminated that they cause discomfort to, or inhibit the vision of approaching drivers or pedestrians; or
- Be liable to interpretation as an official traffic sign or be confused with instructions given by traffic signals/other devices or impair the conspicuous nature of traffic signals or signs.



**Figure 9: Example of a sign that obscures a view of the road**

#### **5.1.6 Design, construction and maintenance**

Not only should a sign be simple, clear and efficient but it should inspire confidence in the business or product advertised. As a result, your building façade should not be visually spoiled by the method of providing electrical services to a sign (Figure 10).

Maintenance of signs should be as easy as possible. It should also be remembered that, when changing sign panels, it is economical to reuse existing mountings, service installations and framing. This consideration may affect proposed sign locations and may cause standard sign dimensions (as accepted in the outdoor advertising industry) to be chosen.

Signs should also be located to discourage vandalism and avoid impact from footpath maintenance vehicles.

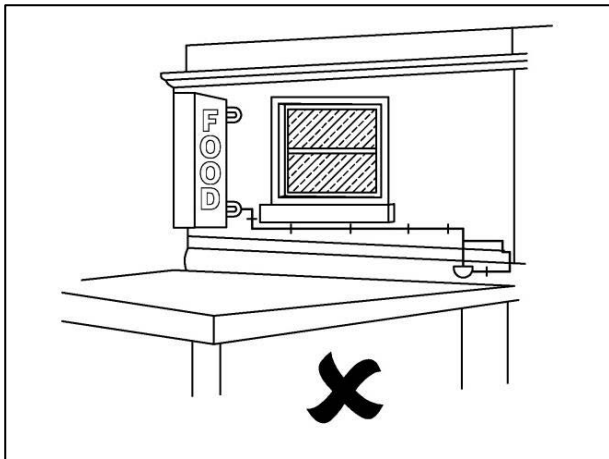


Figure 10: Example of exposed electrical services to a sign

### 5.1.7 Design guidelines for heritage buildings

Historically, signs were placed to allow the architectural details of buildings to remain prominent. Where possible, you should locate your signs in the same fashion.

Figure 11 identifies the following opportunities for sign location on heritage buildings:

- a solid parapet above a cornice;
- the horizontal panel below a cornice;
- verandah fascias ground or upper floor;
- spandrel panels below windows;
- ground or first floor windows; and
- On side upper storey walls.

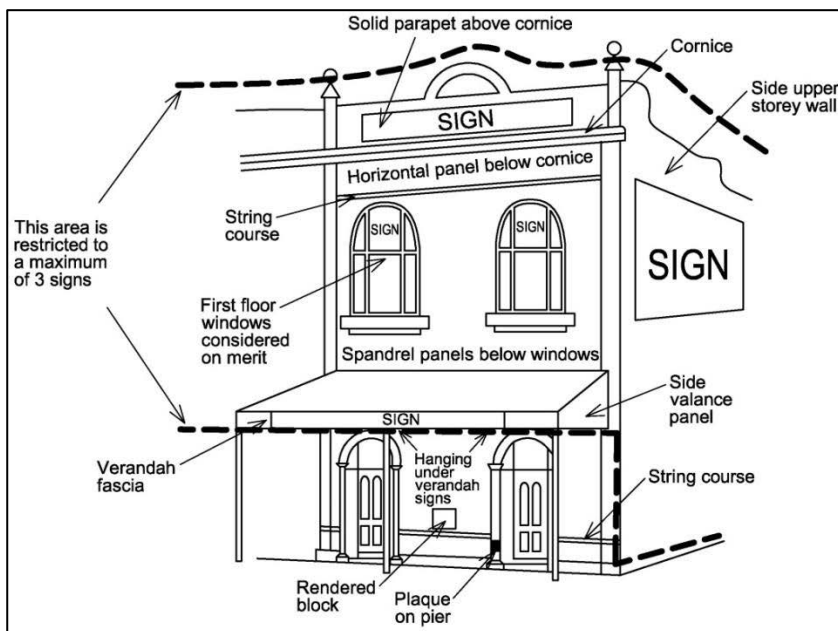


Figure 11: Opportunities for sign location on heritage buildings

You should design your sign to avoid placement on or over cast iron verandah freeze work or balustrades. Signage should be above an historic parapet or roof line.

Modern standardised trademark advertising is not usually appropriate on heritage buildings unless the presentation is modified. Placing the modern sign in a panel with a perimeter margin can do this (Figure 12). The surrounding wall surface should be painted in sympathetic heritage colours where appropriate.

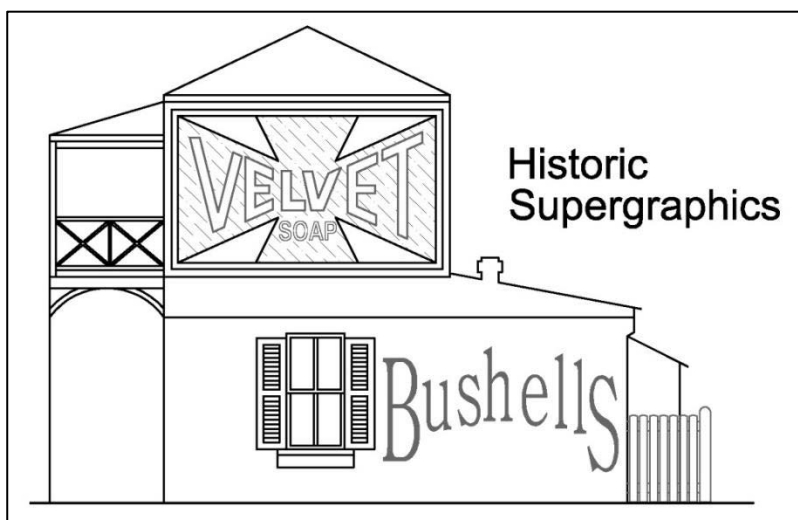
The number of signs should be restricted as follows:

- up to three sign locations on a building with a verandah;
- two on a building without a verandah;
- one hanging under awning sign;
- Painted window signage can be considered on merit.

**Note:** An **under awning sign** is a sign suspended from underneath an awning or verandah.

In relation to a heritage building:

- permanent signs on shop windows should not cover more than 25% of each window area between the window-sill and door head;
- the verandah fascia sign should have a maximum height of 175mm with lettering a maximum height of 150mm;
- fluorescent and iridescent paints are inappropriate;
- if illumination is required, the sign should be illuminated by external floodlighting;
- The placement of any advertisement should not detract from the design form of a heritage precinct.



**Figure 12: Appropriate signage on a heritage building**



### 5.1.8 Total sign face area

**Note:** If your proposal includes any additional or special signage, Council will consider the total sign face area when compared to the width of the street frontage of the building or site. In doing so, flexibility can be retained by owners and tenants to determine their own priorities for signage and types of signage. This also creates an equitable situation where, the most important signage will be given the opportunity to carry its message without being jeopardised by adjoining signs on the site.

When calculating your total permitted sign face area, you should include the sign face area of all lawful existing and exempt signs on the property. This calculation includes all advertising signs whether or not a sign is directly related to the business being conducted on the land.

Total sign face area is expressed mathematically as follows:

$$T = \frac{(a + b + c)}{n} - d$$

Where:

T	=	Total sign face area permitted per property
a	=	Maximum sign face area of proposed on-building signs
b	=	Maximum sign face area of proposed free-standing signs
c	=	Maximum sign face area of proposed signs on structures
d	=	All lawful existing signs and exempt signs on the property
n	=	1, 2 or 3 according to the different types of signs proposed to be erected on the property, e.g on-building, freestanding or on-structures

**Note:** Traffic, security and safety signs do not contribute to the total sign face area permitted on a property.

An existing sign means any sign that was lawfully displayed on a building or site as at the date of adoption of this DCP, or any sign approved by Council at that date, but not yet displayed or erected.

### 5.1.9 Free-standing signs on multi-frontage properties

Where a property has two or more separate street frontages, each frontage will be assessed as a separate property. This means that for each frontage, the maximum sign face area, maximum height and number of permitted signs will be calculated according to the length of the frontage upon which they would be erected.

Properties having a secondary frontage to the beach or a public reserve, for example, are not considered to be double frontage properties. Generally, Council will not encourage or approve advertising signs fronting beaches and public reserves.

### 5.1.10 Double-sided signs

A double sided sign is assessed as one sign for the purpose of calculating sign face area.

**Note:** A **double-sided sign** is two signs, back to back, on a single structure, where both sides of the sign are identical in sign face area, dimensions and content.

A V-shaped sign will be assessed as two (2) signs.

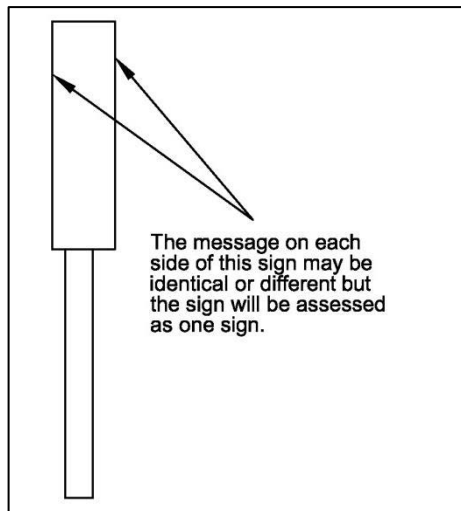


Figure 13: Pylon sign

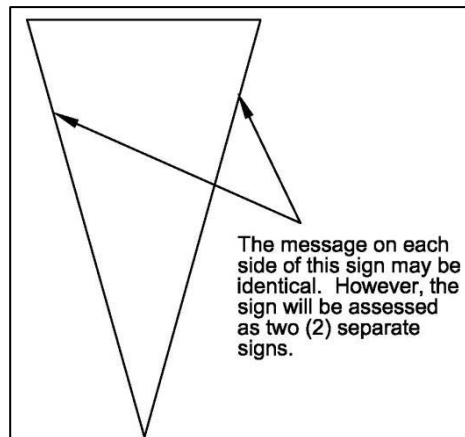


Figure 14: V-shaped sign

**Note:** A **pylon sign** is any freestanding elevated sign supported by one or more columns, pylons or poles where the display area may include separate removable and replaceable slats, panels or other components.

#### 5.1.11 Multi-tenanted sites

Special provision has been made for multi-tenanted sites in commercial and industrial zones. Where a multi-tenanted site has been strata subdivided, the total sign face area calculations will be based upon the area and dimensions of the parent property.

#### 5.1.12 Battle-axe properties

Special provision has been made for battle-axe properties. You should address the following when designing your signage:

- Only one free-standing sign should be erected per property and it must be located on the property boundary.
- The separation distance from the nearest adjacent free-standing sign shall be equal to the width of the proposed sign. For example, if your proposed sign is 4m in width, it must be located 4m from the nearest adjacent free-standing sign.
- To calculate the maximum sign face area for free-standing signs, the maximum width of the property shall be taken to be the road frontage.
- You are to satisfy the performance criteria for free-standing signs.

## 5.2 Signs within a public road reserve or on a footpath

Notwithstanding any other provision or standard contained within this Chapter, you must design any sign suspended over a public road to:

- have a minimum clearance of 2.6m above ground/footpath level;
- be at least 600mm from the kerb/roadway edge; and
- Not project more than 1.2m over any property boundary adjoining a public road.

## 5.3 Discouraged signs

Applications for the following types of signs and promotional devices are discouraged by Council:

- Any moving, reflective or floodlit signs that may adversely affect traffic safety or neighbourhood amenity including trailer mounted variable message boards;
- Free-standing **billboards**, **bulletin boards** and the like;
- Corporate sponsorship or branding (where an entire building is painted in corporate colours or corporate logos);
- **Bunting** or **bandit signs**;
- **Signs** on top of awnings;
- **Signs** on or above a roof unless:
  - The **sign** is integral to the architectural features of the building; or
  - The **sign** has a suitable backdrop.
- **Signs** greater than or erected at a height greater than 10m above **natural ground level**;
- **Signs** within navigable waters that are prohibited under SEPP 64;
- **Motor vehicle signs** that are not exempt;
- **Advertising signs** in schools (except for signs for school related activities such as fetes, plays, etc);
- **Signs** fronting beaches and public reserves; and
- Portable signs within road reserves.

**Note:** A **moving sign** is any **sign** either illuminated or non-illuminated including rotating, trivision, carousel, animated, computer controlled, moving display or message signs with a single or variable message.

A **billboard or bulletin board** may be on-building, free-standing, painted or comprise two or more poster panels.

**Bunting** includes decorative flags, pennants and streamers.

A **bandit sign** is any **sign** displayed on or attached to a tree, post, utility pole, vehicle or structure located within or near any water, road or rail transportation corridor and includes fly posters.

Applications for some **signs**, however, may be considered on their merits provided **Council** is satisfied that the proposed sign is appropriate in the circumstances. For example, such a **sign** might include a painted roof sign on a heritage building.

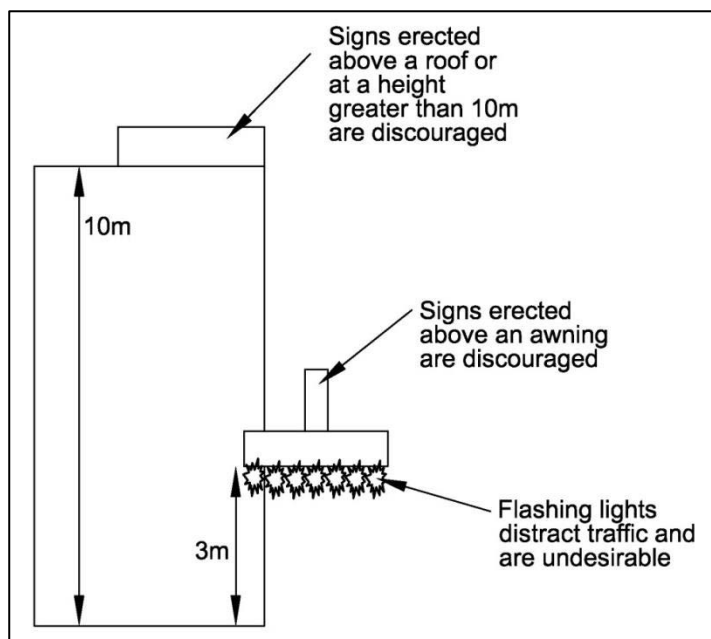


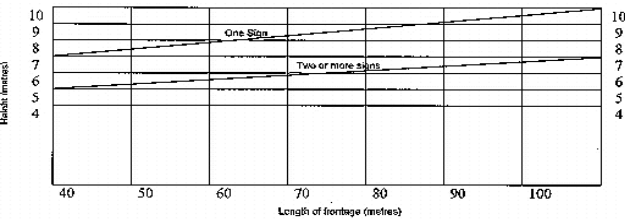
Figure 15: Discouraged Signs

## 5.4 Sign content

Industry standards for **sign** content is governed by the Code of Ethics administered by the Advertising Standards Bureau. Although this Chapter does not provide controls for sign content, **Council** may take into consideration sign content in the assessment of your application.

## 5.5 General Controls

Performance Criteria		Acceptable Solutions
All Business and Industrial Zones		
P1	To ensure advertising signs/structures:	<i>On-Building Signs</i>
	<ul style="list-style-type: none"> <li>are associated with a lawful use of the land; and</li> <li>relates to the land, or to the premises situated on that land; or</li> <li>identifies a person residing or carrying on an occupation or business on the land or premises; and/or</li> <li>gives particulars of the goods or services dealt with or provided on the land or</li> </ul>	<p>A1.1 For corner lots, maximum <b>sign</b> face area is to be calculated by taking the average building width when measured parallel to both the front property boundary and secondary street frontages.</p> <p>A1.2 Maximum <b>sign face area</b> of any one (1) sign is not to exceed 8m<sup>2</sup>. e.g. A building width of 10m will permit 15m<sup>2</sup> of <b>sign face area</b> on the building.</p> <p>A1.3 Maximum <b>sign face area</b> should not exceed 1.5m<sup>2</sup> of <b>sign face area</b> per metre of</p>

Performance Criteria	Acceptable Solutions																		
<ul style="list-style-type: none"> <li>premises;</li> <li>is a directional <b>sign</b> for an approved tourist facility in the Shoalhaven; or</li> <li>Is an <b>advertisement</b> for a business located in the Shoalhaven.</li> <li>relate well to and integrates with existing built and <b>vegetated</b> forms</li> <li>do not dominate the streetscape or skyline</li> <li>do not adversely affect traffic safety</li> <li>do not restrict sight distances at entrance/exit to any property</li> <li>do not obstruct sightlines to <b>signs</b> on adjoining property</li> <li>do not detract from the heritage significance of the building or place</li> <li>do not project over windows or architectural features of a building</li> <li>are consistent with the design guidelines outlined in this Chapter</li> <li>are treated on the rear view of single-sided signs to blend with the surrounding streetscape or field of view</li> <li>reduce visual clutter</li> <li>achieve equity between property owners/occupiers</li> <li>have a design relationship between multiple <b>signs</b></li> <li>have a design relationship to each other individual signs in the case of a free-standing directory sign</li> <li>are capable of accommodating the <b>signs</b> of other tenants in respect of any free-standing sign on a multi-tenanted site</li> <li>Affixed to structures are wholly</li> </ul>	<p>maximum building width which is measured parallel to the front property boundary.</p> <p><i>Free-Standing Signs</i></p> <p>A1.4 Maximum <b>sign face area</b> should not exceed 0.35m<sup>2</sup> of <b>sign face area</b> per linear metre of road frontage.</p> <p>A1.5 Maximum <b>sign face area</b> of any one (1) sign is not to exceed 8m<sup>2</sup>. e.g. A 20m frontage will permit 7m<sup>2</sup> of sign face area for a free-standing <b>sign</b>.</p> <p>A1.6 Maximum height should not exceed:</p> <table border="1"> <tr> <th colspan="2">Frontage - 40 m or under</th></tr> <tr> <td>Single sign</td><td>7 m</td></tr> <tr> <td>Two or more signs</td><td>5 m</td></tr> <tr> <th colspan="2">Frontage - 40-99 m*</th></tr> <tr> <td>Single sign</td><td>7-10 m</td></tr> <tr> <td>Two or more signs</td><td>5-7m</td></tr> <tr> <th colspan="2">Frontage - 100 m or more</th></tr> <tr> <td>Single sign</td><td>10m</td></tr> <tr> <td>Two or more signs</td><td>7m</td></tr> </table>  <p>Minimum separation distance between free-standing signs is calculated by adding together the height of the proposed <b>sign</b> and the nearest adjacent <b>sign</b> as follows:</p> <p>Height of proposed <b>sign</b> + height of adjacent <b>sign</b> = separation distance required. e.g. The separation distance required between two free-standing <b>signs</b> (6m and 3m each) would be 9m.</p> <p>A1.7 Minimum side boundary setback is 3m.</p> <p><i>Signs on Structures</i></p> <p>A1.8 Maximum <b>sign face area</b> should equal 1% of floor area or site area occupied.</p> <p>A1.9 Maximum <b>sign face area</b> of any one (1) <b>sign</b> is</p>	Frontage - 40 m or under		Single sign	7 m	Two or more signs	5 m	Frontage - 40-99 m*		Single sign	7-10 m	Two or more signs	5-7m	Frontage - 100 m or more		Single sign	10m	Two or more signs	7m
Frontage - 40 m or under																			
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Two or more signs	5-7m																		
Frontage - 100 m or more																			
Single sign	10m																		
Two or more signs	7m																		



Performance Criteria		Acceptable Solutions	
contained within the dimensions of the structure.		not to exceed 8m <sup>2</sup> e.g. a floor area of 200m <sup>2</sup> will permit 2m <sup>2</sup> of sign face area. A site area of 800m <sup>2</sup> will permit 8m <sup>2</sup> of sign face area.	
All Business and Industrial Zones – Multiple Tenancies			
P2	To ensure advertising signs/structures allow for multiple tenancies within a single building or development.	A2.1	<p>Maximum sign face area should be calculated as follows:</p> $\left[ \frac{a + b + c}{n} \right] - d \div \text{area occupied by each tenancy where:}$ <p><i>a = maximum sign face area of on-building signs</i> <i>b = maximum sign face area of free standing signs</i> <i>c = maximum sign face area of signs on structures</i> <i>n = 1, 2 or 3 according to the different types of signs on the property, e.g. on-building, freestanding and on-structures</i> <i>d = all lawful existing and exempt signs</i> <i>E.g. A site area of 800m<sup>2</sup>, a building width of 10m and a frontage of 20m, three different types of signs (15m<sup>2</sup>, 7m<sup>2</sup>, 8m<sup>2</sup>) and two tenancies occupying 40% and 60% of the floor space respectively. There are 10m<sup>2</sup> of existing signs:</i> <math display="block">((15 + 7 + 8) \div 3) - 10 = 20</math> <i>One tenant is entitled to 8m<sup>2</sup> and the second tenant is entitled to 12m<sup>2</sup>.</i> Maximum sign face area of any one (1) sign does not exceed 8m<sup>2</sup>.</p> <div><p><b>Note:</b> Existing sign means any sign that was lawfully displayed on a building or site as at the date of adoption of this DCP, or any sign approved by Council at that date, but not yet displayed or erected.</p></div>
All Residential, Special Purposes and Recreation Zones			
P3	To ensure advertising signs/structures:	On-Building Signs	
	<ul style="list-style-type: none"><li>are associated with a lawful use of the land; and</li><li>specify the purpose(s) for which</li></ul>	A3.1	Maximum sign face area should not exceed 0.35m <sup>2</sup> of sign face area per metre of maximum building width which is measured

Performance Criteria	Acceptable Solutions
<ul style="list-style-type: none"> <li>the land or premises is or are used; and/or</li> <li>identify a person residing or carrying on an occupation or business on the land or premises; and/or</li> <li>describe an occupation or business on the land or premises; and/or</li> <li>identify a person residing or carrying on an occupation or business on the land or premises; and/or</li> <li>are in scale with the <b>development</b> on the land</li> <li>do not adversely affect the amenity or character of the area</li> <li>give particulars of the goods or services dealt with or provided on the land or premises</li> <li>do not dominate the streetscape or skyline</li> <li>do not adversely affect traffic safety</li> <li>do not restrict sight distances at entrance/exit to any property</li> <li>do not obstruct sightlines to signs on adjoining property</li> <li>do not detract from the heritage significance of the building or place</li> <li>are consistent with the Design Guidelines outlined in this Chapter</li> <li>are treated to blend with the surrounding streetscape or field of view with respect to the rear view of single-sided signs</li> </ul>	<p>parallel to the front property boundary.</p> <p>A3.2 For corner lots, the shortest street frontage is the front property boundary.</p> <p>A3.3 Maximum <b>sign face area</b> of any one (1) sign is not to exceed 4m<sup>2</sup> e.g. A building width of 10 metres will permit 3.5m<sup>2</sup> of <b>sign face area</b> on the building.</p> <p><i>Free-Standing Signs</i></p> <p>A3.4 Maximum <b>sign face area</b> should not exceed 0.1m<sup>2</sup> of <b>sign face area</b> per linear metre of road frontage.</p> <p>A3.5 Maximum <b>sign face area</b> of any one (1) sign is not to exceed 4m<sup>2</sup>. e.g. A 20m frontage will permit 2m<sup>2</sup> of <b>sign face area</b> for a free-standing sign</p> <p>A3.6 Maximum height should not exceed 3.5m.</p> <p>A3.7 Where sites have a frontage of 40m or less, only one (1) sign is permissible.</p> <p>A3.8 Where sites have a frontage greater than 40m, two (2) signs are permissible.</p> <p>A3.9 Minimum side boundary setback is 3m.</p> <p><i>Signs on Structures</i></p> <p>A3.10 Maximum <b>sign face area</b> should equal 1% of floor area or site area occupied.</p> <p>A3.11 Maximum <b>sign face area</b> of any one (1) <b>sign</b> is not to exceed 4m<sup>2</sup> e.g. a floor area of 200m<sup>2</sup> will permit 2m<sup>2</sup> of <b>sign face area</b> for a <b>sign</b> on a <b>structure</b>. A site area of 400m<sup>2</sup> will permit 4m<sup>2</sup> of <b>sign face area</b>.</p>

Performance Criteria		Acceptable Solutions	
All Rural and Environmental Protection Zones			
P4	<p>To ensure on-building <b>advertising signs</b>:</p> <ul style="list-style-type: none"><li>are associated with a lawful use of the land; and</li><li>specify the purpose(s) for which the land or premises is or are used; and/or</li><li>are in scale with the <b>development</b> on the land</li><li>do not adversely affect the amenity or character of the area</li><li>do not detract from the heritage significance of the building or place</li><li>are consistent with the design guidelines outlined in this Chapter</li></ul>	A4.1	Maximum <b>sign face area</b> should not exceed 0.35m <sup>2</sup> of <b>sign face area</b> per metre of maximum building width which is measured parallel to the front property boundary.
		A4.2	For corner lots, maximum <b>sign face area</b> is to be calculated by taking the average building width when measured parallel to both the front property boundary and secondary street frontages.
		A4.3	Maximum <b>sign face area</b> of any one (1) <b>sign</b> is not to exceed 6m <sup>2</sup> . e.g. A building width of 10m will permit 3.5m <sup>2</sup> of <b>sign face area</b> on the building.
P5	<p>To ensure free-standing <b>advertising signs</b> and <b>signs</b> on <b>structures</b>:</p> <ul style="list-style-type: none"><li>are associated with a lawful use of the land; and</li><li>specify the purpose(s) for which the land or premises is or are used; and/or</li><li>are in scale with the <b>development</b> on the land</li><li>do not adversely affect the amenity or character of the area</li><li>do not detract from the heritage significance of the building or place</li><li>are consistent with the design guidelines outlined in this Chapter</li><li>do not dominate the streetscape or skyline</li><li>do not adversely affect traffic safety</li><li>do not restrict sight distances at entrance/exit to any property</li><li>do not obstruct sightlines to</li></ul>	<b>Free-Standing Signs</b>	
		A5.1	Maximum <b>sign face area</b> should not exceed 0.1m <sup>2</sup> of <b>sign face area</b> per 10 linear metres of road frontage.
		A5.2	Maximum <b>sign face area</b> of any one (1) sign is not to exceed 6m <sup>2</sup> .e.g. A 200m frontage will permit 2m <sup>2</sup> of <b>sign face area</b> for a <b>free-standing sign</b> .
		A5.3	The maximum height should not exceed 5m.
		A5.4	For sites with a frontage of 200m or less, only one (1) sign is permissible.
		A5.5	For sites with a frontage greater than 200m, two (2) signs are permissible.
		A5.6	Minimum front boundary setback is 1m.
		A5.7	Minimum side boundary setback is 3m.
		<b>Signs on Structures</b>	
		A5.8	There are no acceptable solutions for signs on structures in rural and environmental protection zones. Any application for a <b>sign</b> that is not exempt will be considered on its merits.

Performance Criteria	Acceptable Solutions
<p><b>signs</b> on adjoining property</p> <ul style="list-style-type: none"> <li>do not adversely impact on landscape quality</li> <li>Are not illuminated or illumination will not conflict with other relevant performance criteria.</li> <li>are treated to blend with the surrounding streetscape or field of view with respect to the rear view of single-sided <b>signs</b></li> <li>are directional <b>signs</b> for a tourist facility located in the Shoalhaven</li> </ul>	<p><i>Directional Signs for a Tourist Facility</i></p> <p>A5.9 Where a tourist facility is located on land that does not have frontage to a public road, the <b>sign(s)</b> will be located on private property adjoining or adjacent to the tourist facility.</p> <p>A5.10 <b>Sign(s)</b> will have a maximum <b>sign face area</b> of 0.6m<sup>2</sup>.</p> <p>A5.11 Approval of the <b>sign</b> will not result in more than two (2) such directional <b>signs</b>.</p>
Public Footpaths (includes all land within the public road reserve)	
<p>P6 To ensure that A-Board <b>signs</b> are designed so that:</p> <ul style="list-style-type: none"> <li>pedestrian traffic and safety is not compromised and the <b>sign</b> is located and designed to inform the pedestrian rather than the passing motorist</li> <li>A safe pedestrian thoroughfare is maintained.</li> <li>access for the disabled and visually impaired has been considered and maintained or improved</li> <li>access to other properties and/or services, including underground services is not impeded and other adjoining footpath uses are considered</li> <li>are consistent with the design guidelines outlined in this Chapter</li> <li>design and colour complements the character of areas of heritage significance (e.g. Kangaroo Valley, Berry, Milton, conservation areas)</li> <li>there is an interesting theme that adds to the vitality and character of the streetscape</li> <li>construction is professional and free of sharp protrusions</li> </ul>	<p>A6.1 The footpath is to have an effective width of not less than 3.6 m measured from the front boundary of the building to the top of the kerb.</p> <p>A6.2 A safe pedestrian thoroughfare is to be maintained of not less than 2.4m for highly trafficked footpaths and 2m for low to moderately trafficked footpaths.</p> <p>A6.3 A minimum distance of 600mm from any kerb is to be kept clear for vehicular movements and associated passengers.</p> <p>A6.4 If there is insufficient footpath width to allow for such a <b>sign</b>, then no <b>sign</b> shall be permitted.</p> <p>A6.5 One (1) '<b>A</b>' Board <b>sign</b> can be erected per shop or commercial premises. The DA reference number and approval date is to be prominently displayed on the approved sign.</p> <p>A6.6 Any sign face area is not to exceed 1m<sup>2</sup> per side and 750m in width.</p> <p>A6.7 Any sign is to be secured to prevent danger to pedestrians and traffic outside the site in high wind situations and at night.</p> <p>A6.8 The applicant is to obtain an approval under the Roads Act 1993 for the occupation of the road reserve/footpath.</p> <p>A6.9 A footpath plan is to be provided that clearly shows the location of the sign. Once your</p>

## Chapter G22: Advertising Signs and Structures

Performance Criteria	Acceptable Solutions
<ul style="list-style-type: none"> <li>it is portable and, therefore, displayed only during trading hours</li> <li>it does not detract from the heritage significance of the building or place</li> <li>it will be located immediately adjacent to the relevant premises</li> <li>other <b>sign</b> options have been examined and the proposed <b>sign</b> is the most appropriate to convey the message</li> </ul>	<p>sign is approved, you should mark the location on the footpath and display your sign accordingly.</p>
<p>P7 To ensure other free standing signs are designed to:</p> <ul style="list-style-type: none"> <li>be associated with a lawful use of the adjoining or adjacent land</li> <li>specify the purpose(s) for which the adjoining or adjacent land or premises is or are used</li> <li>are consistent with the design guidelines outlined in this Chapter</li> <li>be in scale with the <b>development</b> on the adjoining or adjacent land</li> <li>not adversely affect the amenity or character of the area</li> <li>not detract from the heritage significance of any building or place</li> <li>not adversely affect traffic or pedestrian safety</li> <li>not emulate traffic advisory signs</li> <li>not restrict sight distances at entrance/exit to any property</li> <li>not obstruct sightlines to signs on adjoining property</li> <li>not dominate the streetscape or skyline</li> <li>ensure the rear view of single-sided signs is treated to blend with the surrounding</li> </ul>	<p>A7.1 There are no acceptable solutions for free standing signs on public footpaths other than <b>A-Board signs</b>. Any application for a <b>free-standing sign</b> on a public footpath, other than an A-Board, will be assessed on its merits.</p>



## Chapter G22: Advertising Signs and Structures

Performance Criteria	Acceptable Solutions
<p>streetscape or field of view</p> <ul style="list-style-type: none"> <li>ensure the sign content is associated with a community event or fund raising activity for a charitable or sporting purpose</li> <li>sign is for the sale of real estate and is adjacent to the property being offered for sale</li> </ul>	
Other Signs	
<p>P8 Other temporary advertising signs:</p> <ul style="list-style-type: none"> <li>are consistent with the design guidelines outlined in this Chapter</li> <li>are in scale with the <b>development</b> on the land</li> <li>do not adversely affect the amenity or character of the area</li> <li>do not detract from the heritage significance of the building or place</li> <li>do not adversely affect traffic safety</li> <li>do not restrict sight distances at entrance/exit to any property</li> <li>do not obstruct sightlines to signs on adjoining property</li> <li>do not dominate the streetscape or skyline</li> <li>the rear view of single-sided signs is treated to blend with the surrounding streetscape or field of view</li> </ul>	<p>A8.1 There are no acceptable solutions for <b>temporary signs</b> that are not exempt. Each application will be considered on its merits.</p> <p><b>Note:</b> <b>Temporary sign</b> means an advertisement for short term promotional purposes that:</p> <ul style="list-style-type: none"> <li>announces any local event of a religious, educational, cultural, social or recreational character or relates to any matter in connection with such an event; and</li> <li>the event is organised by a charitable organisation, sporting association or public authority; and</li> <li>Does not include <b>advertising</b> of a commercial nature (except for the name(s) of an event's sponsor(s)).</li> </ul>

Performance Criteria		Acceptable Solutions	
P9	<p>To ensure other real estate signs:</p> <ul style="list-style-type: none"> <li>Are consistent with the Performance Criteria for P1, P3 and P4 for on-building signs as applicable.</li> <li>do not adversely affect traffic safety</li> <li>do not restrict sight distances at entrance/exit to any property</li> <li>do not obstruct sightlines to signs on adjoining property</li> <li>do not dominate the streetscape or skyline</li> </ul>	A9.1	There are no acceptable solutions for real estate signs that are not exempt development. Any application for a sign that is not exempt will be considered on its merits.

## 5.6 Signage at Ulladulla Harbour in the W3 Working Waterways zone

There are no acceptable solutions for signage at Ulladulla Harbour in the W3 Working Waterways zone. Each application will be considered on its merits. You will need to consider *State Environmental Planning Policy No 64 - Advertising and Signage*.

## 5.7 Tourist Business Advance Direction Signs on Private Land

**Council** may consent to a tourist business advance directional sign that is located on private land (whether owned or not by the tourist business) if you can satisfy the following provisions:

- The sign is to be located on rural or environmental protection zoned land.
- The structure is to be free standing, located at least 5m setback from the road and be in a location that does not obstruct sight distances for traffic.
- The structure is to be a maximum height of 3m above the ground and the sign a maximum size of 1.8m x 1.2m.
- The sign content is limited to the name of the business or description of the business and the distance for turning to a road leading to the tourist business.
- The background colouring of the sign to be in one of the following themes;
  - Winery – plum to dark red;
  - Accommodation – mid to dark blue;
  - Adventure activity – mid to dark green; or
  - Other – dark orange.
- The sign structure and sign is to be kept in good repair and the wording legible.
- The structure and/or sign is to be removed when the business ceases to operate.
- There is to be a maximum of two signs for a tourist business under this category.
- The sign shall be separated by a minimum distance of 50m from any other advertising sign.

You will need to obtain development consent from **Council**.

## 6 Advisory Information

**Note:** A development application and approval application are required and will be assessed concurrently by Council. Council will determine the development application before approval requirements are completed. Applications must be made on an

“Application for Development Consent - Consent for Commercial Use of a Public Footpath within a Public Road” form”.

### 6.1 Do you require consent from Council?

Before preparing a development application, you should first review the provisions of the Codes SEPP. Under the Codes SEPP, a range of exempt advertising signs are listed that do not require development consent from Council.

Chapter 3: Exempt Development provides for a range of exempt advertising signs and structures. As long as your proposal meets the exemption criteria, you will not require development consent from Council.

If your proposal is not exempt under the Code SEPP or this Chapter of the DCP, you will need to obtain development consent from Council. You should address *State Environmental Planning Policy No 64 - Advertising and Signage* in your development application, especially the assessment criteria in Schedule 1.

### 6.2 Other legislation or policies you may need to check

**Note:** This section is not exclusive and you may be required to consider other legislation, policies and other documents with your application

<b>Council Policies &amp; Guidelines</b>	<ul style="list-style-type: none"> <li>Interim Policy for Public Information Signs</li> </ul>
<b>External Policies &amp; Guidelines</b>	<ul style="list-style-type: none"> <li>Code of Ethics administered by the Advertising Standards Bureau</li> <li>Endeavour Energy policies and guidelines with respect to clearances between any advertising structure and/or flag from overhead power lines</li> <li>Roads and Maritime Service (RMS) Guidelines</li> </ul>
<b>Legislation</b>	<ul style="list-style-type: none"> <li><i>State Environmental Planning Policy No 64 - Advertising and Signage</i>, particularly Schedule 1 – Assessment Criteria</li> <li><i>Roads Act 1993</i></li> </ul>