

26. Outdoor Advertising and Signage

Applies to

This section applies to applications for Outdoor Advertising and Signage on any land where signage is permissible under the LEP or SEPP 64.

Background

The provision of signage is an integral part of any business to identify its presence to potential customers. Depending on the size, quantity and location, signage may have a substantial visual impact on a locality. It is important for Council to strike an appropriate balance between allowing businesses to identify themselves and minimising the visual impact of signage.

Exemptions

Signage types as described in Part 2 Division 2 of the *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* and in Schedule 2 of the *Liverpool Local Environment Plan 2008* are exempt development and do not require Council consent. Exempt or complying signage is to be designed in accordance with the requirements identified within each of these planning instruments.

Definitions

Signs described in this section are defined as below. Note that a sign can fit within multiple categories, and if so should comply with all relevant controls. Signage that is not explicitly defined will be assessed on a merit basis.

A-Frame (Sandwich Board) Sign – Freestanding, portable sign consisting of either two advertising boards supporting each other in an ‘A’ configuration or one board supported by one or more posts in an ‘A’ configuration.

Above Awning Sign – Sign attached to the upper side of an awning, other than the fascia or return end.

Digital Sign – Signs which use digital technology to display electronic images. This includes variable message signs and dot matrix display signs, whether or not included in any other class of sign.

Dynamic Digital Sign – Digital sign that displays animations or videos, flashes, or has active display changes.

Fascia Sign – Sign attached to the fascia or return of an awning.

Flashing Sign – Sign illuminated in any part of the advertising area at frequent intervals by an internal or external source of artificial light, whether or not included in any other class of sign.

Flush Wall Sign – Sign attached to the wall of a building (other than the transom of a doorway or display window) and not projecting more than 300mm from the wall)

Freestanding Sign – A sign that is erected or mounted directly into the ground, separately from a building or structure.

High Wall Sign – Flush Wall Sign located such that any part of it is 10m above ground level.

Illuminated Sign – Sign illuminated by an artificial source, whether or not included in any other class of sign.

Illuminated Street Name Sign – Freestanding pole sign comprising an internally illuminated sponsor panel and up to two internally illuminated street name cabinets erected within a road reservation.

Inflatable Sign – Signs that are inflated and placed outside a premises, or on the roof of a building.

Interactive Signage – A form of dynamic signage that includes an interactive function between the sign and pedestrians.

Moving Sign – A sign that involves some form of movement of the sign structure, whether or not included in any other class of sign.

Parapet Sign – Sign attached to or painted on the parapet of a building, but not extending above the parapet.

Projecting Wall Sign – Sign attached to the wall of a building (other than the transom of a doorway or display window) and projecting more than 300mm.

Pylon (Pole) Sign – Sign erected on a pole or pylon independent of any building or other structure.

Roof (Sky) Sign – Sign erected at the roof line that projects above the roof or parapet of a building.

Static Digital Sign – Digital sign that display static images presented successively at intervals only.

Street Sign - Sign erected on public road which include guide signs, warning signs, temporary warning signs, regulatory signs, car parking signs, hazardous markers and service symbols as defined under AS 1742.

Top Hamper Sign – Sign attached to the transom of a doorway or display window of a building.

Under Awning Sign – Sign attached to the underside of an awning other than the fascia or return end that is orientated adjacent to the street kerb.

Window Sign – Sign attached to, or displayed on, the shop window.

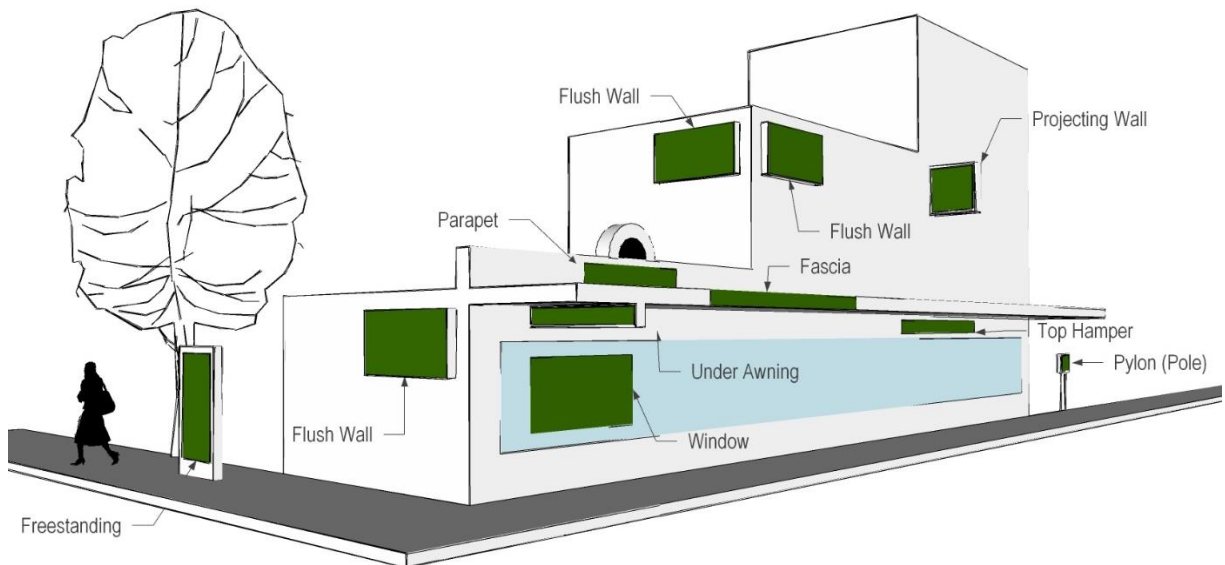


Figure 1 Types of supported signs

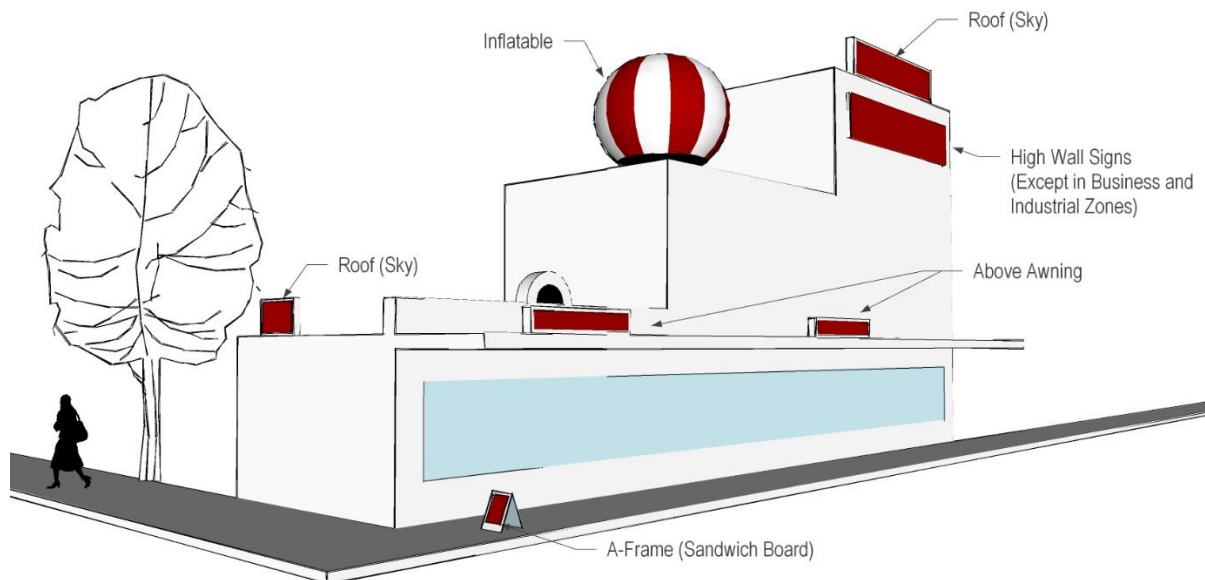


Figure 2 Types of unsupported signs

(note: not all signage illustrated is appropriate for a single development)

Objectives

- a) To ensure that outdoor advertising signage is complementary to and compatible with the development on which it is displayed and the character of the surrounding locality.
- b) To encourage the rationalisation of existing and proposed advertising signs to minimise the extent of visual clutter caused by the proliferation of signs.
- c) To provide guidelines for the display of outdoor advertising to ensure that they communicate effectively and contribute positively to the urban and rural environment.
- d) To ensure that outdoor advertisements are designed and located so that they do not adversely affect the safety of motorists and pedestrians.
- e) To ensure advertising signs express the character of commercial and entertainment environments where appropriate, creating a lively daytime and evening atmosphere.
- f) To ensure that outdoor advertising is designed and located in a manner which preserves and enhances areas of environmental significance.
- g) To guide signage that achieves clear, attractive and visually clean identification of businesses and buildings.

Controls

26.1 General Controls

Note: As well as these DCP controls, signs must also comply with the assessment criteria in Schedule 1 of the *State Environmental Planning Policy No 64 – Advertising and Signage*.

1. Signage design, materials, colours, and placement should be visually compatible with the building, nearby signage, and the surrounding locality.
2. The scale of signage must be consistent with the scale of the building or the property on which it is located.
3. Signs must not display offensive content, be reflective, or result in glare.
4. Signage should complement natural features and not result in the removal, trimming or damage of trees and other vegetation.
5. Signage is to be constructed and secured in accordance with the relevant Australian Standards.

6. New and replacement signage should be designed and located in a manner that avoids the intensification of visual clutter caused by the cumulative effect of signage within the streetscape.
7. Signs must not be capable of being mistaken for rail or traffic signs or signals, or as text providing driving instructions to motorists.
8. Signage must not be located where it impacts on sight visibility for drivers or pedestrians.
9. Signage must not obstruct pedestrian/bicycle paths.
10. Signage must not create trip hazards.

26.2 Signage Controls by Type

Unsupported Signage Types

- A-Frame Signs
- Above Awning Signs
- High Wall Signs (Except in Business and Industrial Zones)
- Inflatable Signs
- Dynamic Digital Signs (Except in B3 Commercial Core and B4 Mixed Use)
- Flashing Signs
- Illuminated Street Name Signs
- Moving Signs
- Roof (Sky) Signs
- Static digital signs (Except in B3 Commercial Core and B4 Mixed Use)

Controls for Supported Signage Types

Fascia Signs

1. Not to project above or below the fascia or return end of the awning to which it is attached.
2. Not to extend more than 0.3m from the face of the fascia or return end of the awning.

Flush Wall Signs

1. Not to project above, horizontally or below the wall to which it is attached;
2. Where it is illuminated, it must be at least 2.6m above the ground level.
3. Not to extend more than 0.3m from the face of the wall to which it is attached.

High Wall Signs

1. Supported within the Business and Industrial zones only.
2. Multiple high wall signs are not supported on a single building elevation.
3. Signage area on a building elevation must not exceed 20% of that building elevation that is visible from a public space.
4. Must not project above or horizontally from the wall to which it is attached.
5. Must not face residences or open space.
6. Must not extend more than 0.3m from the face of the wall to which it is attached.

Illuminated Signs

1. The display should be energy efficient.
2. For night-time use, illumination must not cast shadows on areas that were previously lit and that have a special lighting requirements, such as pedestrian crossings.

- Daytime luminance levels are to comply with the Transport Corridor Outdoor Advertising and Signage Guidelines, as outlined below. Night-time luminance levels are to be one-quarter of the daytime luminance levels.

Illuminated Area (sqm)	B3 and B4 zones	Industrial Zones and all other Business Zones	Residential and Rural Zones
Up to 0.5	2,900cd/sqm	2,000cd/sqm	1,000cd/sqm
0.5-2.0	2,300cd/sqm	1,600cd/sqm	800cd/sqm
2.0-5.0	2,000cd/sqm	1,200cd/sqm	600cd/sqm
5.0-10.0	1,500cd/sqm	1,000cd/sqm	600cd/sqm
Over 10.0	1,200cd/sqm	800cd/sqm	400cd/sqm

Table 1 Maximum daytime luminance of illuminated signs (not including digital signs).

Pole or Pylon Signs

- The height of pole or pylon signs from the ground level are to be in proportion with the scale of the subject and surrounding development.
- A minimum clearance of 2.6m from ground level to the underside of the sign.

Projecting Wall Signs

- Not to project above the top of the wall to which it is attached;
- Not to project more than 1.2m from the wall to which it is attached;
- A minimum clearance of 2.6m from the ground level to the underside of the sign;
- A minimum of 0.6m clearance inside the kerb.

Static Digital Signs

- Static digital signs are supported within the B3 Commercial Core and B4 Mixed Use zones only.
- The display screen is not to be split to display multiple advertisements simultaneously.
- In the event of a malfunction, the display must default to a blank black screen.
- Signs are not be positioned at the end of a terminating street.
- The display should be energy efficient.
- In the case where the content changes:
 - Each advertisement is to be displayed for a minimum of 10 seconds where the speed limit is 80km/h and a minimum of 25 seconds for areas where the speed limit is above 80km/h.
 - Each change of content shall be completed within 0.1 of a second.
- Luminance levels are to comply with the Transport Corridor Outdoor Advertising and Signage Guidelines, as outlined below.

Lighting Condition	Business and Industrial Zones	Residential and Rural Zones
Day time luminance	6,000cd/sqm	6,000cd/sqm
Morning, evening, twilight and inclement weather	700cd/sqm	500cd/sqm
Night time	350cd/sqm	150cd/sqm

Table 2 Luminance levels for digital signs

Top Hamper Signs

- Not to extend more than 0.2m beyond any building alignment;

2. Not to extend below the head of the doorway or window above which it is attached.
3. Not to extend across more than 50% of the business frontage.

Under Awning Signs

1. Maximum size not to exceed 2.5m in length and 0.5m in height.
2. Erected horizontally to the ground and a minimum clearance of 2.6m from the ground level to the underside of the sign.
3. A minimum of 0.6m clearance inside the kerb.
4. Not to project beyond the awning.

Window Signs

1. Must not occupy more than 25% of the area of the window area.

26.3 Signage Controls in Zones

Rural Zones

Controls

1. One pole or pylon sign with a maximum area of 2sqm and a maximum overall height of 2m above the ground per lot.
2. One additional sign with a maximum area of 0.75sqm is permitted on the face of a building in an architecturally compatible manner where the business is carried out.
3. Additional signs for the purposes of tourist facilities may be permitted if compatible with the use of the site and the character and rural amenity of the area.

Residential Zones

Controls

1. One sign with a maximum area of 0.75sqm is permitted per business operation or activity.
2. Maximum height of a free standing sign is 2m above ground level.
3. Signs are not permitted on walls facing adjoining residences.
4. Illuminated signs, except for health consulting rooms and veterinary hospitals, are not supported.

Business Zones

Controls

1. The cumulative area of all signs is not to exceed 1sqm of advertising area per 1m length of street frontage.
2. One under awning sign is permitted on each shop or commercial premises. For premises with wide frontages, under awning signs are permissible at a maximum rate of one sign per 8m of frontage.
3. Under-awning signs are to be at least 6m apart to provide adequate visibility.
4. One projecting wall sign is permitted per building elevation.
5. One flush wall sign is permitted per building elevation.
6. Signs painted on awning blinds or window blinds are not supported.
7. Signs with a total area exceeding 50sqm are inappropriate.
8. Signs must not be present on walls facing adjoining residences.

9. For development in the B6 Enterprise Corridor zone, pole signs are limited to a maximum of one pole sign per development. Applications for additional pole signs will be considered on individual merit.

Note: For signage in the Liverpool City Centre, applications will be referred to Council's City Design and Public Domain Department for assessment.

Industrial Zones

Controls

1. A maximum of one freestanding, pole or pylon sign per building or site applies (including directory board for multiple occupancies). The sign, not exceeding 5sqm in area and 5m in height, is to be located within an area of 5mx3m on either side of the ingress to the premises, as shown in Figure 3.

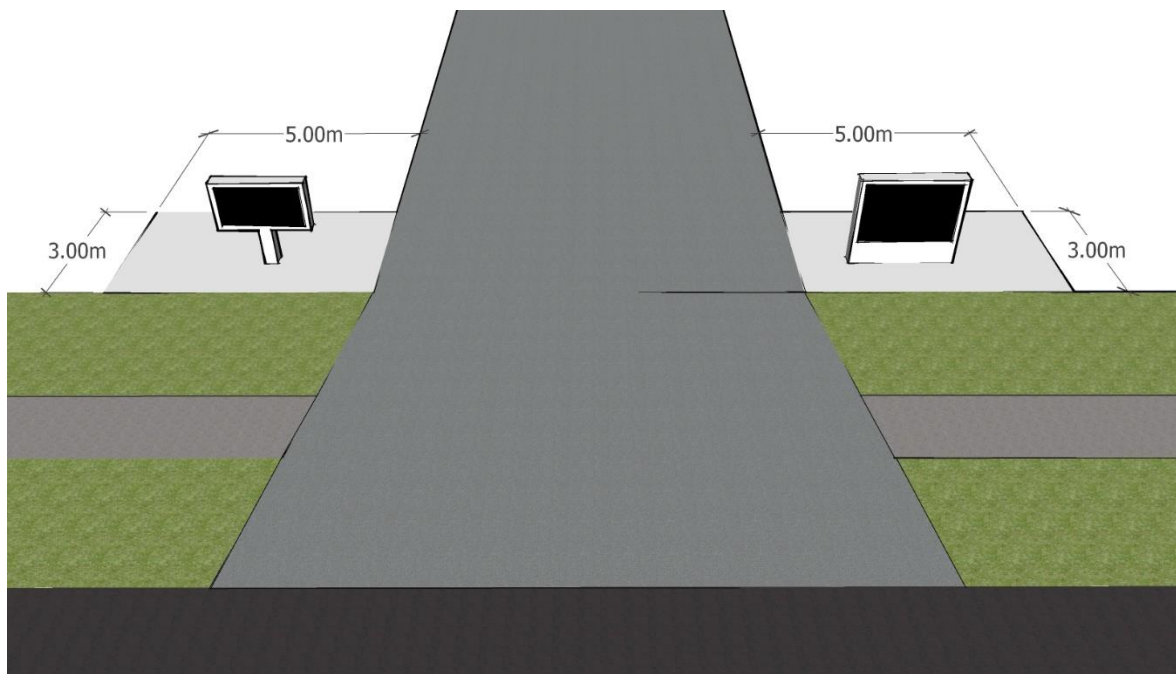


Figure 3 Permissible area for pole or pylon sign at the ingress to Industrial Zone development.

2. For multiple occupancy development, one company identification sign with a maximum area of 2 x 0.6m is supported at the entrance to each occupied unit. Such signs are to be of a uniform shape, size and general presentation.
3. For single user development, additional company identification signage is supported at the maximum rate of 1sqm of advertising area per 3m of street frontage or a maximum of 50sqm whichever is the less. (Corner lots will be assessed on the length of the main presentation frontage of the building only.)
4. Signs exceeding 50sqm in area are discouraged.

Signage on Heritage Items or within Heritage Areas

Controls

1. Signage should be located in areas of the building which have been traditionally used for signage. If such areas do not exist, new signage locations will be assessed on a merit basis.

2. Signage will not be supported if it blocks views to or from the item, covers any existing features or detracts from the building.
3. Signage will not be supported if it requires unsympathetic additions to a building, or results in irreparable damage.
4. The content of a sign approved for a heritage building is restricted to the name of the business, address and contact details. No other content will be supported.
5. Window signage should be discreet in size and designed to avoid detracting from the heritage qualities of the building.
6. Illuminated signage is not supported, unless it replaces an existing illuminated sign and the method of illumination is discrete.
7. Any proposed signage should not adversely impact on the heritage significance of the item which includes the material and visual form of the item.

Note: Signs on heritage items or within heritage areas will be referred to Council's heritage officer for assessment.

Recreation Zones

Controls

1. Pole or pylon signs are limited to a maximum rate of one pole sign per vehicular entry point to the recreational facility.
2. Each pole sign is not to exceed 10sqm in area and not more than 7m in height from ground level.
3. Signs in sports grounds can be situated on the perimeter fencing of the play area and on scoreboards and must face the play area only.

26.4 Signage Controls for specific Developments

Service Stations

Controls

1. Only pole or pylon signs, canopy fascia signs, and top hamper signs are supported.
2. One pole or pylon sign is permitted per street frontage.
3. One additional pole or pylon sign with a maximum height of 2.5m from ground level for the display of prices of fuels is permitted at the rate of one sign per ingress point to the development.
4. The total signage area for a development should not exceed 50sqm.

Exhibition Home and Exhibition Village

Controls

1. One pole or pylon sign with a maximum area of 2.5sqm and a maximum height of 3m from ground level is appropriate for an exhibition home that is not within an exhibition village.
2. Advertising signs within exhibition villages must have a uniform shape, size and general presentation.
3. For each exhibition home within an exhibition village, one pole or pylon sign with a maximum area of 2.5sqm and a maximum height of 5m from ground level is appropriate.
4. Signs for ancillary uses such as sales offices, home financing and materials display require additional consent.
5. Illuminated signs are not supported.

26.5 Third Party Advertising

Objectives

- a) To minimise visual clutter and adverse amenity impacts caused by the cumulative impact of signage and advertising.
- b) To ensure that third party advertising does not dominate the view from open space and along Macquarie Street in the Liverpool City Centre.
- c) To ensure that third party advertising signage does not dominate the public realm within centres.

Controls

1. Third party advertising:
 - a. is limited to a maximum of one sign per land allotment frontage.
 - b. is limited to a maximum advertising area of 20sqm.
 - c. must not terminate the view down any street.
 - d. must not obscure an existing sign.
2. Signage used for third party advertising must be included when calculating the overall signage allowance of a site.
3. Third party advertising signage must respect pedestrian focused areas and must not dominate the views of surrounding buildings.
4. Third party advertising signage within Macquarie Street must respect the fine-grained and retail focused character of the street by avoiding visually dominant and disruptive signage design.
5. Third party advertising on stand-alone structures is discouraged, and will only be permitted where it contributes to a demonstrated civic benefit to those who will view it.