

Code for advertising signs



CONTENTS

	Page No.
Introduction	1
Definitions	2 - 3
Objectives	3 - 4
General Requirements	4 - 5
Specific Requirements	6 - 7

Exceptions - Bondi Junction Precinct

For land located within the area bounded by the east side of Newland Street, the section of Oxford Street known as "Oxford Mall", Oxford Street, between Grosvenor Street and Adelaide Street, the west side of Adelaide Street, to Grafton Street, refer to "BONDI JUNCTION COMMERCIAL CENTRE - URBAN DESIGN DEVELOPMENT CONTROL PLAN".

CODE FOR ADVERTISING SIGNS

1 Introduction

- 1.1 This code sets Council's objectives and requirements covering the erection and display of advertising signs within the Municipality with the exception of the Bondi Junction precinct (see **Bondi Junction Commercial Centre - Urban Design Development Control Plan**).
- 1.2 This code aims to detail, for shopkeepers, commercial operators and the advertising industry, the preferred options, the acceptable limits and the intended prohibitions available to Council through the law and via discretionary powers.
- 1.3 Applications for approval to erect any advertising and the issue of license, or the renewal of a license will be dealt with having regard to this Code.
- 1.4 It may be necessary to confer with Council officers for further information on specific proposals or where unusual circumstances pertain to the site, the premises or neighbourhood. Unless otherwise expressed, all enquiries should be directed to the Development Control Section.
- 1.5 It should be clearly comprehended that it is unlawful to display advertising as dealt with in this Code without prior approval and, furthermore, that all holders of approval have a responsibility to ensure, at all times, that advertising displayed at or near a public place must be kept in good repair, maintained in a safe condition, and cannot be altered without concurrence of Council.
- 1.6 Requirements of this Code shall not be taken to override any other Statutory Authority requirement. Applications will be measured against compliance with the Code and any legislative requirements.
- 1.7 Notwithstanding the requirements of this Code, Council may exercise discretion in determining any application.

2 Definitions

“advertisement” means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

“advertiser” in relation to an advertisement or an advertising structure means:

- a) The person who caused the advertisement to be displayed or the advertising structure to be erected; or
- b) The owner of the building or land, or the occupier of land, on which the advertisement is displayed or the advertising structure is erected.

“advertising sign” in relation to any one occupancy shall mean the gross or total face area of each and every advertisement or advertising area visible from a public place and displayed on or from that part of the building occupied by any one tenant. (See **“Total Advertising Area”**).

“advertising structure” means a structure used or to be used principally for the display or an advertisement.

“application fee” means a fee payable for an initial application to erect or display a sign or erect an advertising structure.

“annual license fee” means in relation to a class of advertising structure, such fee as the Council fixed by resolution from time to time; the license period will be three (3) years to terminate on the 31st December of the year of application.

“authorised officer” means a deputed staff member of the Council.

“Bondi Junction Precinct” for the purpose of advertising sign control shall include:-

1. Oxford Street, between Newland Street and Adelaide Street.
2. Grosvenor Street, between Oxford Street and Rowe Lane.
3. Rowe Street, between Oxford Street and Rowe Lane.

“building” includes any structure or any part thereof.

“class of advertising structure” means a class of advertising structure specified in column 2 of schedule 1 opposite the appropriate description of an advertising structure specified in column 1 of the Schedule in Ordinance 55.

“conservation area” means areas as defined in Council Policies and Planning Instruments.

“Council” means the Council of the Municipality of Woollahra.

“current license fee” means the fee, resolved by the Council, and in force at the time of the license application being determined.

“development consent” means a consent issued by Woollahra Municipal Council under the terms and powers offered through the Environmental Planning and Assessment Act.

“external wall” on shops separated from the street by a colonnade shall be the shop front and the structure above it, and not the wall or columns at the street alignment.

“illuminated” in relation to an advertisement or advertising structure means a sign designed to be illuminated by an internal or external artificial source of light.

“items of Environmental Heritage” means buildings as well as natural features listed by Council.

“license” means a license in force under this Code.

“licensed advertising structure” means an advertising structure the subject of a license or renewed license.

“renewed license” means a renewed license in force under this Code.

“total advertising area” in relation to any one premises shall mean the gross or total face area of all advertisements or advertising areas visible from a public place (ie the sum of all advertising on all elevations).

3 Objectives

- 3.1 To control the erection of advertising signs for the convenience of shopper identification of individual business houses and suites located within the Municipality.
- 3.2 To control advertising signs by way of issue of a consent for erection and a three (3) year license to display an advertisement.
- 3.3 To prohibit the erection of an advertisement which deals with a particular good or commodity, unless that good or commodity is the only brand of product sold by the retailer.
- 3.4 To ensure that the location and size of advertising structures are in sympathy with the design criteria of the building to which they are attached and the character of the particular shopping centre, and to eliminate visual clutter or environmental degradation.

- 3.5 To ensure that signs generally harmonise with other civic features and have regard to the size and juxtaposition of other signs in the location.
- 3.6 To ensure that advertising signs are attached and displayed on premises so as not to create a danger of hazard.
- 3.7 To take into consideration, when dealing with an application to erect or to license an advertisement, or advertising structure, the building as a whole, and the public benefits or disbenefits which may flow from any specific proposal for part of the building.

4 General Requirements

- 4.1 Council approval is required for the erection of all signs within the Municipality with the exception of those signs as indicated in Section 5.3.
- 4.2 Above awning signs will be discouraged with the exception of flush wall signs which may be permitted on larger scale buildings, identifying the name of the building. All other signage will be either below the height of the awning on the particular building, or where there is no awning, below the height of awnings on adjoining buildings.
- 4.3 Hamper signs, whether painted or internally illuminated, shall be flush to the external face of the shopfront where practicable, but in any case shall not project more than 100mm. Depth of this class of sign shall be limited to a maximum of 600mm, length to a maximum of 6,000mm, subject to the sign terminating 600mm short of each side boundary.
- 4.4 Sky signs and fin signs are discouraged.
- 4.5 Pylon or pole signs will be considered only where other advertising potential is limited. The structure is to be located on the subject site without encroachment over the boundary.
- 4.6 Under awning illuminated or painted signs shall be limited to a maximum depth of 300mm, a maximum length of 2,600mm (or two thirds width of footpath) whichever is the lesser and be erected at a uniform height to match, as far as possible, the adjoining signs and in no case be lower than 2,600mm from the level of the footpath.
- 4.7 The advertising area permissible under this code shall not exceed a factor of 1.1 square metres for each metre or part thereof of frontage of that tenancy to the public road.

Where the site has a frontage to two (2) streets the same factor shall apply to the second frontage, but for each frontage to a residential side street or to a lane, the permissible advertising area shall not exceed a factor of 0.5 square metres for each metre of frontage, if any advertising is permitted at all.

- 4.8 Where a directory panel or a building name is to be erected the gross advertising area may be extended, in addition to that stated in Clause 4.7 by a factor of up to 0.5 metres area for each metre of frontage.
- 4.9 Application for approval to erect, and the issue of a license to display advertising shall be made on the appropriate form.
- 4.10 The building owner must sign any proposal put before Council concerning the erection or display of any advertising structure. Applications may be made by any tenant or lessee, duly countersigned by the owner.
- 4.11 A detailed drawing to show the appropriate elevations of the building, or an elevation up to the fourth floor of taller buildings must accompany the application.
- 4.12 Dimensions of the advertising sign must be shown on the form and the drawing, together with dimensioned distances between the sign and any window or any non-fire rated portion of an external wall, together with the measurement to the side boundaries from the sign must be shown. The height above the footpath is also required to be shown. Other existing advertising must be noted on the application and shown on the drawing.
- 4.13 Materials used in the fabrication of the sign, and in attaching the structure to the building shall be non-combustible. Metal components including fixing shall be high grade and either hot dipped galvanised or non-ferrous. Details are to be included in the application.
- 4.14 Electrical conduits to illuminated signs or to spot lamps are to be taken directly into the building.
- 4.15 Advertising structures must always be at safe distances from electrical supply mains and distribution mains in accord with the requirements of the electricity authority.
- 4.16 Advertising relating to a particular business must be attached to that section of the building occupied by that business - subject to minor exceptions as stated in 4.8 (directory panel).
- 4.17 Any sign with a face area in excess of two (2) square metres will require, prior to processing under this code, a Development Approval issued under the Planning Controls existing at the relevant time.

5 Specific Requirements

5.1 Multi-Occupancy Buildings

5.1.1 Signs on buildings with colonnades at ground and/or first floor shall be erected only on that part of the building occupied by the applicant, and attached directly to that section of the building leased by the advertiser, with the exception of a notice board or directory board, which may, with approval of the Council, be erected in a "common area" of the premises indicating the name of various tenants and the business conducted at that premises.

5.1.2 Hamper signs, under awning signs and other forms of signage attached to public areas or shopfronts in this class of building will also be subject to the controls as outlined in Section 4 and 5.

5.2 Advertising on Buildings of an Historic Nature or in a Conservation Area

5.2.1 The following general guidelines should be observed:

- a) Internally illuminated signs will be discouraged except where erected within shop windows.
- b) Glaring or very bright spotlights will be discouraged.
- c) Single bronze plaques are generally acceptable.
- d) Signs should not conceal or obscure architectural features.

5.2.2 Advertising signs will be required to be sympathetic with and not detract from any Item of Environmental Heritage.

5.2.3 Council will encourage the restoration of original signs.

5.2.4 Council will not permit the use of self-illuminated signs and signs incorporating flashing or revolving parts or moving messages within the Conservation Areas.

5.2.5 Council will encourage new signs to be designed using traditional designs, colouring and lettering styles.

5.3 Signs Not Requiring Approval

5.3.1 Signs painted directly onto:-

1. The existing awning fascia.
2. The glass shop front.

3. The premises as required by any other stature.
4. Bulletin boards, etc.,

may be displayed without consent, but become part of the “advertising area” limitations. These signs, however, may be ordered removed under the applicable legislation if judged to be:-

- a) unsightly;
- b) objectionable;
- c) injurious to the amenity of any landscape, public place, etc..

5.4 Temporary Signs

- 5.4.1 Signs of a temporary nature, such as those usually displayed on large scale development under construction, or during the selling phase, require a permit prior to erection. Although the face area may exceed two (2) square metres, a permit to erect and display, for a limited time frame may be granted.

General Manager
Woollahra Municipal Council

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