



STRATHFIELD MUNICIPAL COUNCIL

**PART J of
Strathfield
Consolidated Development
Control Plan**

***Erection and Display of
Advertising Signs and Structures***

(Replaces DCP No.7)

Amendment Adopted by Council: 3 July 2018

In Force: 10 July 2018

TABLE OF CONTENTS

1.0	PART A – GENERAL	341
1.1	INTRODUCTION	341
1.2	PURPOSE OF PART J	341
1.3	OBJECTIVES OF PART J	341
1.4	APPLICATION	342
1.5	SUBMISSION REQUIREMENTS FOR APPLICATIONS FOR SIGNS	342
1.6	MATTERS FOR CONSIDERATION	342
2.0	PART B – SPECIAL PROVISIONS	344
2.1	SIGNS IN ALL AREAS	344
2.2	RESIDENTIAL AREAS	347
2.3	COMMERCIAL AREAS	347
2.4	INDUSTRIAL AREAS	348
2.5	SPECIAL USE AND OPEN SPACE AREAS	349
2.6	GUIDELINES FOR THE ERECTION AND DISPLAY OF ADVERTISEMENTS ALONG PARRAMATTA ROAD	349
3.0	SCHEDULE 1 – SIGN DESCRIPTION AND CLASSIFICATION	350
4.0	SCHEDULE 2	352

1.0 PART A – GENERAL

1.1 Introduction

Refer to “General Introduction” of this Consolidated Plan in regards to Background, General Introduction and Definitions etc.

1.2 Purpose of Part J

Advertisements have become a prominent component of our visual environment. In particular our streetscapes are sometimes overwhelmed by the proliferation of advertisements appearing in different sizes, colours, forms and styles. Advertisement should be displayed in a uniform manner so as not to detract from the overall streetscape.

Essentially, the size and style of advertisements should complement the scale and architectural context of the building they are attached to and the surrounding environment.

The Strathfield Municipality is a diverse urban environment made up of residential, commercial and industrial areas. In addition, several major arterial roads cross the Municipality. Certain areas, such as along arterial roads and within commercial areas, are likely to attract a large array of advertisements.

As a means of ensuring the Municipality’s heritage areas and streetscapes are not compromised, this Consolidated Plan establishes criteria for advertisements in various locations which compliment the character of the surrounding locality.

1.3 Objectives of Part J

The specific objectives of Part J are:

1. To encourage signage which complements the dominant urban character of an area, including the built and landscape character.
2. To provide guidelines for the display of advertisements and ensure that outdoor advertising:
 - (a) conveys an advertiser’s messages and images while complementing and conforming with the visual appearance of the building or structure on which it is displayed and the amenity of the surrounding environment;
 - (b) does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing, loss of amenity, or in any other way;
 - (c) does not lead to visual clutter through the proliferation of signs;
 - (d) is designed and installed to an acceptable level of safety and serviceability; and
 - (e) is designed to have minimal adverse impacts on driver or pedestrian safety.

3. To implement a plan which enables an assessment of the proposed advertisement to be made.

1.4 Application

Part J applies to all applications for the erection and display of advertisements and advertising structures made under the Environmental Planning and Assessment Act 1979. Generally both a development application and a construction certificate is required for an advertisement and associated advertising structures except for advertisements and advertising structures exempt either under the Strathfield Local Environmental Plan 2012 or the State Environmental Planning Policy (Exempt and Complying Codes) 2008, or as determined in Table A of Part J.

These provisions supplement the provisions of State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64). SEPP 64 identifies certain types of advertising that require additional details to be submitted with a development application.

Where there is an inconsistency between this DCP and SEPP 64, SEPP 64 will prevail.

1.5 Submission Requirements For Applications For Signs

The requirements for the lodgement of applications for advertisements and signs which require development consent are contained within Council's Development Application Form.

1.6 Matters For Consideration

An application seeking approval for an advertisement will be determined having regard to Section 4.15 of the Environmental Planning and Assessment Act, 1979 the matters listed below and Part B - Special Provisions to Part J.

- (a) The design of the sign including size, type of lettering and the language the sign is written in.
- (b)
 - (i) The visual appearance of the advertisement and whether it is appropriate to the general character of the area.
 - (ii) whether the advertisement will dominate or obscure other advertisements.
 - (iii) whether the advertisement is in proportion to the architectural features of the adjoining development.
 - (iv) whether the advertisement will dominate the building and whether the building would be a background frame for the proposed advertisement.
 - (v) whether the colours of the advertisement complement the colours of the building.
 - (vi) whether the advertisement respects buildings of heritage significance.
 - (vii) whether the supporting structure of the advertisement will be visually obtrusive and contribute to the streetscape clutter.
 - (viii) whether the advertisement would unduly attract a motor vehicle driver's attention.
 - (ix) whether the advertisement would dominate or obscure

direction signing or identification signing.

- (x) whether the advertisement would obscure a scenic view.
 - (xi) whether the advertisement would be an obstruction to vehicles and pedestrians.
 - (xii) whether the advertisement complies with traffic safety requirements.
 - (xiii) whether the advertisement is structurally safe.
- (c) For a Class of Advertising Structure referred to in Schedule 1 take into consideration whether the structure complies with the requirements of Schedule 2.
- (d) The number of existing signs on the building and adjacent buildings.

Compliance with Part J does not guarantee approval by Council. Conversely, variations to the requirements of Part J may be permitted in special circumstances if Council considers that the objectives of the Plan will not be compromised or adversely impact upon the amenity of the surrounding area.

2.0 PART B – SPECIAL PROVISIONS

2.1 Signs in All Areas

i) Zoning

Table A indicates the types of signage which are permissible without development consent, permissible only with development consent and prohibited within various zones under the Strathfield Local Environmental Plan 2012 (SLEP 2012). Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.

Note: The provisions of *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* may also be applicable.

In the case of a prohibited advertisement (see subclause vii) or an advertisement displayed without Council's consent (where consent is required), or an advertisement which is not in accordance with a consent issued by Council, Council may issue an Order under the Environmental Planning & Assessment Act 1979 (EP&A Act) to alter, obliterate, demolish, or remove the advertisement and any associated advertising structure.

ii) General Appearance, Content and Maintenance Provisions

Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&A Act for the removal of signage which is redundant, dilapidated, unsightly or objectionable.

iii) Traffic and Pedestrian Safety

Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign, in colour, size, shape or wording.

Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.

v) Language

- All advertising signage must be displayed in English but may be translated in another language
- All translations must be accurate and complete
- Wording and/or numbers should be no greater than the English message.

Reason: To ensure effective communication

vi) Use of Motor Vehicles or Trailers for Advertising

Council permits without development consent an advertisement on a motor vehicle used principally for the transporting of goods or passengers.

However, advertisements on parked motor vehicles, trailers or shipping containers, whether or not registered, for which the principal purpose is for advertising purposes are prohibited.

vii) Prohibited Advertisements

Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited:

- a) roof sign or wall sign projecting above the roof or wall to which it is affixed;
- b) flashing or moving signs or advertisements;
- c) signs, not defined as a temporary sign, made of canvas, fabric, similar sheet material, or any type of airborne sign except a temporary sign;
- d) fly posters;
- e) signs affixed to the surface of a public footway or public roadway;
- f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;
- g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act;
- h) signs other than a business identification sign, directional sign, real estate sign or temporary sign within the R2 – Low Density Residential, R3 – Medium Density Residential and R4 – High Density Residential zones.

2.2 Signage in the R2, R3 and R4 zones

The aims of Part J relating to development within residential zones are as follows :-

- (i) ensure that any advertisement displayed on a residential premises does not dominate the premises from a public place;
- (ii) the advertisement must relate to an activity carried out on the premises;
- (iii) permit the temporary erection of signs upon properties being offered for sale, lease or tender;
- (iv) preserve the residential amenity of the locality within which the sign is to be displayed.

Performance Criteria

1. For advertisements and advertising structures which are not exempt, the following criteria applies:

The advertisement and advertising structure;

- (i) is in character with the dwelling house and any associated buildings and streetscape.
- (ii) does not interfere with public safety.
- (iii) does not dominate the building it is placed on.
- (iv) does not encroach on the building line setback.

2.3 Signage in the B Zones - Commercial Areas

The aims of Part J relating to commercial areas are as follows:-

- (i) permit the adequate display of information concerning the identification of premises, the name of the occupier and the activity conducted on the land;

- (ii) enhance and add to the commercial/retail vitality of the area without adversely affecting the amenity of the locality;
- (iii) ensure that signs are in keeping with the scale and character of the building to which they are affixed and not detract from the architectural treatment;
- (iv) ensure that all businesses have the opportunity for reasonable exposure for the purposes of identification.

Performance Criteria

- 1. Advertisements and signs displayed within the Strathfield Town Centre are also subject to certain controls contained with Development Control Plan No 13 - Strathfield Town Centre DCP No.13 (Site Specific DCP).
- 2. The criteria for signs which require development consent (refer to Table A) is provided within Schedule 2

2.4 Industrial Areas

The aims of the plan relating to industrial areas are as follows:-

- (i) permit the adequate display of information concerning the identification of premises, the name of the occupier and the activity conducted on the land;
- (ii) permit advertisements not associated with the use carried out on the site where the application shows a justifiable need;

Performance Criteria

- 1. For advertisements and advertising structures which are not exempt, the following criteria applies:
 - (i) The advertisement and advertising structure is generally in character with the development of the site and surrounding sites.
 - (ii) The advertisement and advertising structure does not interfere with public safety.
 - (iii) the following information only may be displayed on any sign erected:-
 - (a) Business name
 - (b) Type of business
 - (c) Products
 - (d) Company symbol

- (iv) the total of signs should not exceed 1m^2 per 1m of frontage for the first 10m, plus 0.3m^2 per 1m of frontage in excess of 10m.
3. Part J does not regulate advertisements in relation to sex services premises. Applications for sex services premises should refer to Part G of this DCP.

2.5 Special Use And Open Space Areas

The aims of Part J relating to special use and open space are as follows:-

- (i) permit advertisements and advertising structures only where the applicant shows a justifiable need.
- (ii) ensure the amenity of the area will not be detrimentally affected.

Performance Criteria

1. Council permits the erection of advertising structures and signs on open space land only where it has frontage to a classified road, the distance between the classified road and any part of the advertising structure is not greater than 5 metres and the distance between advertising structures is not less than 100 metres.
2. All signs in Special Use and Open Space zones will be considered on their merits relative to these aims.

2.6 Guidelines For The Erection And Display Of Advertisements Along Parramatta Road

The following performance criteria will be taken into consideration when assessing an application to erect or display an advertisement and advertising structure along Parramatta Road:-

- (i) advertisements, in general, should be to identify the building and its function but not to advertise the products sold on the subject premises.
- (ii) roof advertisements are not permissible.
- (iii) in general, advertisements are restricted to the side of awnings and below awnings.
- (iv) advertisements painted onto the facade of buildings are permissible provided they enhance the building's appearance and address Item 15 within Schedule 2.
- (iv) illuminated advertisements at night are permissible provided they comply with the guidelines set out elsewhere in the DCP.

3.0 SCHEDULE 1 – SIGN DESCRIPTION AND CLASSIFICATION

Figure 1 illustrates the types of signs described below

COLUMN 1	COLUMN 2
Class of advertising sign	Description of advertising structure
1. advertising panel	means an advertising structure not described elsewhere which is unilluminated including a hoarding or bulletin board
2. awning sign	means a sign attached to an awning (other than the fascia or return end)
3. fascia sign	means a sign attached to the fascia or return end of an awning.
4. flashing sign	means a sign which is illuminated (as to any part of the advertising area) at frequent intervals by an internal source or artificial light and whether or not included in any other class of advertising structure
5. floodlight sign	means a sign which is illuminated (as to any part of the advertising area) by an external source of artificial light and whether or not included in any other class or advertising structure
6. flush wall sign	means a sign attached to the wall of a building (other than the transom of a doorway or display window) and not projecting horizontally more than 0.3m from the wall on which it is attached
7. fly poster	means an advertisement promoting any event or activity adhered to or placed on power poles, bus shelters or other public property, or building hoardings and the like.
8. moving sign	means a 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)
9. painted wall sign	means a sign painted on the external wall of a building
10. pole or pylon sign	means a sign erected on a pole or pylon independent of any building or other structure
11. projecting wall sign	means a sign attached to the wall of a building (other than the transom of a doorway or display window) and not projecting horizontally more than 0.3m from the wall
12. roof sign	means a sign erected on or above the roof or parapet of a building
13. top hamper sign	means a sign attached to transom of a doorway or display window of a building
14. window sign	means a sign attached to or displayed within the shop window. The maximum aggregate area of any window sign to be 25% of the window area

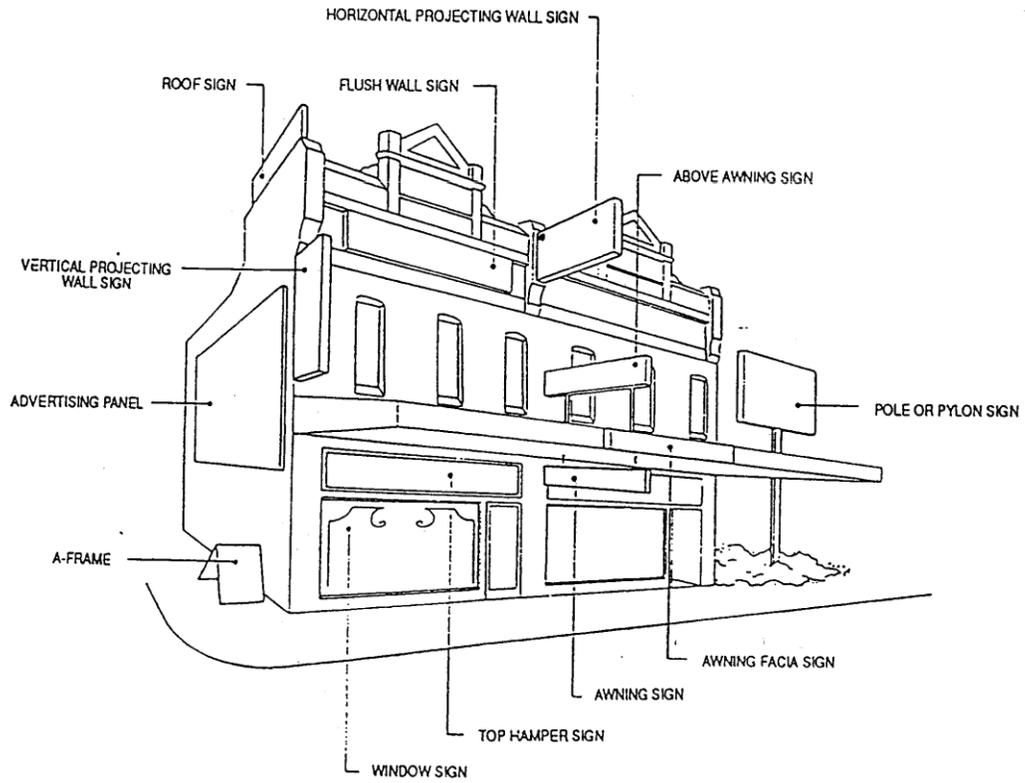


Figure 1. Various types of advertising signs and their positions on buildings.

4.0 SCHEDULE 2

ITEM 1 - Advertising panels

An advertising panel -

- (a) may have a border not exceeding 0.5m in width if the border is of one colour and contains no advertising material;
- (b) where it is erected on the wall of a building -
 - (i) shall not exceed laterally beyond the wall;
 - (ii) shall not project above the top of the wall more than -
 - (a) 2.4m; or
 - (b) 50% of its height,whichever is the lesser;
 - (iii) shall not project more than 0.5m from the wall;
 - (iv) where it is less than 2.6m above the ground, shall not project more than 0.05 over a public place; and
 - (v) shall not cover any window or architectural feature

ITEM 2A - Awning signs (advertisements displayed under awnings)

Where an advertisement is displayed under an awning, the awning sign to which the advertisement is attached -

- (a) shall not exceed 2.5m in length;
- (b) shall not exceed -
 - (i) 0.4m in width (where the sign is illuminated); or
 - (ii) 0.08m in width (where the sign is unilluminated);
- (c) shall not exceed 0.5m depth;
- (d) shall be erected approximately horizontal to the ground and at no point less than 2.6m from the ground;
- (e) unless the Council otherwise approves, shall be erected at right angles to the building to which the awning is attached;
- (f) shall be securely fixed to the awning by means of suitable metal supports not exceeding 0.05m in width or diameter;
- (g) shall not project beyond the edge of the awning, except in the case of an awning wholly within the boundaries of the allotment occupied by the building;
- (h) unless the Council otherwise approves, shall have its centre at least 3m from the centre of any other awning sign to which this item applies; and

ITEM 2B - Awning signs (advertisements displayed above awnings) - Prohibited

ITEM 3 - Fascia signs

A fascia sign -

- (a) shall not project above or below the fascia or return end of the awning to which it is attached;
- (b) shall not extend more than 0.3m from the fascia or return end of the awning;
- (c) unless Council otherwise approves, shall not extend or project beyond a point 0.6m within the vertical projection of the kerb line; and

ITEM 4 - Flashing signs - Prohibited

ITEM 5 - Floodlit signs

- (a) a floodlit sign which projects over a public road shall not be illuminated by a lighting medium which is less than 2.6m above the ground; and
- (b) A floodlit sign -
 - (i) shall not exceed 12m²;
 - (ii) shall not exceed laterally beyond the wall;
 - (iii) shall not project above the top of the wall; and
 - (iv) shall not cover any window or architectural feature.

ITEM 6 - Flush wall signs

A flush wall sign -

- (a) where it is illuminated, shall not be less than 2.6m above the ground;
- (b) shall not extend laterally beyond the wall of the building to which it is attached;
- (c) shall not project above the top of the wall to which it is attached more than -
 - (i) 2.4m; or
 - (ii) 50% of its height,whichever is the lesser;
- (d) unless Council otherwise approves, where of a skeleton letter type, shall not have an advertising area greater than 4.6 times the distance (to the nearest whole metre) between the lowest part of the sign and the ground; and
- (e) unless Council otherwise approves, where not of a skeleton letter type, shall not have an advertising area, in square metres, greater than three times the distance (to the nearest whole metre) between the lowest part of the sign and the ground.

ITEM 7 - Fly Poster - Prohibited

ITEM 8 - Moving signs - Prohibited

ITEM 9 - Painted wall signs

- (a) where the whole or greater part of a building is occupied by the same company or individual the use of the visible wall space of the side wall or walls of such premises may be permitted for the displaying of a painted wall sign; and
- (b) painted wall signs will not be permitted at ground floor level other than for establishment identification.

ITEM 10 - Pole or pylon signs

A pole or pylon sign -

- (a) shall not project more than 1.2m over any road alignment;
- (b) if it projects over any road alignment, shall be not less than 2.6m above the ground where it so projects;
- (c) shall have a maximum advertising area of 44.6m²; and
- (d) shall be not more than 15.2m above the ground.

ITEM 11A - Projecting wall signs (Horizontal)

Where the height of a projecting wall sign is less than its width, the projecting wall sign -

- (a) shall be erected at right-angles to the wall of the building to which it is attached;
- (b) shall be at least 2.6m above the ground;
- (c) shall have its maximum height determined in accordance with the following scale -

Lowest part of sign above ground level	Maximum allowable projection
2.6m and not more than 3.7m	0.5m
Exceeding 3.7m and not more than 6.1m.....	1.2m
Exceeding 6.1m	1.5m

- (d) shall not project beyond a point within 0.6m of the vertical projection of the kerb alignment; and
- (e) development application required

ITEM 11B - Projecting wall signs (Vertical)

Where the height of a projecting wall sign is not less than its width, the projecting wall sign-

- (a) may project from the wall to which it is attached in accordance with the following scale:-

Lowest part of sign above ground level	Maximum allowable projection
2.6m and not more than 3.7m.....	0.8m
Exceeding 3.7m and not more than 4.6m.....	0.9m
Exceeding 4.6m and not more than 5.5m.....	1.2m
Exceeding 5.5m.....	1.5m

- (b) shall not project above the top of the wall to which it is attached more than -
 - (i) 2.4m; or
 - (ii) 50% of its height;
 whichever is the lesser;
- (c) shall be at least 2.6m above the ground;
- (d) unless Council otherwise approves, shall not extend or project beyond a point 0.6m within the vertical projection of any kerb alignment;
- (e) where -
 - (i) advertisements appear on three faces of the sign; and
 - (ii) the front face is not moveable, shall have a front which is parallel to the building alignment and which does not exceed in width 1/3 of the maximum allowable projection of the sign as determined in accordance with paragraph (a);
- (f) where the sign rotates on its vertical axis, shall have rotating surfaces each of which does not exceed in width the maximum allowable projection of the sign as determined in accordance with paragraph (a);
- (g) shall not have an advertising area in square metres, greater than three times the distance measured in metres between the lowest part of the sign and the ground; and
- (h) where the advertising area of the sign occupies more than three faces of the sign, shall have faces of equal dimensions.

ITEM 12 - Roof signs - Prohibited

ITEM 13 - Top hamper signs

A top hamper sign -

- (a) shall not extend more than 0.2m beyond any building alignment;
- (b) shall not extend below the level of the head of the doorway or window above which it is attached; and
- (c) shall not be more than 3.7m above the ground.

ITEM 14 - Window signs

A window sign -

- (a) must relate to the lawful use of the premises or its products or services; and
- (b) shall not cover more than 25% of the total window area; and
- (c) must be adhered to the inside of the window.

No signs (including fly posters) will be permitted on the outside of the window

Office stationary materials (ie coloured cardboard, office paper and the like with hand drawn messages are prohibited.

ITEM 15 - Unclassified signs

- (a) other signs not identified in this Schedule will be considered by council on the merits of each application; and

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