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Advertising and Signage

Introduction

A. Background

Advertisements and advertising structures are an important element of the built environment and a fundamental component of business communications. These provisions are intended to protect the significant characteristics of buildings, streetscapes, vistas and skyline and to encourage well designed and well positioned signs which contribute to the vitality and legibility of Penrith and which respect the amenity of residents and pedestrians and the safety of motorists.

In considering innovative design proposals for signs not envisaged by these provisions or where there are issues of interpretation, Council will consider the design of the proposal and the degree to which it meets the objectives of this section. Signs must not provide a distraction to motorists or be highly visually intrusive.

B. Application

This Section applies to land within the City of Penrith where an advertisement requires Council's consent. Applicants intending to erect a sign should first consult the relevant environmental planning instrument applying to the subject property to determine whether consent is required.

C. General Objectives

- a) To permit the appropriate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land; and
- b) To ensure that all advertising achieves a very high level of design quality in terms of graphic design, its relationship to the architectural design of buildings and the character of streetscapes, landscapes and vistas.
- c) To permit the appropriate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land;
- d) To provide a consistent approach to the control, location and design of advertisements;
- e) To promote and encourage an integrated design approach to all signage which is in character with the locality, together with its architectural and landscape features and results in a high quality advertising sign and structure;
- f) To ensure that all signage to be displayed on a building's facade complements the architectural features, colour scheme and external finish of the building;
- g) To prevent the proliferation of signage;
- h) To ensure that signage does not constitute a traffic hazard to motorists and pedestrians; and
- i) To foster a consistent approach to the design and assessment of advertising signs and structures within the City.

In seeking to apply these objectives, the full impact of advertising signage in its wider context should be taken into account. Council encourages applicants to consider advertising and signage as one element of a broader range of subliminal factors that influence attraction of business patronage (i.e. building form, landscaping, overall image, impact on adjoining properties, etc).

9.1. General Requirements for Signs

A. Background

The purpose of this Section is to provide details and requirements for advertising and signage within the City of Penrith in order to protect the amenity of the environment, minimise visual clutter and reduce the proliferation of signs throughout the City. More specifically, this section has been written to positively contribute to:

- the identification of businesses;
- informing and engaging the public and the community;
- promoting economic development; and
- protecting urban character, streetscape and the natural environment.

B. Objectives

- a) To recognise the legitimate need for clear business identification and promotion through appropriate advertising signs;
- b) To limit the overall amount of advertising through the provision of fewer, more effective signs, to avoid the creation of visual clutter on buildings and streetscapes;
- c) To promote signs that add character to the streetscape and assist with direction and the pedestrian useability of the City;
- d) To consider the amenity of residential development and the visual quality of the public domain;
- e) To promote signs, including corporate logos and colours, that achieve a high degree of compatibility with the architectural features, colour scheme and external finish of the building; and
- f) To ensure that the location and design of signs are consistent with road safety principles.

C. Controls

1) General

- a) Signs are to be designed and located to:
 - i) relate to the use of the building;
 - ii) be visually interesting and exhibit a high level of design quality;
 - iii) be constructed of high quality, durable materials;
 - iv) be wholly contained within the property;
 - v) have only a minimal projection from the building;
 - vi) be integrated and achieve a high degree of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes and colours, and ensure that architectural features of the building are not obscured;
 - vii) have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline; and

- viii) be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme.
- b) Signs that contain additional advertising promoting products or services not related to the approved use of the premises or site (such as the logos or brands of products; e.g. soft drinks, brewers, photographic film, etc) are not permitted.
- c) Signs painted or applied on the roof are prohibited;
- d) Corporate colours, logos and other graphics are encouraged to achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.
- e) Flat standing signs are only permissible where the main building is set back 3 metres or more from the street alignment.
- f) In considering applications for new signs, Council must have regard to the number of existing signs on the site and in its vicinity; whether that signage is consistent with the provisions of this section; and whether the cumulative impact gives rise to visual clutter.
- g) Signs must not involve damage, removal or pruning to trees or other vegetation and must not result in pruning or removal for visibility purposes.
- h) The dominant design of any sign must relate to business identification rather than product advertising.

2) Signs and Road Safety

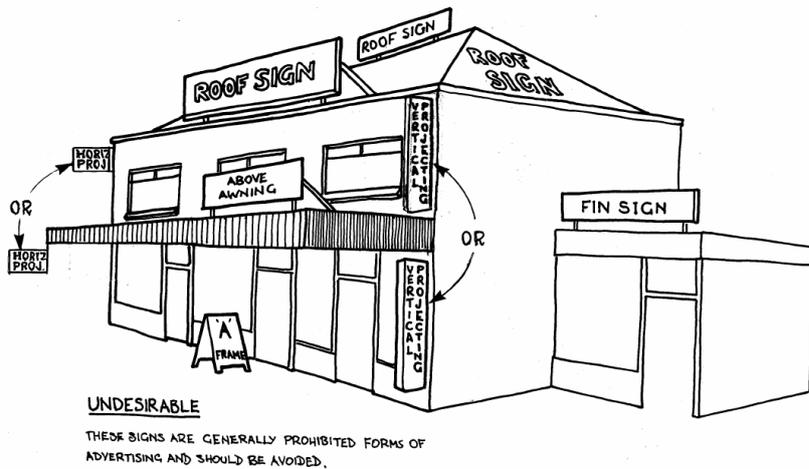
- a) Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they:
 - i) Obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians;
 - ii) Obscure or interfere with the view of a road hazard or an obstruction which should be visible to drivers or other road users;
 - iii) Give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs;
 - iv) Include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or
 - v) Are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes.

3) Inappropriate Signs

- a) Council will not support an application for an advertisement of a form, type or size described below (see Figure C9.1 for example illustrations):
 - i) Roof signs;
 - ii) Sky signs controlled from the land;
 - iii) Signs painted on or applied on the roof;
 - iv) Flashing signs;
 - v) Signs made of canvas, calico or the like (other than a temporary sign);
 - vi) Signs displayed on an awning blind or external window blind;
 - vii) Hoardings (excluding those required during construction);
 - viii) Billboards;

- ix) Bulletin boards;
- x) Signs in the nature of posters attached directly onto walls, roof surfaces or any street furniture;
- xi) Signs mounted on parked or stationary motor vehicles, trailers (both registered and unregistered) where the principal purpose of the vehicle or trailer is not for the transportation of goods or people but is parked in a location and position as an advertising medium;
- xii) A-frame or sandwich board signs (except where specific controls have been prepared and adopted by Council);
- xiii) Pole or pylon signs, except for industrial, business park, service station or shopping centre uses which are permitted one pole or pylon signs with the maximum height not in excess of 7.0m;
- xiv) Signs that are located on land which advertises businesses that are not being conducted on that land;
- xv) Vertical or horizontal projecting signs;
- xvi) Fin signs; and
- xvii) Above awning signs.

Figure C9.1 Examples of undesirable signage

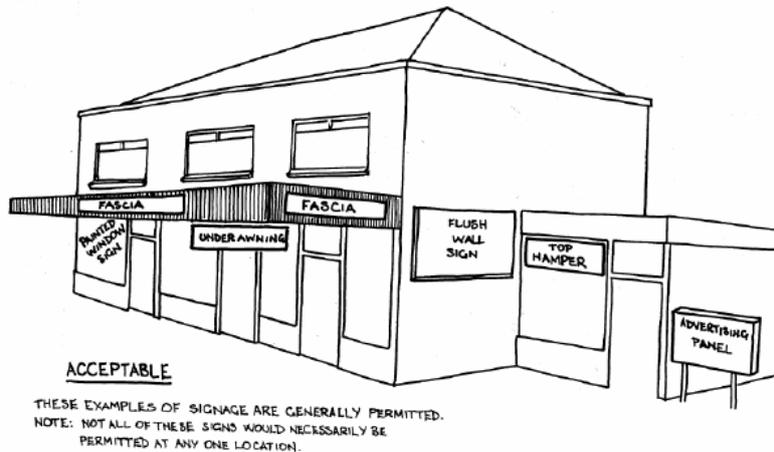


4) Desirable Signage Design

- a) The following signs are permitted by Council (see Figure C9.2 for example illustrations):
 - i) Fascia signs;
 - ii) Under awning signs;
 - iii) Flush wall signs;
 - iv) Top hamper signs;
 - v) Painted window signs; and

vi) Advertising panel signs.

Figure C9.2: Examples of desirable signage



9.2. Signs in the Vicinity of Heritage Items

A. Background

Heritage items include buildings, structures and places. Heritage items and heritage conservation areas are listed in Schedule 5 – Environmental Heritage of Penrith LEP 2010 and may also be listed under the *Heritage Act 1977* as an Item of State Significance. If the building is listed on the State Heritage Register, additional approval under the *Heritage Act 1977* may be required from the NSW Heritage Council.

The design and location of signs on or near heritage items or within heritage conservation areas must be carefully considered to achieve a very high degree of compatibility with the heritage character, qualities and significance of the building, structure or place. In some cases, the heritage significance of an item may not allow for any signage or allow only limited signage opportunities.

See the Culture and Heritage Section for more information on heritage items.

B. Objectives

- a) To permit the adequate display of information concerning the identification of premises, name of the occupier and the activity conducted on the land.
- b) To ensure that the design, form, siting and size of the sign does not detract from the heritage significance of the item or the scenic quality of the area.
- c) To ensure that the design, form, siting and size of the sign do not detract from the heritage significance of heritage items or heritage conservation areas.

C. Controls

- 1) Applicants intending to erect a sign should consult Penrith LEP 2010 (Schedule 5 Environmental Heritage) to determine whether or not the property is an heritage item, or in a heritage conservation area, or in the vicinity of a heritage item ('In the vicinity' is defined in Appendix F1 – Definitions of this Plan). If the proposed signage is on or in the vicinity of a heritage item, or in a heritage conservation area, the impact must be

addressed in the application. In some cases, Council may require a *Heritage Impact Statement* (see the Culture and Heritage Section of this Plan).

- 2) A sign, generally, should not be fixed to a heritage item unless the building had traditionally displayed an advertisement.
- 3) Any sign shall be appropriately designed and located to ensure that the architectural details of the building and/or the heritage character of the site are not obscured or diminished.

D. Other Relevant Information

It is recommended that applicants seeking to address this issue should also refer to other relevant information including:

- Guidelines and Information Sheets of the Heritage Branch of the NSW Department of Planning and Environment.

9.3 Residential, Rural and Environmental Zones (E3 and E4)

A. Background

Council recognises rural and residential zones support a range of non-agricultural and non-residential uses that require advertising. However, advertising and signage in rural and residential zones need to protect the desired rural scenic and landscape character of these areas.

B. Objectives

- a) To enable approved and permissible uses to be appropriately identified;
- b) To ensure that the amenity, landscape and character of rural and residential areas are maintained; and
- c) To minimise roadside clutter.

C. Controls

- 1) A sign that is erected on a property must relate to an approved activity being conducted on that property.
- 2) A sign that is erected on the property must be located wholly within the property and positioned so as not to impede pedestrian access or result in a traffic hazard.
- 3) The siting and design of the sign on the property should ensure that amenity and visual impacts to adjoining properties are kept to a minimum.
- 4) The siting and design of the sign on the property should be sympathetic to the existing character of the area.
- 5) Only one building identification sign is to be erected on the property in association with the approved business or activity being conducted on the land.
- 6) The building identification sign is not to exceed 3m² or one-third of the length of the building elevation that faces the street, whichever is the lesser, and must not be illuminated.
- 7) Only one business identification sign is to be erected on the property in association with the approved business or activity being conducted on the land.

- 8) In residential zones, the business identification sign is not to exceed 3m² and must not be illuminated.
- 9) In rural zones, the business identification sign is not to exceed 3m², must be no higher than 2m above the ground, must not be located in a position that would intrude into the skyline, and must not be illuminated.
- 10) In rural zones, signage, where permissible, shall relate to the style, character and function of the building or activity, and reflect the area's landscape and character.
- 11) In rural zones, signage shall not be freestanding in the landscape, but shall relate to walls, fences or buildings.
- 12) A real estate sign may comprise of a double sided or 'V' sign and must not exceed 4.5m² in area per sign face. The sign must be removed within 14 days of the property being sold or let.
- 13) A sign advertising an exhibition home or village must not exceed 10m² in area. The sign must be removed on expiration of the development consent for the 'exhibition home'.
- 14) Illuminated signs are generally not permitted. External lighting of a sign, however, will be considered where it can be demonstrated that no adverse impact will result.

9.4. Commercial, Mixed Use and Industrial Zones

A. Background

Industrial and commercial zones can easily be dominated by signage due to the large number of businesses and a competitive environment. Buildings and sites with limited street frontage and multiple occupants are common, and poor coordination of signage can result in profuse and irregular signage. Too much advertising can also result in an area with poor visual aesthetics and pedestrian amenity.

Managing the design and location of signs is one way that individual businesses, as well as the area, can be more effectively advertised, and the visual quality and amenity enhanced.

B. Objectives

- a) To promote an integrated design approach to all signage in character with the locality and its architectural and landscape features;
- b) To prevent the proliferation of advertising signs.
- c) To permit the adequate display of information concerning the identification of the premises, the name of the occupier and the activity conducted on the land.
- d) To encourage a coordinated approach to advertising signs where multiple occupancy of buildings or sites occurs.
- e) To prevent distraction to motorists and road users, and minimise the potential for traffic conflicts.
- f) To ensure signage does not create conflicts or safety problems for pedestrians.

C. Controls

- 1) Applicants intending to erect a sign (advertisement) should first consult the relevant environmental planning instrument applying to the subject property to determine whether or not an advertisement requires development consent.
- 2) All advertising is to be –

- a) constructed of high quality, durable materials;
 - b) considered in conjunction with design and construction of buildings;
 - c) restricted to one sign identifying the name of the occupants and/or products manufactured or produced on the site; and
 - d) contained wholly within the site.
- 3) Signs should generally be confined to the ground level of the building, awning or fascia, unless it can be demonstrated that the building is of a scale, architectural style and in a location that would be enhanced by signage at different elevations (see Figure C9.3 below).
- 4) The sign is to be contained fully within the confines of the wall or awning to which it is mounted.
- 5) In the case of multiple occupancy of a building or site:
- a) Each development should have a single directory board listing each occupant of the building or site (see Figure C9.4 below). Multiple freestanding signs will not be supported;
 - b) Only one sign is to be placed on the face of each premises either located on or over the door of the shop, unit, office, suite, etc.;
 - c) One under awning sign shall be permitted for each shop, unit, office, suite, etc. (see Figure C9.5). In the case where the shop, office, suite etc. has more than one street frontage, one under awning sign may be permitted to each street frontage;
 - d) The minimum distance between under awning signs shall be 3m (see Figure C9.6); and
 - e) Where possible, multiple tenancies in the same building should use consistent sign size, location and design to avoid visual clutter and promote business identification.
- 6) Projecting wall signs, generally, will not be supported unless it can be demonstrated to be of an architectural style which is particularly suited to that building in relation to its design.

Figure C9.3: Signage appropriate to scale and location of building

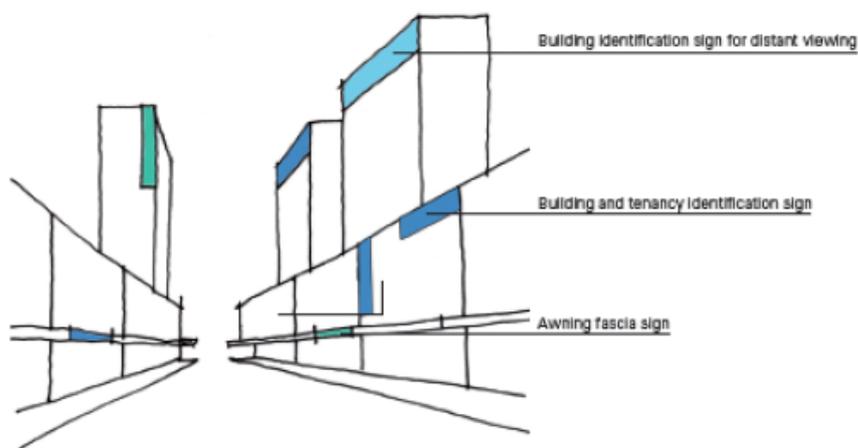


Figure C9.4: Directory Board Signage



Figure C9.6: Under Awning Signage

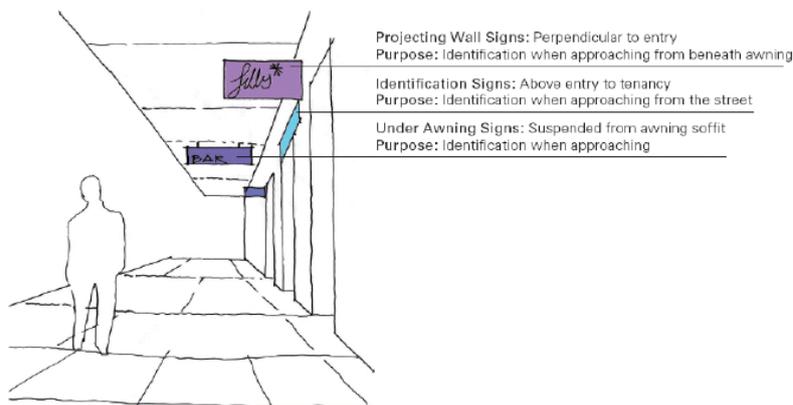
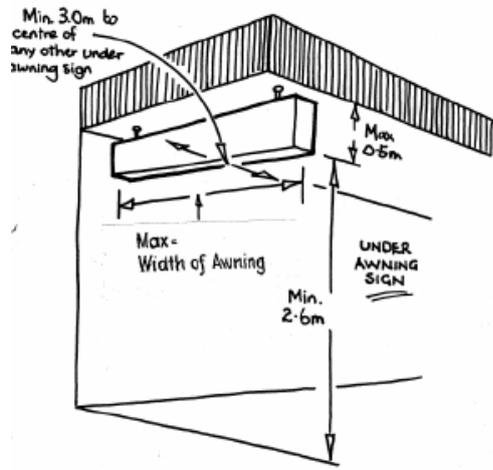


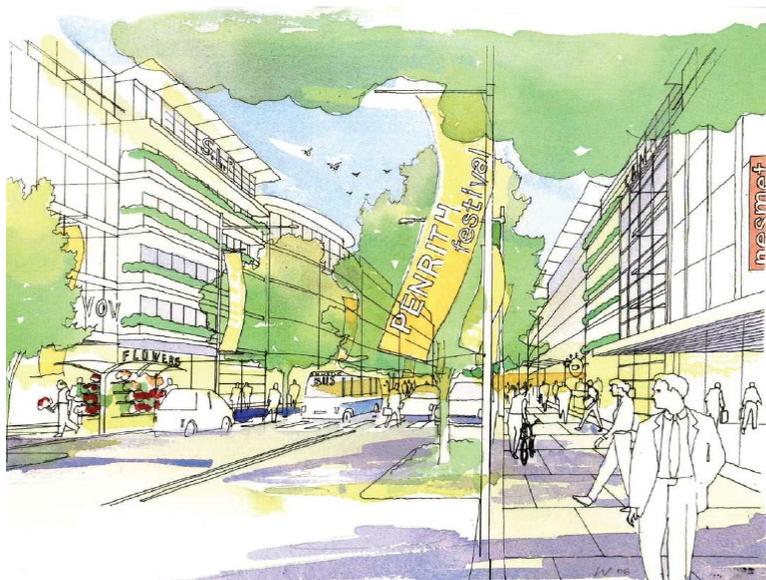
Figure C9.6: Specifications for Under Awning Signage



Illuminated signs

- 7) Illuminated signs are not to detract from the architecture of the supporting building during daylight.
- 8) Illumination (including cabling) of signs is to be:
 - a) Concealed; or
 - b) Integral with the sign; or
 - c) Provided by means of carefully designed and located remote or spot lighting.
- 9) The ability to adjust the light intensity of illuminated signs is to be installed where Council considers it necessary.
- 10) A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of residential buildings, serviced apartments or other tourist and visitor accommodation, or have other adverse environmental effects.
- 11) Up-lighting of signs is prohibited. Any external lighting of signs is to be downward pointing and focused directly on the sign and is to prevent or minimise the escape of light beyond the sign.

Figure C9.7: Well-placed and scaled signage can complement the streetscape



9.5. Open Space Zones (Public and Private Recreation)

A. Background

This Section of the DCP provides guidance to applicants wanting to erect signs in open space zones (including RE1 Public Recreation, RE2 Private Recreation and W2 Recreational Waterways). It is important that signage does not adversely impact upon the amenity of an open space zone.

B. Objectives

- a) To ensure that the signage reflects the nature and scale of the activity conducted on the land; and
- b) To ensure that the amenity and character of the open space area is maintained.

C. Controls

- 1) Applicants intending to erect a sign (advertisement) should first consult the relevant environmental planning instrument applying to or any plan of management for the land to determine any requirements for an advertisement.
- 2) The siting and design of the sign on the property should ensure that amenity and visual impacts to adjoining properties are kept to a minimum.
- 3) The siting and design of the sign on the property should be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme.
- 4) Signs on recreation reserves that are visible from beyond the site should generally not be permitted except for signs identifying the name of the recreation reserve and/or the name of sporting clubs or other associations occupying the site (and other 'public interest' information pertaining to the club or association).
- 5) Signs identifying the sponsors of clubs or associations occupying reserves are generally not permitted if they are visible from beyond the site. However, favourable consideration may be given to no more than 20% of the total area of the main identification sign being used for sponsor recognition.
- 6) Signs should be generally low key in appearance, taking into consideration their shape, colour, materials, construction and the character of the surrounding area.
- 7) Any sponsorship advertising signage must not be visible outside the site.

9.6. Special Event Advertising

A. Background

This Section of the DCP, whilst allowing the erection of short term event signs, aims to limit the locations where the signs can be erected, the number of signs to be erected and the length of time the sign remains on display. It is intended to facilitate the dissemination of community information whilst maintaining the amenity of the public domain, and limiting any risks involved with their installation.

B. Objective

- a) To provide guidance to applicants on the erection of temporary signage which may promote a business, cultural, sporting or educational event.

C. Controls

1) Number of Signs

- a) A maximum of two temporary advertising signs will be permitted at any one location at any one time. This will be determined at the discretion of Council with regard to the type and size of signs proposed at each location.
- b) Applicants may request more than one location for temporary advertising signage to promote an event.

2) Duration of Signage

- a) Each piece of temporary advertising signage will be permitted to remain at its approved location(s) for a maximum of 28 days prior to the event and 14 days following the event.

3) Erection and Removal of Signage

- a) Applicants are responsible for the erection and removal of signage within the time frame approved by Council.

4) Size of Signage

- a) Each piece of advertising signage will be permitted to have a maximum area of 5m².

5) Insurance of Signage

- a) Applicants are responsible for obtaining appropriate Contents and Public Liability Insurance to cover any temporary advertising signage. Public Liability Insurance must specifically indemnify Penrith City Council.

6) Penalties for Non-Compliance with this Section

- a) Unapproved temporary advertising signage erected on any Council-owned or Council-managed property will be removed and impounded by Council. Unapproved signage includes signage that is erected prior to the approved date or signage that is not removed by the required date.
- b) Repairing damage caused by signage:
 - i) The applicant organisation will be responsible for the costs of repairing any damage caused by the erection or removal of any temporary advertising signage placed on Council-owned or Council-managed property.
 - ii) Damage includes broken underground irrigation systems, holes in a reserve which could be a hazard after the removal of temporary advertising signage or damage caused by vehicles during the erection or removal of temporary advertising signage.