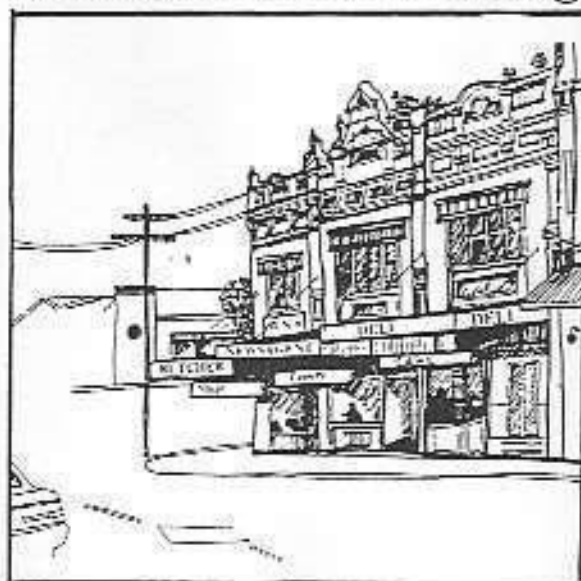


Development  
Control  
Plan  
*Outdoor Advertising*



Effective Date : 4th August 1998

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### ACKNOWLEDGEMENT

This Development Control Plan has been prepared in accordance with the provisions of the Environmental Planning and Assessment Act, 1979, and Regulation, 1994, and is largely based on the following publications:

Outdoor Advertising - An Urban Design Based Approach:  
NSW Department of Planning  
Victorian Department of Planning and Housing

New Controls for Outdoor Advertising -  
Discussion Paper:  
NSW Department of Planning

Hurstville City Council -  
Draft Development Control Plan for Outdoor Advertising

*Part 1*  
**GENERAL INFORMATION**



## 1.1 INTRODUCTION

This Development Control Plan (DCP) has been prepared to provide a co-ordinated and consistent approach to all forms of outdoor advertising in Randwick.

It provides advice on general design and siting guidelines for outdoor advertising and sets out detailed objectives and controls for each of the land use zone categories. It also provides the broad framework for determining appropriate locations on buildings for advertising and within which applications for outdoor advertising will be assessed and determined by Council.

The DCP has been prepared in accordance with the provisions of the *Environmental Planning and Assessment Act 1979* and the *Environmental Planning and Assessment Regulation 1994*.

The DCP applies to all land within the City of Randwick. It supplements the *Randwick Local Environmental Plan 1998*.

## 1.2 APPROVAL REQUIREMENTS

Randwick Local Environmental Plan 1998 defines Outdoor Advertising as:

*".....the use of a building or place for the display of symbols, messages or other devices for promotional purposes or for conveying information, instructions, directions or the like, whether or not the display involves the erection of a structure"*

Under the provisions of clauses 10 - 20 (the land use tables for each of the zones) of the LEP outdoor advertising requires development consent.

Clause 26 and Schedule 1 of the LEP contain provisions to allow certain specified forms of development to be carried out without the need to obtain development consent. Outdoor advertising (as defined) is listed in Schedule 1 as development that may be carried out without consent, but only where the proposed advertising complies with the objectives, controls and guidelines contained in this DCP.



Proposals for outdoor advertising on unzoned land will be assessed against the controls applying to the land use zone immediately adjacent to the land in question.

Street numbering and building names do not require the submission of a notice or application for approval.

Where any proposal for outdoor advertising does not comply with the provisions in this DCP, a development application under Section 78A of the Environmental Planning and Assessment Act 1979 will be required.

**NOTE :** The Environmental Planning and Assessment Amendment Act 1997 and the Environmental Planning and Assessment (Savings and Transitional) Regulation affect the consent requirements in LEP 1998. Please consult with Council to ascertain approval requirements prior to lodging a notice or application for approval.

Reference should also be made to Council's Local Approvals Policy 1996.

### 1.3 SUBMISSION REQUIREMENTS (APPLICATIONS AND NOTICES)

When an application or notice for outdoor advertising is submitted, the following information will be required to accompany the application:

- A notice under clause 26 of Randwick Local Environmental Plan 1998 (other than for business identification signs and real estate signs, as defined ); or
- A development application form, correctly filled in.

And

- (a) Details of all advertising proposed for the site, including:
  - Number of signs proposed
  - Sizes of signs proposed
  - Lettering content for each sign
  - Colours to be used
  - Whether the signs are to be illuminated or not and if so, how this is to be done.
- (b) Plans drawn to an appropriate scale showing the location and size of all proposed advertising on the building.
- (c) Photographs showing the site and the relationship of the proposed advertising to that on adjoining buildings and the streetscape.
- (d) Payment of appropriate fees.



CONSULT WITH  
COUNCIL WHEN  
LODGING SIGN  
APPLICATIONS

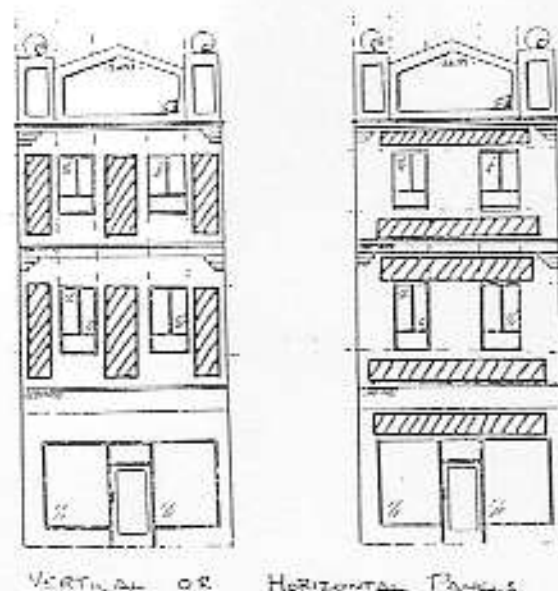
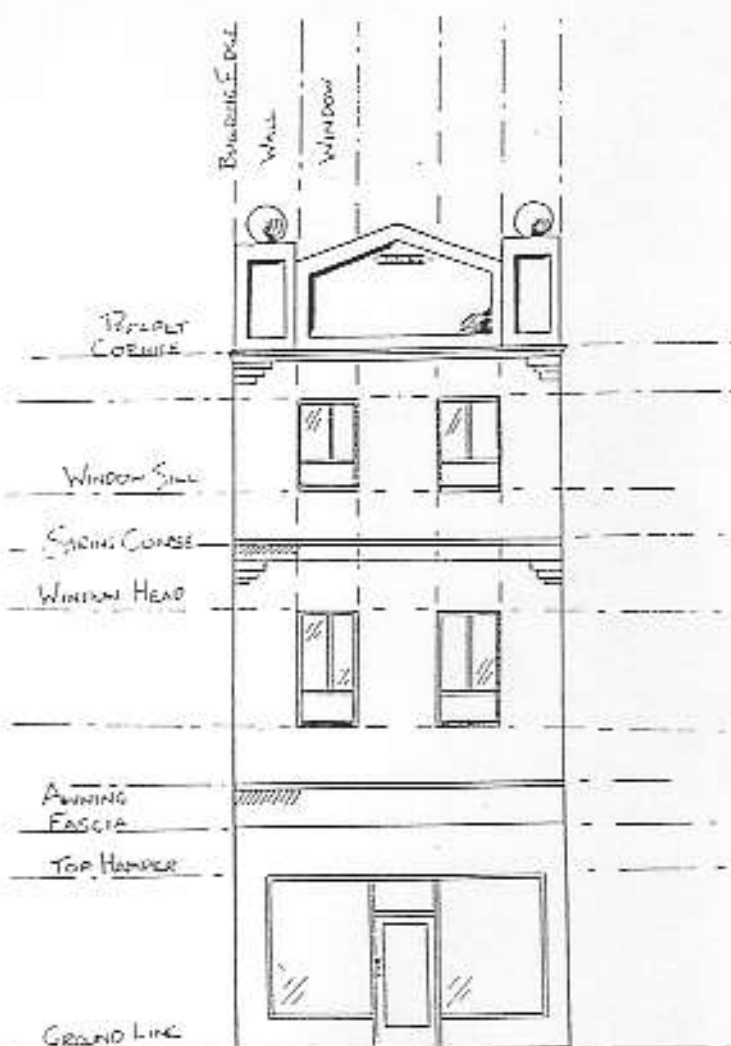
## 1.4 ASSESSMENT CRITERIA

This section of the DCP has two primary functions. These are:

- ▶ To establish a method which applicants can use to determine appropriate locations on buildings which are suitable for outdoor advertising; and
- ▶ To provide the framework within which applications and notices for outdoor advertising will be assessed against the objectives and controls for each of the land use zone categories.

This technique is known as the Facade Grid Analysis Technique and its operation is set out below. This technique has been developed for the more traditional building facades, however, its principles apply to all building forms and can be used for modern buildings.

1. Opportunities for outdoor advertising can be identified by subdividing the building facade into panels by projecting design lines on the facade. Building facades can easily be broken down into a grid based on the parapet, cornices, awnings and verandahs, windows and door alignments.
2. Opportunities for advertising panels can then be identified by joining the rectangles of the grid to form either horizontal or vertical panels.

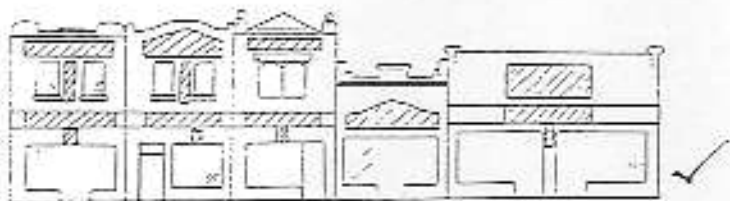
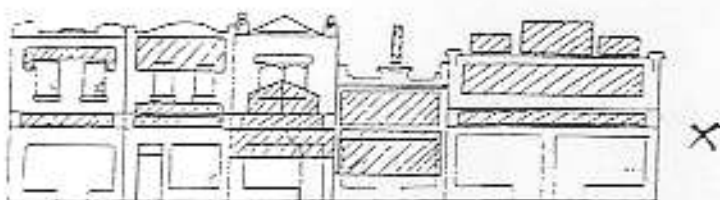




3. The use of this technique will identify suitable locations for outdoor advertising on a building. It will also determine appropriate dimensions for any advertising material. It is for this reason that this Plan contains little in the way of strict numeric standards. The sizes for signs will be determined by the use of this technique and this will also help to ensure that advertising does not obscure or cover architectural details or dominate building facades.
4. Buildings can be given a horizontal or vertical appearance simply by the way in which the advertising panels are arranged across or down a building.
5. The technique can also, and should, be applied to a series of buildings. This provides the basis for developing themes for a streetscape and can be an effective urban design tool for improving or reinforcing the amenity of a streetscape.

6. Not every panel identified using this technique should be used for advertising purposes as this will lead to a proliferation of signs and conflict with the general objectives of this Plan. In deciding which of the panels are appropriate for advertising, the following matters need to be considered:

- architectural detailing
- existing advertising
- the amenity of the streetscape
- the objectives, guidelines and controls in this Plan
- heritage significance of the building (where relevant)



DEVELOP PATTERNS &  
THEMES IN THE STREETSCAPE.  
USE ADVERTISING TO HIGHLIGHT  
NOT OBSCURE ARCHITECTURAL  
DETAILS.

## 1.5 GENERAL DESIGN AND SITING GUIDELINES

### Objectives

Establish general guidelines to be followed in the design and siting of outdoor advertising.

Establish a broad framework within which specific and detailed objectives, guidelines and controls can be developed for outdoor advertising in the various land use zones in Randwick.

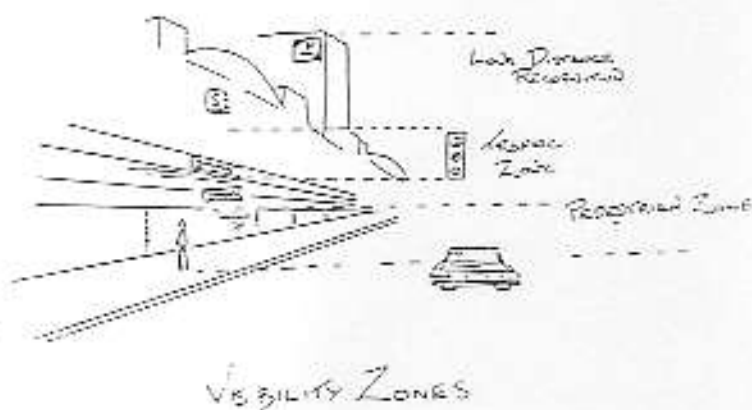
Reduce the visual complexity of streetscape by providing fewer, more effective signs.

Improve the visual quality of the public domain.

### Explanation

The design and location of outdoor advertising can have a significant effect on the environment. The social and economic value of having physically attractive urban streetscape is becoming increasingly important. This is becoming widely recognised at both State and local levels. Therefore, adequate and effective controls on outdoor advertising need to be developed to reflect this. For example, for a sign to be effective it must be visible. Topography, road layout, location of existing advertising and the direction of approach of the viewer all have an impact on the visibility of a sign. At the same time, special care needs to be taken to avoid sign clutter and a proliferation of signs on buildings which can visually despoil building facades and streetscapes.

The objectives and controls in this DCP apply equally to buildings and places listed as Heritage Items or within Heritage Conservation Areas. Where Council has other DCP's that apply to specific areas (such as a Heritage Conservation Area or business centre) or sites, they may contain controls that vary from this DCP.



### Controls

Outdoor advertising should recognise the legitimate needs for directional advice, business identification and promotion.

Outdoor advertising must complement and be compatible with the development on which it is situated and with adjoining development.

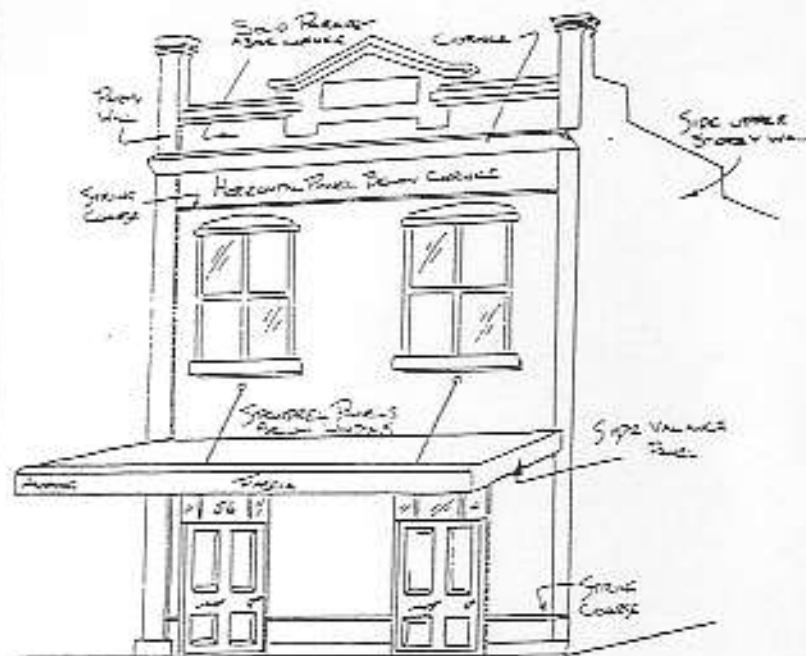
Outdoor advertising should not obscure architecturally decorative details or features of buildings or dominate building facades. It should be placed on the undecorated wall surfaces, unless there are architecturally designed sign panels provided.

Outdoor advertising should not be liable to interpretation as an official traffic sign or be confused with instructions given by traffic signals or other devices or impair the visibility of traffic signals or signs.

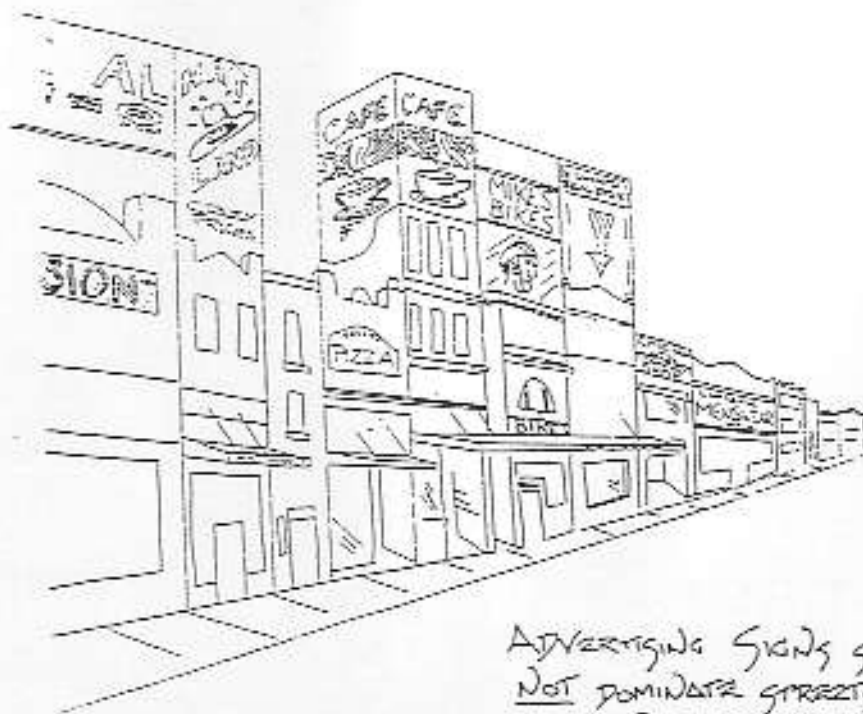
The extent of visual clutter caused by a proliferation of signs should be minimised.

The painting of entire building facades and/or walls or their coverage with cladding or other material to act as a large billboard type sign is discouraged.

Outdoor advertising attached to vehicles or trailers which are parked for advertising purposes will not be permitted.



IDENTIFY SIGN OPPORTUNITIES  
ON TRADITIONAL BUILDINGS.



ADVERTISING SIGNS SHOULD  
NOT DOMINATE STREETSCAPE.  
& WILL NOT BE PERMITTED.



*Part 2*  
**LAND USE ZONES**

## 2.1 RESIDENTIAL ZONES

### *Objectives*

Preserve the residential amenity of the locality.

Minimise the visual impact of signs.

Recognise the need for legally established existing uses to be able to advertise services or facilities available while at the same time ensuring that adjoining residential properties suffer no adverse impacts.

Allow for legitimate commercial uses in residential zones such as doctor's surgery, dentists and other similar types of activities to be able to be adequately and effectively be identified by potential users.

### *Explanation*

Residential areas are dominated by a wide variety of housing of varying densities and types, ranging from single dwelling houses to medium density housing to multi-storey complexes. These areas carry with them expectations of a high level of amenity. However, interspersed throughout these residential areas are a number of commercial activities. Mostly these operate under existing use rights provisions. In other cases they can include activities such as home activities or health consulting rooms.

These activities have a legitimate claim to some form of outdoor advertising. However, it needs to be closely monitored and controlled to ensure that any outdoor advertising does not impinge on the amenity of adjoining or nearby residential housing, particularly in relation to noise, visual amenity and spillage of light.



### Controls

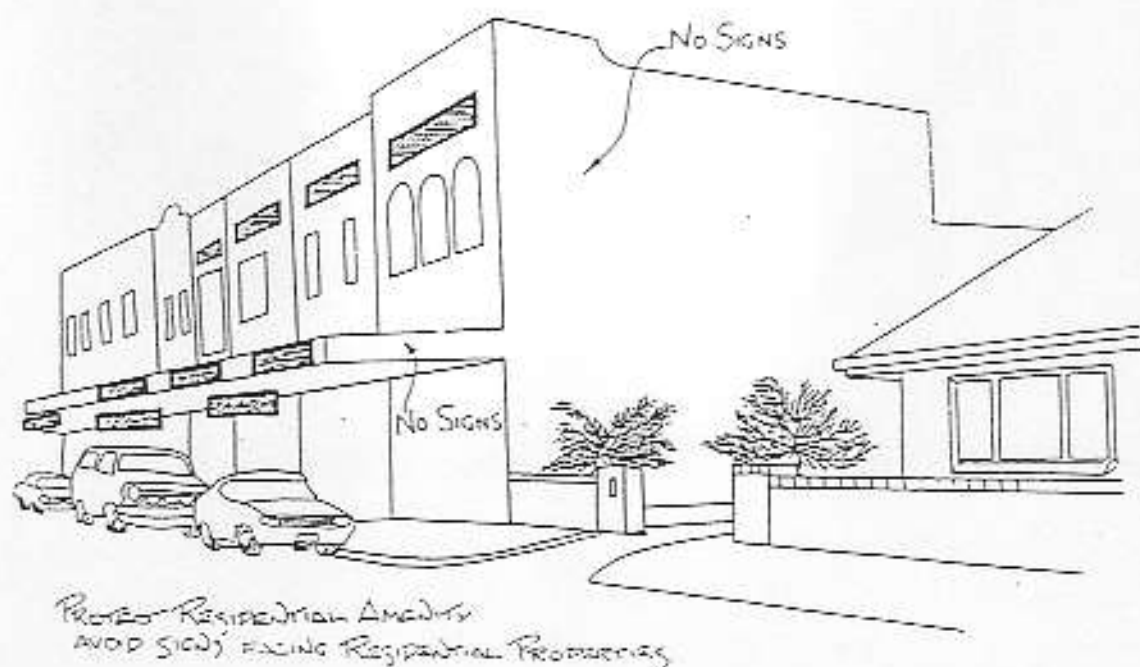
Business Identification Signs (as defined in Part 3 of this Plan ) may be erected without approval but only if they comply with the provisions of this Plan and the terms of the definition.

Real Estate Signs (as defined in Part 3 of this Plan ) may be erected without approval but only if they comply with the provisions of this Plan and the terms of the definition.

Any outdoor advertising in a residential zone must relate to the activity carried out on the premises.

Generally, illuminated signs will not be permitted. However, where it can be demonstrated that spillage of light into adjoining or nearby residential properties will be minimal, proposals for illuminated signs will be considered on their merits.

Proposals for outdoor advertising on buildings operating as existing uses or business premises will be assessed against the controls relating to business zones in Section 2.2.





## 2.2 BUSINESS ZONES

### Objectives

Ensure that outdoor advertising is in keeping with the scale and character of the building to which it is attached and does not detract from the architectural style or features of the building.

Recognise that outdoor advertising can help to express the character of a commercial district or business centre.

Ensure opportunity exists on a fair and equitable basis to occupy limited advertising space.

Ensure that the placement and amount of advertising does not crowd advertiser's messages.

Reduce the visual complexity of streetscapes by providing fewer, more effective signs.



### Explanation

The greatest demand and pressure for outdoor advertising is probably experienced in commercial centres. There is usually a large number of businesses and activities competing for a limited amount of advertising space, each trying to ensure that their message has prominence over other activities, particularly those of a similar nature.

These demands need to be carefully weighed up against the visual impact advertising can have, particularly in relation to the proliferation of advertising that can occur where building facades are obscured by signs and the situation arises where you "can't see the signs for the signs".





**Controls**

Roof signs and advertising structures which project above the parapet of the building or that part of the building to which they are attached, including signs and bunting mounted on plant rooms or other roof structures, will not be permitted.

Fin signs, projecting wall signs and above awning signs (as illustrated in Part 3) will not be permitted.

Outdoor advertising above awning level will not be permitted on any building listed as a Heritage Item or situated in a Heritage Conservation Area.

The wording (or advertising content) on any sign should relate to the premises on which the sign is erected or the activities carried on within the premises.

Upper level signs are best located at major focal points to advertise arcades, plazas, etc., and to provide a corporate identity for developments which contain a range of businesses.

Advertising on or attached to buildings must align and relate to the architectural design lines on a building facade or, in the absence of architectural detail or decoration, relate to the design lines of adjacent buildings.

A-frames and other similar types of advertising will not be permitted.

Under awning signs will be permitted on the basis of one per shop or for larger premises one per 6 metres of shop frontage.

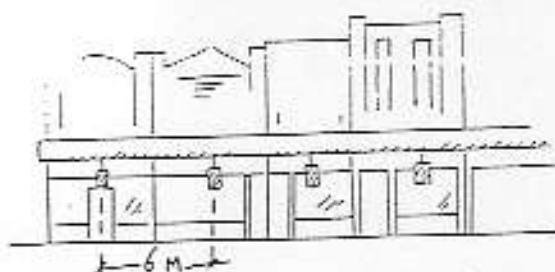
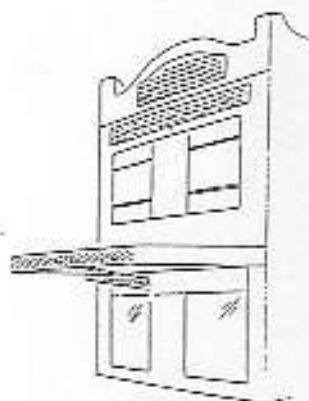
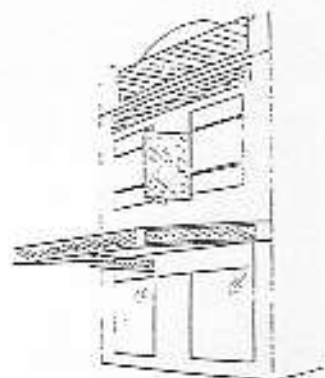
Under awning signs must be at least 2.6 metres above footpath level.

The visual amenity and value of streetscapes should be protected through careful consideration of proposals for advertising above awning level.

The size and shape of any outdoor advertising must relate to the size of the building or space to which it is to be attached to or placed on. Larger building facades are capable of accommodating larger signs without detracting from the appearance of the building.

Outdoor advertising must not dominate or obscure a building or its architectural features. Advertising should be used as a mechanism to highlight and reinforce architectural details.

Pole or pylon signs must not exceed the height of adjoining or adjacent buildings, or 6 metres, whichever is the lower.



1 UNDER AWNING SIGN PER SHOP  
OR FOR LARGER PREMISES, NOT MORE  
THAN 1 SIGN FOR EVERY 6M OF SHOPFRONT.

## 2.3 INDUSTRIAL ZONES

### Objectives

Permit the adequate display of information for the identification of premises, the name of the occupier and the nature of activities carried out on the land.

Enhance the architectural and landscape presentation of development in industrial zones.

Ensure a co-ordinated approach to advertising is taken where multiple occupancy of sites occurs.

Avoid a proliferation of advertising material and to reduce the visual complexity of advertising.

Rationalise the number of signs on site and in the overall streetscape.

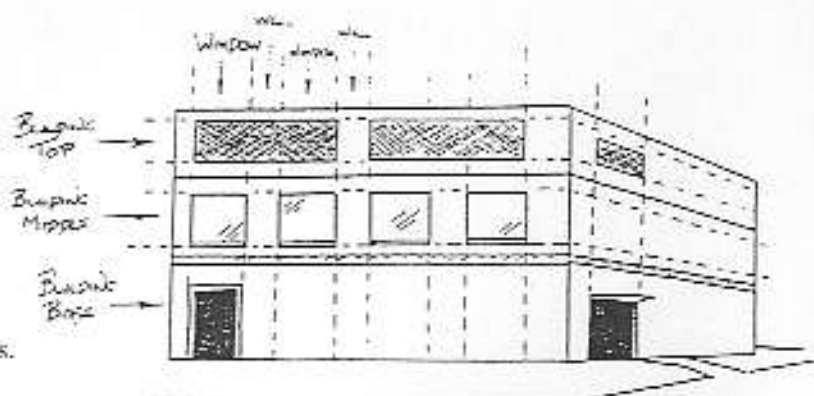
Encourage fewer, more effective signs.

Reduce the level of untidiness and visual distraction in the design and location of outdoor advertising.

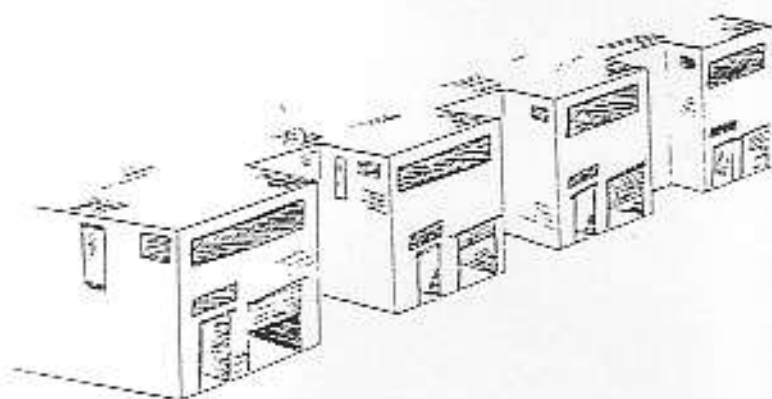
### Explanation

Industrial areas vary greatly in architectural styles and quality, scale of buildings, siting of buildings, landscaping and the types of land uses.

Many industrial areas may not be visually attractive, however, the careful management of sign design and location can be an effective mechanism to assist in enhancing the visual quality of the area while at the same time improving the communication level of advertising.



IDENTIFY SIGN OPPORTUNITIES  
ON INDUSTRIAL BUILDINGS.



INTERGRATE SIGN  
OPPORTUNITIES WITH BUILDING  
DESIGN.

*Controls*

Emphasis in the design and location of outdoor advertising should be placed on fewer, larger signs which contain multiple messages.

Outdoor advertising should be integrated with onsite landscaping.

Outdoor advertising should not visually dominate the area of building walls, parapets or landscaped areas.

Outdoor advertising should be designed and located to complement the overall development. With proper consideration, signs can become integral parts of architectural or landscape features.

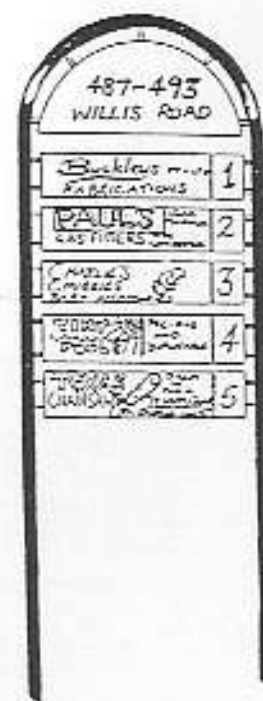
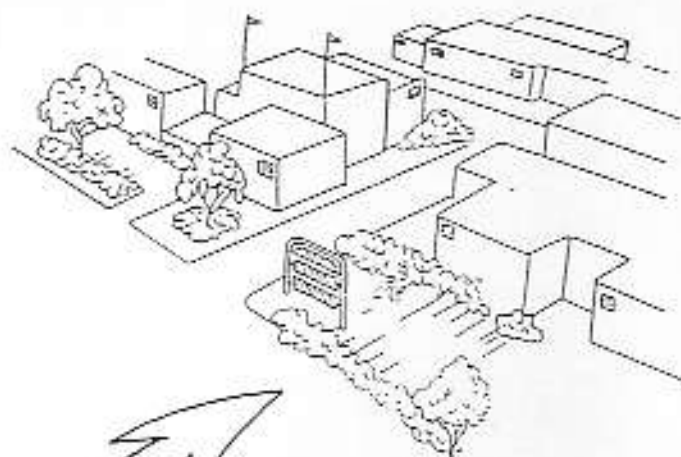
Larger, multiple occupancy industrial developments should be identified by one or two signs or directory boards at the entrance identifying the names and activities of the occupants.

Signs for each unit in a multiple occupancy development should be of a uniform size, shape and general presentation.

Outdoor advertising must relate to the use of the building or land on which it is situated.

Lines of bunting draped between poles and/or buildings will not be permitted.

A-frame and other forms of temporary or portable signs will not be permitted.



*DIRECTORY  
BOARDS.*

## 2.4 SPECIAL USES ZONES

### *Objectives*

Allow outdoor advertising for identification and public information purposes of activities carried out or services provided on site.

Ensure any outdoor advertising does not have any adverse impact on the locality or cause any distraction to road users.

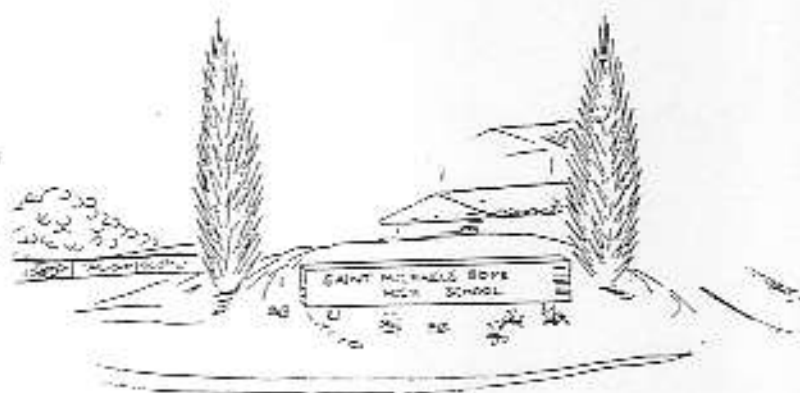
Allow, with limitations, unrelated third party advertising to be located on Special Uses lands where it can be demonstrated that no adverse impact to adjoining land uses or distraction to road users will occur.

### *Explanation*

Special Uses zones are used to accommodate a wide variety of activities, usually associated with the provisions of services by Government or public authorities. These activities include schools, churches, electricity substations, public parking areas, hospitals and drainage works.

These activities are usually located in the midst of residential areas and care needs to be taken that any outdoor advertising does not impinge on the amenity of these areas.

Generally, advertising unrelated to the use of the land is not appropriate and should be limited. However, some opportunities may exist for public facilities such as schools to raise some revenue through limited advertising.



*Controls*

Any outdoor advertising must relate to the use of the land or building to which it is proposed to be erected or attached to, except that limited third party may be allowed on land zoned for Special Uses purposes but only where it can be demonstrated that the advertising will not have any detrimental impact on nearby residential land uses or cause any disruption to or distraction of road users.

Any flashing or animated signs will not be permitted.

Illuminated signs must be designed and located so that spillage of light onto adjoining residential properties is minimal or they must be fitted with timing switches to ensure that any illumination ceases no later than 10.00 pm.

Outdoor advertising must be designed and located so that it forms an integral part of the building to which it is attached or land upon which it is situated.

Landscape features, landscaping, and architectural features should be used to ensure outdoor advertising blends in with its surroundings and forms an integral component of a site or a building.

Outdoor advertising should be sufficient to identify the site and use of the land, including providing details of activities carried out, hours of operation, or any other general information of interest to the general public.

The number of signs should be kept to a minimum. Where possible signs should be grouped together. A proliferation of advertising material will not be permitted.

## 2.5 OPEN SPACE ZONES

### Objectives

Allow for appropriate promotional and directional advertising to identify both public and private recreation facilities.

Minimise the visual impact of outdoor advertising.

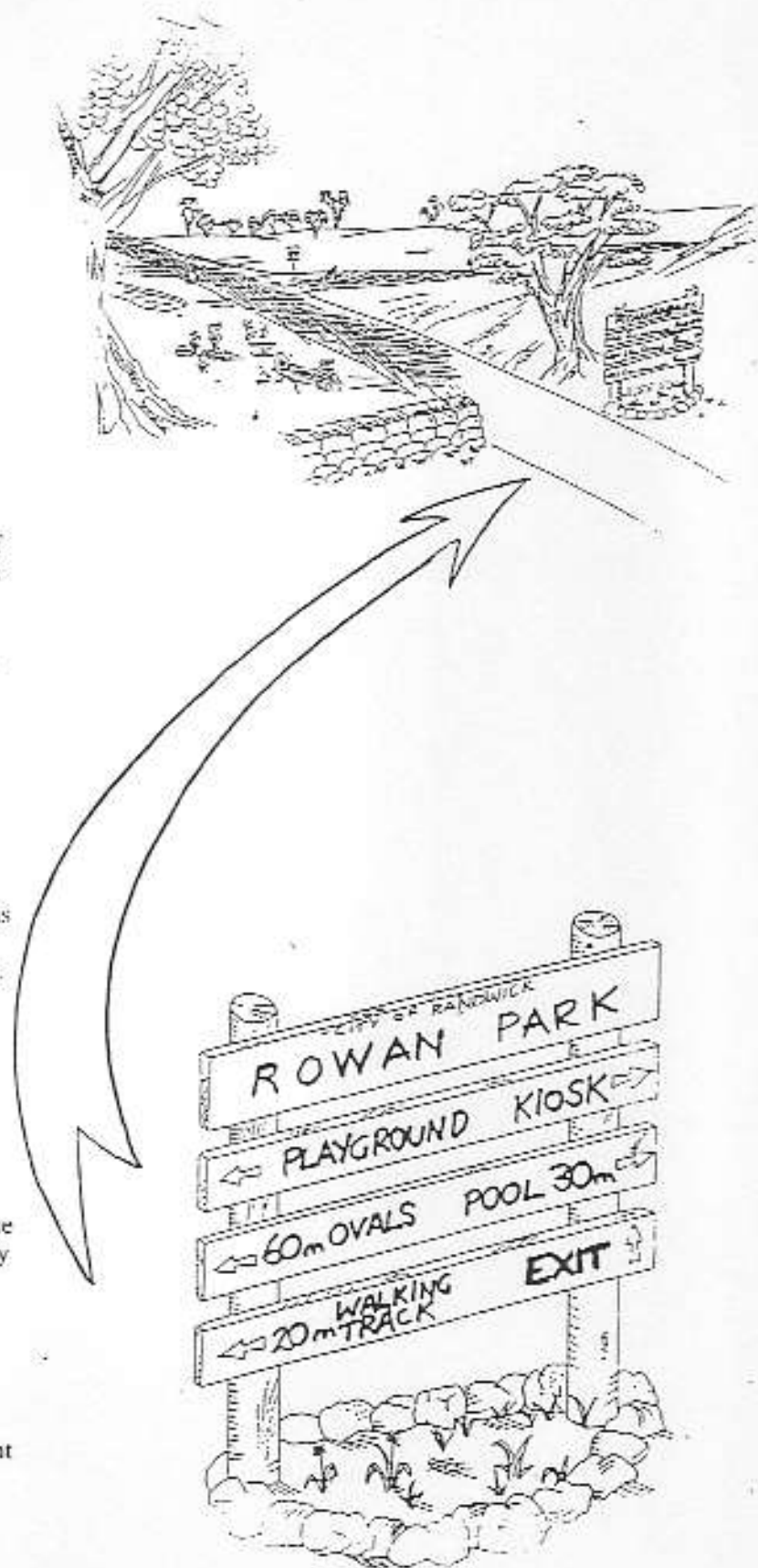
### Explanation

Open space areas can accommodate a variety of activities and land uses. Most open space areas are under public ownership, managed by Council, and used for both passive and active recreation purposes. Where organised sporting activities occur or where areas have been set aside for specific functional activities (such as walking trails, picnic areas, etc) there is a legitimate need for adequate directional and identification advertising.

In other circumstances, private recreation facilities may also be located in open space areas under private ownership. These can include bowling clubs, sporting clubs, tennis courts, etc. Again, with these types of facilities there is a legitimate need for adequate identification, directional and promotional advertising which needs to be accommodated.

Open space areas are visually and environmentally sensitive and as such any outdoor advertising must be sympathetic to these sensitivities. General advertising, (or third party advertising) is not appropriate in these areas.

Signs to control activities in open space zones, place name and directional signs provided by Council do not require the submission of a notice for approval where a Plan of Management for the area is in place.





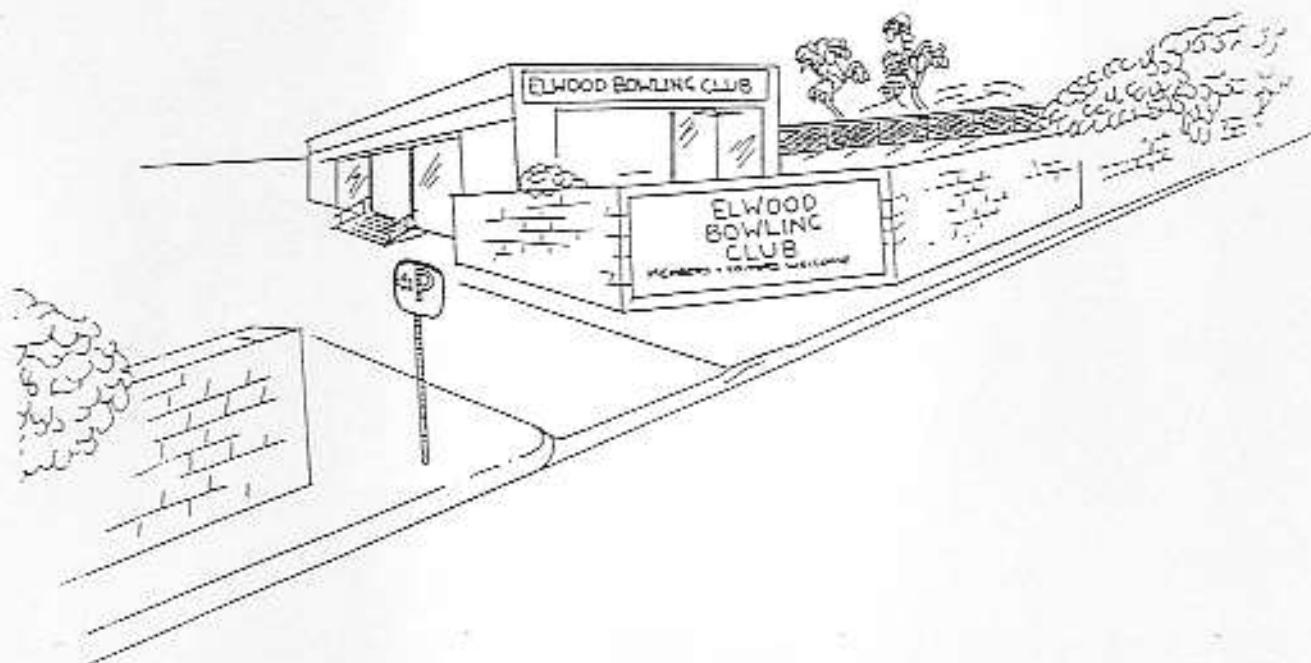
*Controls*

The display of advertising related to tourist destinations and recreation facilities should be co-ordinated in accessible information bays.

The use of shapes, colours and construction materials should ensure that outdoor advertising is low key in appearance.

Flashing or animated signs will not be permitted.

Advertising must relate to the activities carried out or facilities available on the land on which the sign is erected. Third party advertising will not be permitted.







*Part 3*  
**TYPES OF ADVERTISING AND  
DEFINITIONS USED**

Under the provisions of Randwick Local Environmental Plan 1998, **outdoor advertising** is defined as :

*".....the use of a building or place for the display of symbols, messages or other devices for promotional purposes or for conveying information, instructions, directions or the like, whether or not the display involves the erection of a structure"*

For the purposes of this Development Control Plan, the following categories of outdoor advertising are defined :

**advertising structure :**

is a free standing structure such as a billboard or pylon sign which is used for advertising.

**business identification signs :**

*".....an advertisement, whether illuminated or not, which in respect of any place or premises to which it is fixed, only contains any or all of the following information:*

- (a) an identification or description of the place or premises;
- (b) an identification or description of any person residing or carrying on an occupation at the place or premises;
- (c) particulars of any activity carried on at the place or premises;
- (d) such directions or cautions as are usual or necessary in relation to the place or premises or any occupation carried on there;
- (e) particulars or notifications required or permitted to be displayed by or under any Act;
- (f) particulars relating to the type of goods, commodities or services dealt with or provided at the place or premises;
- (g) particulars of any activities held or to be held at the place or premises;
- (h) a reference to an affiliation with a trade, professional or other association relevant to the business conducted on the place or premises."

**general advertising :**

is advertising with content of a general nature which does not specifically relate to the use of a building or to the activities or services offered therein. It is also referred to as third party advertising in this Plan.

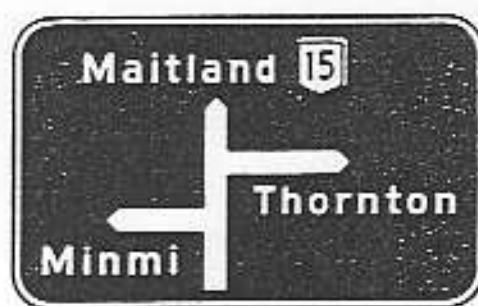


MUST NOT EXCEED 0.75M<sup>2</sup>  
IN AREA.

**public information/directional sign :**

is a sign erected for the specific purpose of directing the travelling public to buildings or places of tourist interest or recreational facilities, where Council is satisfied that:

- the advertising relates to a specific building or place;
- the principle purpose of the advertisement is to direct the travelling public to that building or place; and
- the dimensions and overall size of the advertisement are no larger than would reasonably be required to so direct the travelling public.

**real estate signs :**

- in the case of an advertisement in respect of residential premises relating to letting or sale by private treaty should not exceed 2 m<sup>2</sup> in area; and
- in the case of an advertisement in respect of commercial and industrial premises should not exceed 3m<sup>2</sup> in area.

Real estate signs must be located on the land or building the subject of the sign.

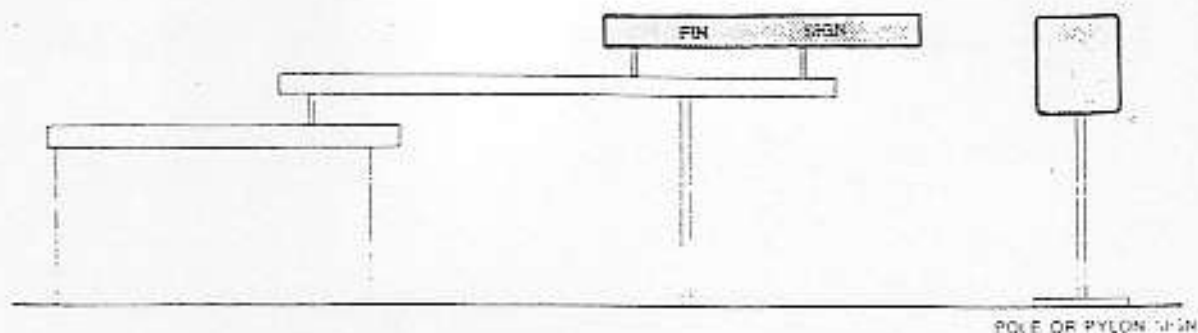
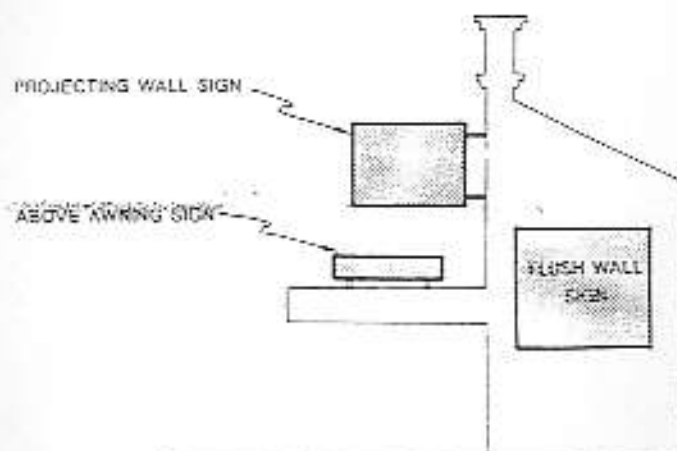
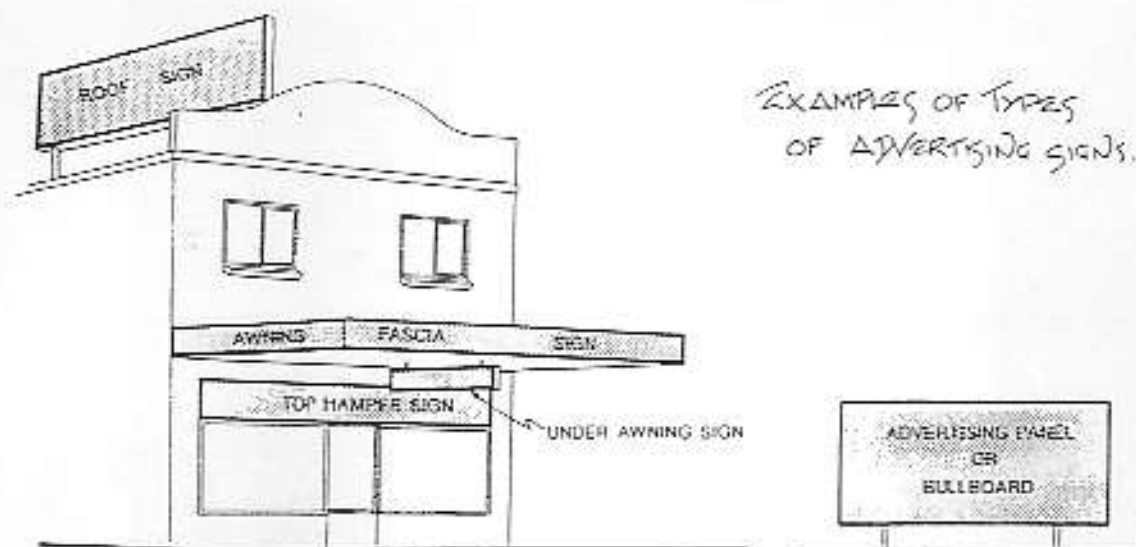
**temporary sign :**

is an advertisement erected for a period not exceeding 28 days (as Council deems appropriate) and includes the use of three dimensional inflatable billboards, hot air balloons and helium filled objects or balloons, which are used for advertising purposes.

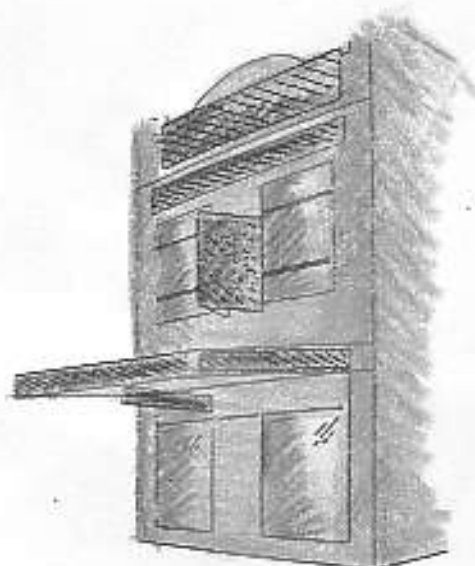


More specifically, other types of advertising signs are shown in the following diagrams.

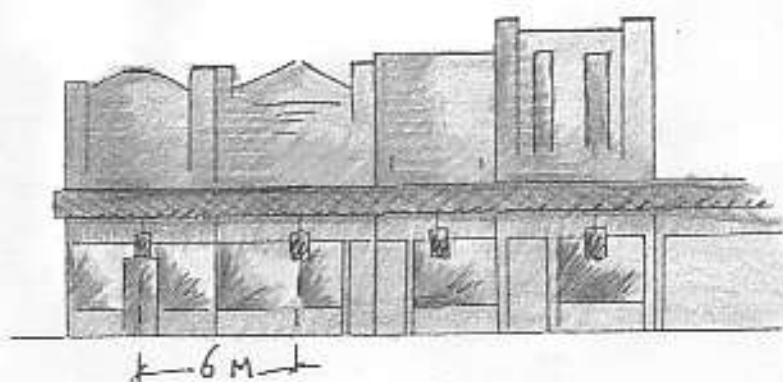
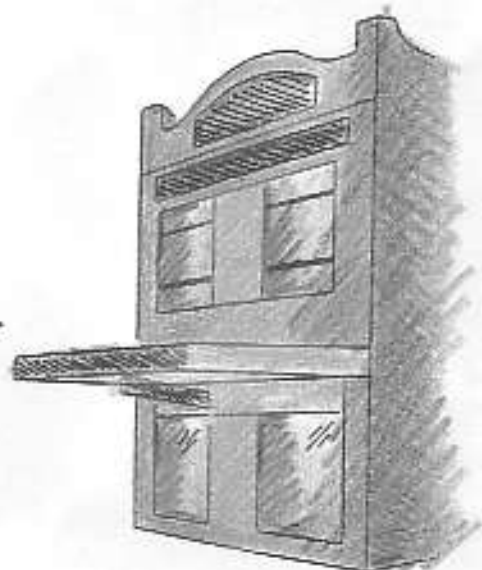
2: TOWN W/PLAN W/ ADVERT DCP



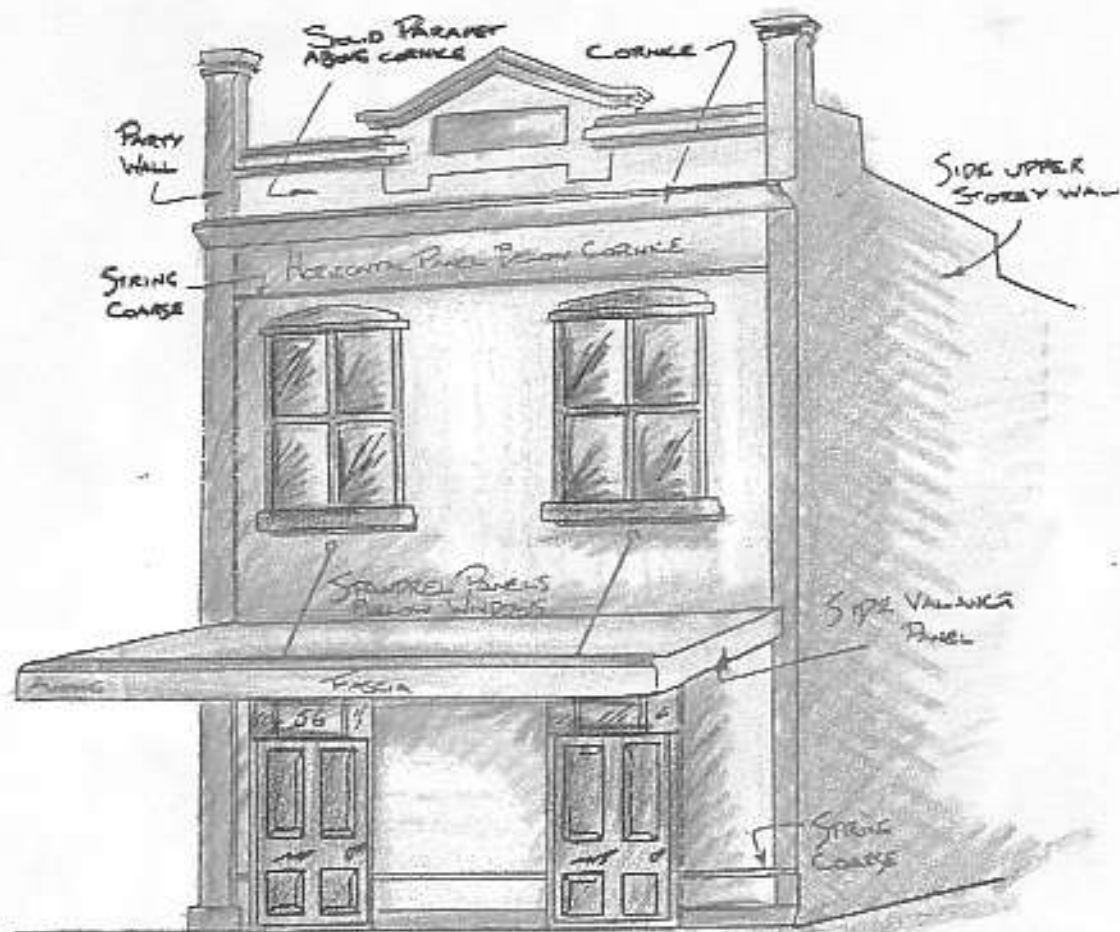
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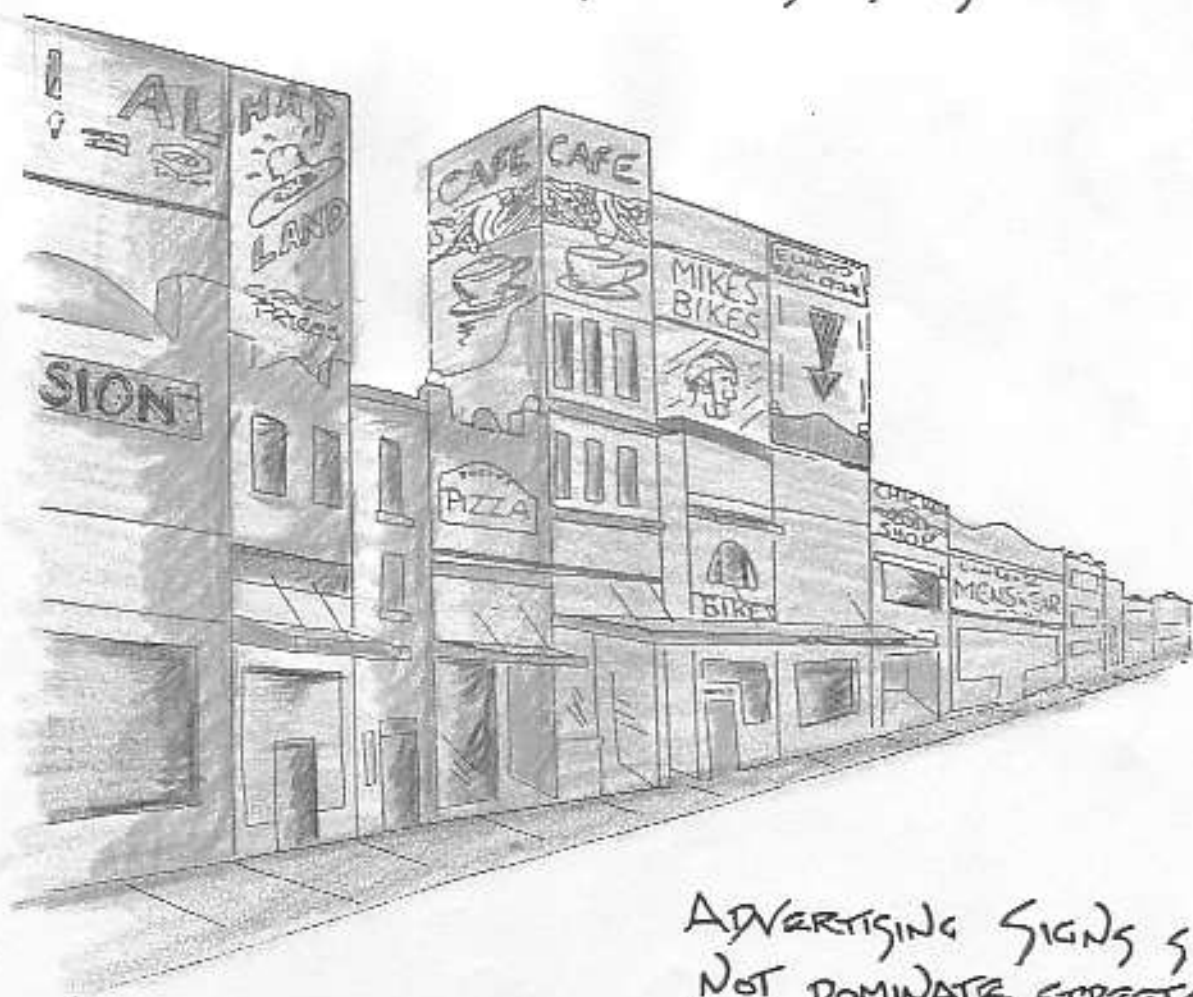
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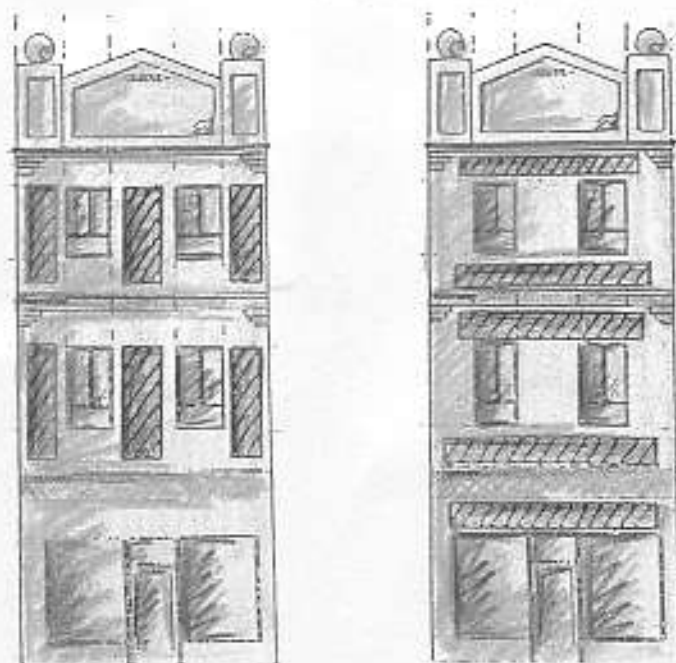
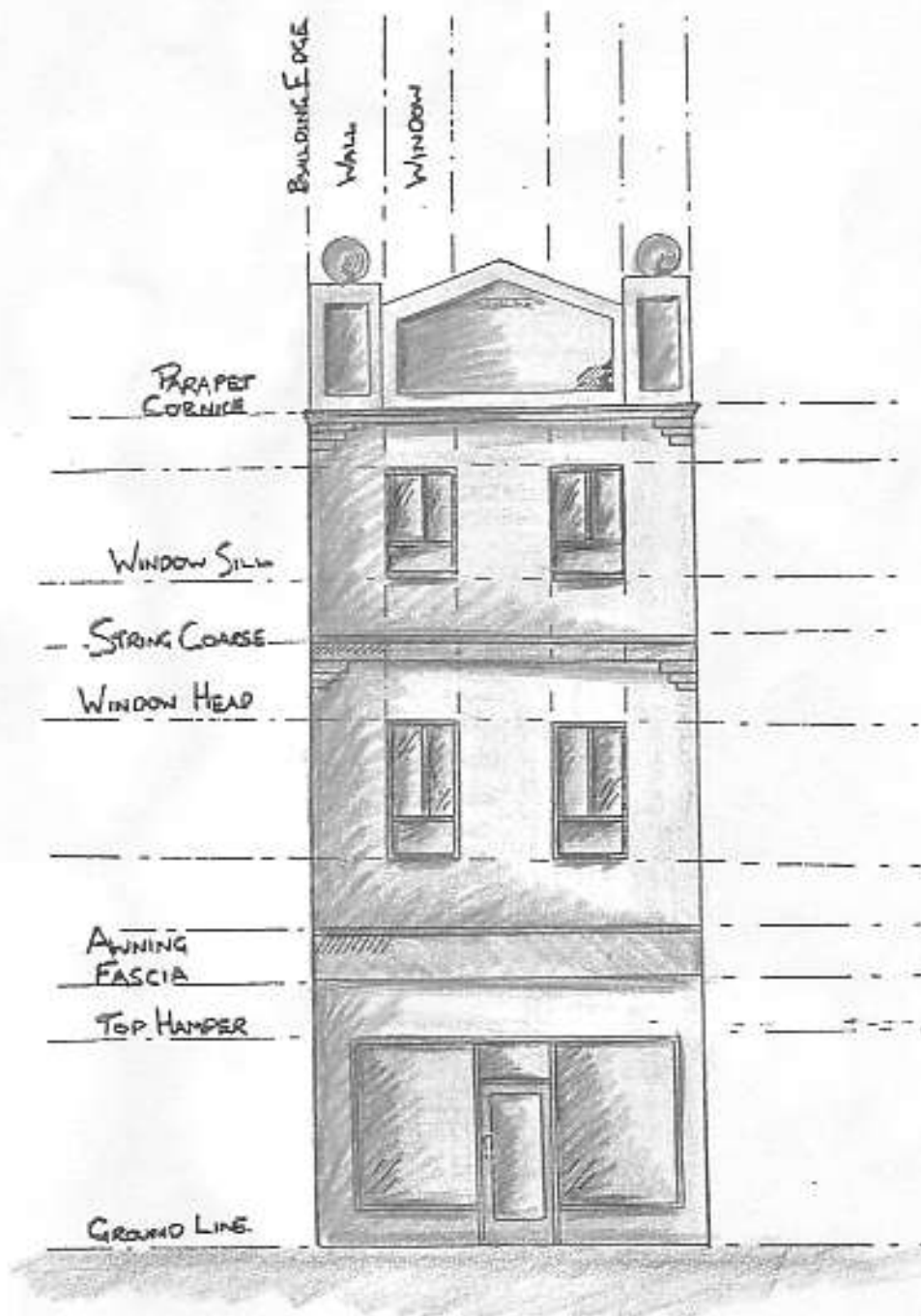
1 UNDER AWNING SIGN PER SHOP  
(OR FOR LARGER PREMISES, NOT MORE  
THAN 1 SIGN FOR EVERY 6M OF SHOPFRONT.)



IDENTIFY SIGN OPPORTUNITIES  
ON TRADITIONAL BUILDINGS.

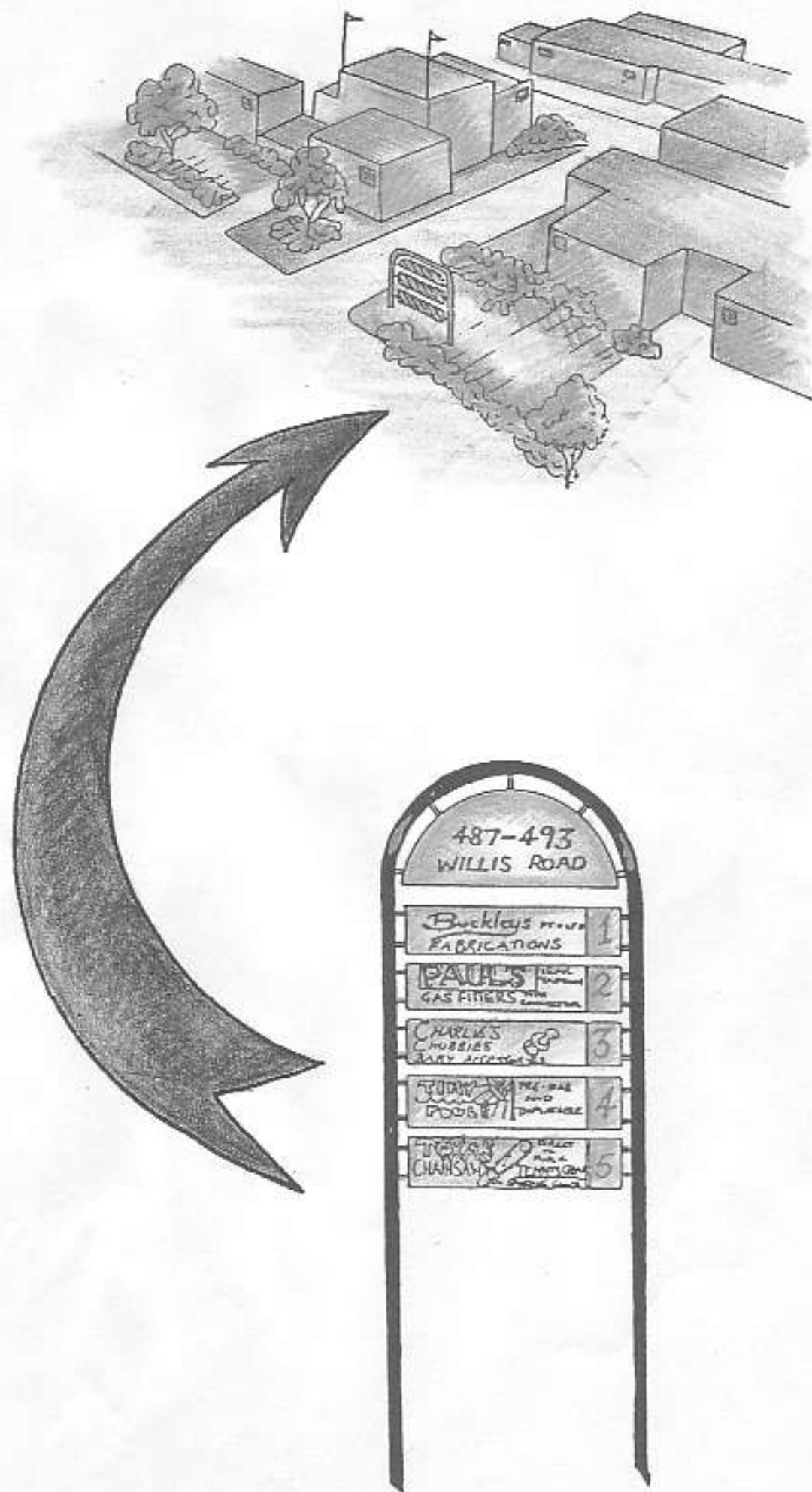


ADVERTISING SIGNS SHOULD  
NOT DOMINATE STREETSCAPE  
& WILL NOT BE PERMITTED.



VERTICAL OR HORIZONTAL PANELS



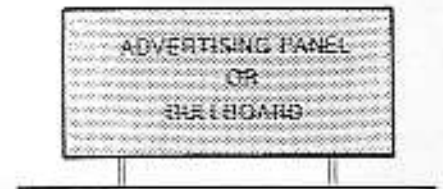


DIRECTORY  
BOARDS.



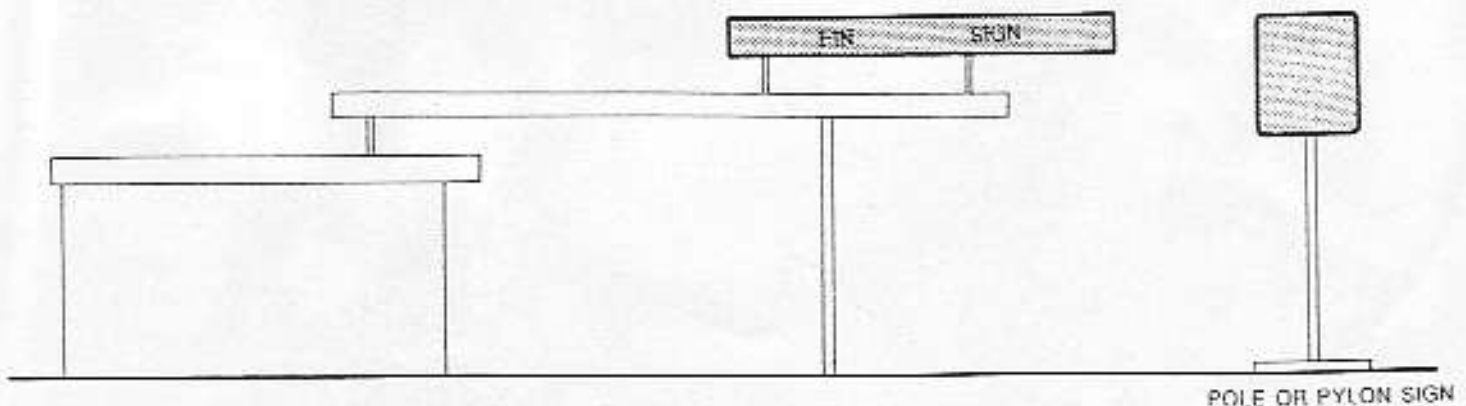
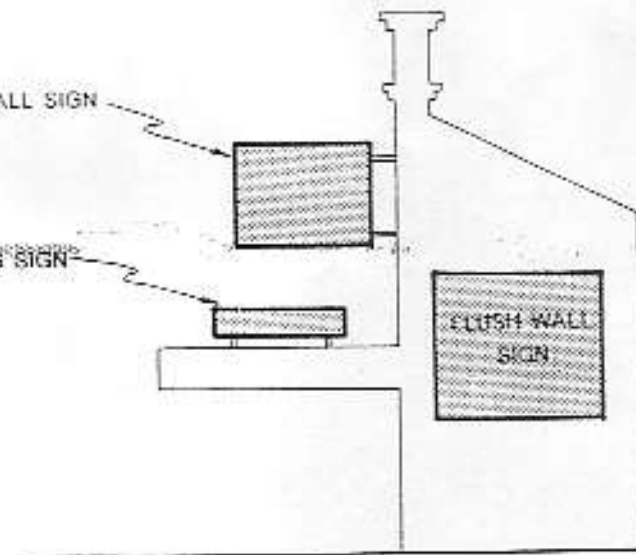


EXAMPLES OF TYPES  
OF ADVERTISING SIGNS.



PROJECTING WALL SIGN

ABOVE AWNING SIGN



POLE OR PYLON SIGN