

STRATEGIC PLANNING

DRAFT **Randwick** **Development** **Control Plan** **B12 Outdoor** **advertising and** **signage**

D04579897

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1. Introduction

This section provides objectives and controls for the erection and display of outdoor advertising and signage. The controls contained within this section complement the provisions of State Environmental Planning Policy (Industry and Employment) 2021 and State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 and the Randwick Local Environmental Plan 2012 (RLEP 2012).

This section of the DCP should be read in conjunction with:

- Part A – Introduction
- Part B - General Controls of the DCP
- Other Parts of the DCP for specific development types, locations or sites, if relevant to the application.

This DCP Part applies to all signage across Randwick City. To the extent of any inconsistency between this section and any other DCP Parts, this Part will prevail.

Definition

Advertising structure is defined as a structure used or to be used principally for the display of an advertisement

Note: Advertising structure has the same meaning as in the *Environmental Planning & Assessment Act 1979*

Animation means any content on a sign or advertisement that incorporates movement, motion or changes in colour and light intensity, but does not include the transition between content associated with variable content signage or changes in sign brightness necessary to comply with luminance and illuminance requirements.

Building identification sign means a sign that identifies or names a building and that may include the name of a building, the street name and number of a building, and a logo or other symbol but does not include general advertising of products, goods or services.

Note: Building identification sign has the same meaning as in *Randwick Local Environmental Plan 2012*

Business identification sign means a sign:

- (a) that indicates:
 - (i) the name of the person or business, and
 - (ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed, and
- (b) that may include the address of the premises or place and a logo or other symbol that identifies the business, but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

Note: Business identification sign has the same meaning as in *Randwick Local Environmental Plan 2012*

Digital content sign means a small format sign that has a digital, LCD, LED, plasma or other electronic display area capable of displaying animated, variable or multimedia content and requires a continual power supply for the display area to show content.

On-premises advertisement means any representation that advertises or promotes specific products, goods or services available at the premises where the advertisement is displayed, but does not include the display of a name, logo or profession related to the occupant of the premises.

Roof or sky advertisement means an advertisement that is displayed on, or erected on or above, the parapet or eaves of a building.

Note: Roof or sky advertisement has the same meaning as in *State Environmental Planning Policy (Industry and Employment) 2021*

Signage is defined as any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- (a) an advertising structure;
- (b) a building identification sign;
- (c) a business identification sign;

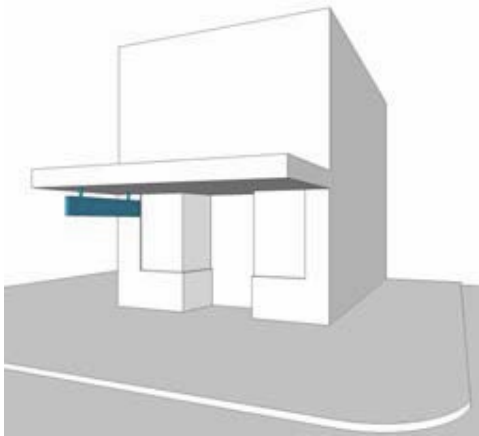
but does not include a traffic sign or traffic control facilities.

Note: Signage has the same meaning as in *Randwick Local Environmental Plan 2012*

Third party advertisement means any advertisement that relates to a business, products, goods or services not available at the premises where the advertisement is displayed.

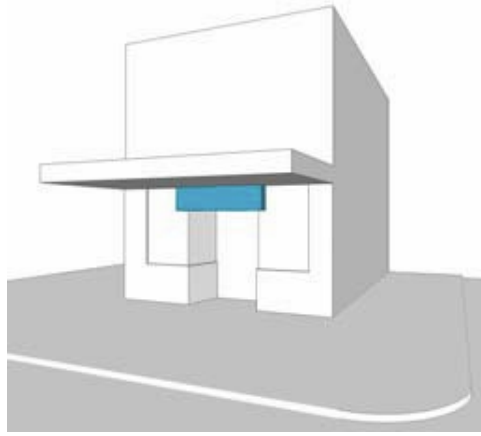
The most common types of signs are fascia signs, wall signs, under awning signs and top hamper signs. A number of signage types referred to in this section are shown below.

Figure 1: Under Awning Sign



Source: Randwick City Council 2022

Figure 2: Top Hamper Signs



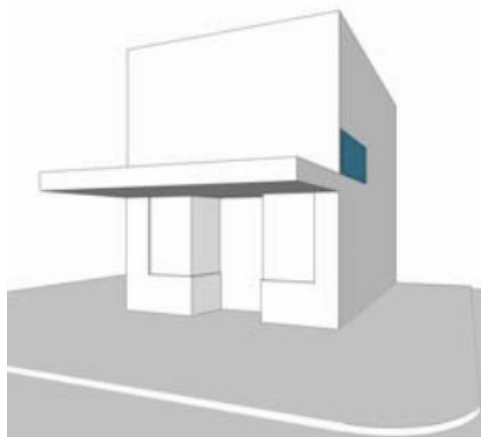
Source: Randwick City Council 2022

Figure 3: Fascia signs



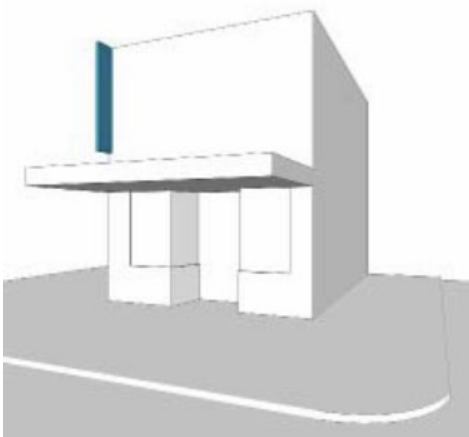
Source: Randwick City Council

Figure 4: Wall signs



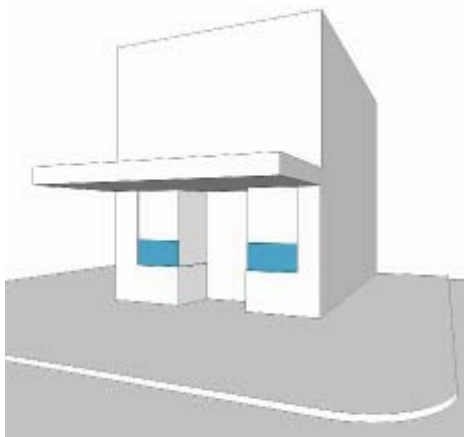
Source: Randwick City Council

Figure 5: Projecting wall signs



Source: Randwick City Council

Figure 6: Window Signs



Source: Randwick City Council

2. General controls

Objectives

1. Facilitate well designed and suitably located signage that allows for the identification of a business, land use, or activity to which the signage relates
2. Ensure signage is associated with the building or place's function and use
3. Ensure that outdoor advertising is in keeping with the scale, quality, character and architectural style or features of the building or development
4. Ensure signage encourages active streets and frontages by maintaining views both in to, and from a premises
5. Ensure signs and advertisements do not create a road safety risk or hazard, confuse, distract or compromise road user safety
6. Ensure signage supports high quality pedestrian experiences whilst prioritising way finding and other signs that are in the public interest
7. Encourage and provide opportunities for innovative, unique and creative signs
8. Ensure third party advertising structures deliver improved design quality and community benefits
9. Preserve the character of an area through high quality and appropriate illuminated signage
10. Encourage the use of efficient low energy consumption lighting powered from renewable energy sources to illuminate signage where possible
11. Ensure that illuminated signage does not adversely impact on the safety and security of pedestrians, motorists and the public.

Controls

2.1. Submission requirements

Design details of all outdoor advertising and signs are to be submitted with a Development Application (DA) for any building that incorporates advertising or signage and must include:

- a) Details of all advertising proposed for the site, including:
 - i. Number of signs proposed
 - ii. Location and size of signs proposed
 - iii. Lettering content for each sign
 - iv. Colours to be used.
- 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.

2.2. Illuminated and animated signage

- a) Lighting intensity must not unreasonably impact on any residential properties adjoining the sign or that is within its locality
- b) Any illuminated signage is to be designed to ensure that the illuminance and luminance from the sign or advertisement is, in the opinion of the consent authority, consistent with the existing light level of the streetscape or environment within which it is located and does not cause glare

- c) Illuminated signage is to be switched off between 10pm and 7am daily where the illuminated signage:
 - i. Has an advertising signage area larger than 1m² and/or
 - ii. Is located adjacent to, or in the vicinity of residential dwellings
- d) Illuminated signage is to comply with AS/NZS 4282:2019, Control of the obtrusive effects of outdoor lighting
- e) Signs with animated, flashing, chasing, pulsating or flickering lights are not permitted
- f) All cabling and wiring to illuminated signage is to be concealed
- g) Illumination of a sign (with the exception of floodlit signs), including any associated cables, must not be external to the sign (i.e. surrounding the sign). The means of illumination must be concealed or integrated within the frame of the sign
- h) Illuminated signage is encouraged to be powered by solar power / renewable energy contract
- i) Illuminated signage must minimise the spill effects or escape of light beyond the subject sign.

2.3. Third party advertising

- a) Advertising on public infrastructure or surfaces (e.g., garbage bins, telegraph poles, payphones, bus shelters, electric vehicle chargers) is prohibited unless under contractual arrangement with Council
- b) All signage must relate to the use of the building or land on which it is located; Council does not permit third-party advertising
- c) For buildings or shop fronts with multiple occupancies, a coordinated advertising and signage scheme is required.

2.4. Design and siting

Introduction

The design and location of outdoor advertising and signage can have a significant effect on the environment. The following matters need to be considered in determining the design and location for outdoor advertising on a building:

- Architectural detailing
- Existing advertising
- The amenity of the streetscape
- Heritage significance of the building and area (where relevant)

Note

The objectives and controls in this DCP apply equally to buildings and places listed as Heritage Items or within Heritage Conservation Areas. Part B2 Heritage of this DCP contains specific signage controls relative to heritage properties.

General Controls

Design

- a) Signage should recognise the legitimate needs for directional advice, business identification and promotion
- b) Signage should not obscure architecturally decorative details or features of buildings or dominate building facades. It should be placed on the undecorated wall surfaces or designed sign panels provided

- c) Entire building facades and /or walls must not be painted or covered with cladding or other material to act as a large billboard type
- d) Signage should not dominate the façade of buildings
- e) Signage shall be displayed in English but may include a translation in another language

Impact on surrounding areas

- f) Signage erected or displayed on identified heritage buildings or within heritage conservation areas must not detract from the architectural character and heritage significance of such buildings or areas
- g) Signage must complement and be compatible with the development on which it is situated and with adjoining development
- h) Signs should allow the main facades of buildings from the first floor to the rooftop or parapet to be uncluttered and generally free of signage
- i) Ensure signage is ancillary to the building façade and does not obstruct architectural form and detailing that contributes to the streetscape and local character
- j) Ensure signage does not obstruct sightlines within street corridors
- k) Ensure signage does not obstruct the visibility sight lines of, or interfere with, any traffic control device, including traffic control lights

Note

Flashing or animated signs include mechanical moving signs, moving LED signs, video/television screens, projected laser advertising and other flashing, intermittently illuminated or sequenced lighting signs.

Quantity of signage

- l) Where a building or site contains multiple tenancies or uses, a coordinated approach for all signs is required
- m) Signage should not create unacceptable visual clutter taking into account the number of existing signs and the cumulative effect of the signs
- n) Number of signs
 - i. Signage should not dominate the façade of buildings
 - ii. The number of signs per building or site will be assessed on the following:
 - Number of existing signs
 - Proportion of solid (wall surface area) to void (window and door openings) available for signage
 - Length of frontage of the premises
 - Extent of façade detail and dimensional relief on the building which should not be obscured by signage

Safety

- o) Outdoor advertising attached to vehicles or trailers which are parked for advertising purposes will not be permitted
- p) Signage is to be installed and secured in accordance with relevant Australian standards
- q) Signage that will distract road users, or will unduly obstruct the passage of sightlines of vehicles, cyclists and pedestrians is not permitted.

Figure 7: Use advertising/signage to highlight, not obscure architectural details



Source: Randwick City Council

Note

All signage is to comply with the relevant Australian Standards, including AS/NZS 1170.0:2002 (Structural design actions, Part 0: General principles), AS/NZS 1170.2:2011 (Structural design actions, Part 2: Wind actions), AS/NZS 4282 – 2019 (Control of the obtrusive effects of outdoor lighting).

3. Sign specific controls

3.1. Building identification sign

- a) Unless provided for in Clause 3.2 (Roof or sky advertisement), building identification signs should be located at or near the major pedestrian entry to a building and be clearly visible from the street
- b) Unless provided for in Clause 3.2 (Roof or sky advertisement) and Section 4 (Site specific controls), a building identification sign should not be higher than 15m above the existing ground level, or the top of any existing parapet, whichever is lower
- c) Signs may be permitted where the consent authority considers:
 - i. There is adequate wall space to display the sign
 - ii. The sign is proportionate and compatible with the building's design, including integration with the building's architectural features
- d) Unless provided for in Clause 3.2 (Roof or sky advertisement), only one sign shall be displayed on each street frontage
- e) Signs must not extend more than 300mm outward from the wall or parapet surface
- f) Signs that project vertically above the roof of a building are not permitted.

3.2. Roof or sky advertisement

- a) Roof or sky advertisements are permitted to incorporate the registered name and a logo of the building or development
- b) Roof and sky advertisements that project vertically above the roof or parapet of a building are not permitted
- c) Roof or sky advertisements may only be allocated to a significant tenant of the building, or to the building's owner, where the owner occupies a substantial portion of the building relative to the tenants. The sign must be removed within three months if these circumstances change
- d) A roof or sky advertisement must not be located within 200m of another building with a top of building sign displaying the same name or logo, unless the consent authority determines that exceptional circumstances apply
- e) The maximum number of Roof or sky advertisements per building is one, allocated to a single elevation
- f) Roof or sky advertisements are to have a maximum vertical height equivalent to one typical storey
- g) The display area of a roof or sky advertisement is to be orientated at right angles to the ground
- h) Roof or sky advertisements are to comprise of individual raised letters, numbers or symbols affixed directly to the building with a concealed static light source. Light boxes and variable content displays are not permitted as top of building signs
- i) Roof or sky advertisements are not to be used, sold or leased as any form of business or third-party advertisement
- j) Roof or sky advertisements painted on or applied to the surface of a building roof in order to be visible from the air are not permitted.

Note

A roof or sky advertisement typically refers to signage installed at or near the highest point of a building, often on the uppermost façade or parapet. These signs are usually used for building identification or branding purposes, and are designed to be visible from a distance, especially in urban or commercial areas.

3.3. Flat mounted wall signs

- a) Flat mounted wall signs for business identification that are not exempt and complying development may be permitted on blank side or rear wall elevations if in the opinion of the consent authority, the sign:
 - i. Improves the elevation of the building and its contribution to the public domain
 - ii. Does not contribute to sign clutter
- b) Wall signs are restricted to one sign per building elevation
- c) Wall signs are to:
 - i. Be attached to undecorated wall areas
 - ii. Wall signs should align with windows or doors or be centred on parapets.

3.4. Projecting wall signs

- a) Projecting wall signs are to be located at ground floor level. No part of a projecting wall sign is to be higher than the ground floor building awning, or 4.5m above ground level (existing), whichever is the lesser
- b) Projecting wall signs are to be generally square or vertically proportioned, have an appropriately designed bracket, be suspended at right angles to the building and should not extend more than 1m from the building
- c) Projecting wall signs are, in the opinion of the consent authority, to utilise high quality materials that are compatible with the character of the building and streetscape
- d) Having regard to Clause 2.4 (Design and siting), the maximum area of a projecting wall sign is to be 0.5m²
- e) The height to the underside of a projecting wall sign is to be consistent with the approved height of projecting wall signs and under awning signs on adjoining properties. The minimum height to the underside of a projecting wall sign is 2.6m above ground level (existing) of the footway below
- f) Projecting wall signs are to have a minimum setback of 0.6m from the alignment of kerb within a public road and a minimum separation distance of 3m from any other projecting wall sign or under awning sign
- g) Illuminated projecting wall signs are to satisfy the requirements of Clause 2.2 (Illuminate and animated signage)
- h) Projecting wall signs are not to be used for on-premises business advertisements or third-party advertisements.

3.5. Under awning signs

- a) Under awning signs must:
 - i. Be suspended at right angles to the building
 - ii. Not project beyond the awning fascia
 - iii. Have a minimum clearance of 2.6m above ground level (existing) of the footway below
 - iv. be centrally positioned under the awning

- v. Not hang more than 1m below the underside of an awning and be more than 400mm above ground level (existing) of the footway below
- vi. Have an underside height consistent with the approved height of projecting wall signs
- vii. Not exceed 1.8m(W) x 0.3m(H)
- viii. Be set back a minimum of 0.6m from the alignment of a kerb within a public road
- ix. Have a minimum separation distance of 3m from any other under awning sign, where practicable
- x. Not have any digital, variable, interactive, flashing or moving content
- b) Illuminated under awning signs are to satisfy the requirements of Clause 2.2 (Illuminated and animated signage)
- c) Under awning signs are not permitted to be used for on-premises advertisements or third-party advertisements.

3.6. Awning fascia signs

- a) Fascia signs are:
 - i. To be flat mounted and flush with the awning
 - ii. Not to project below, above or beyond the sides of the fascia by more than 15mm
 - iii. Not to be illuminated
 - iv. To be setback 0.6m from the alignment of the kerb within a public road
- b) Awning fascia signs are not permitted to be used for on-premises advertisements or third party advertisements

3.7. Above awning signs

- a) Signs mounted on top of an awning or canopy, including real estate signs, are not permitted.

3.8. Top hamper signs

- a) Top hamper signs:
 - i. Are to have a maximum height of 3.5m above ground level (existing)
 - ii. Shall be restricted to one sign per premises, unless the consent authority considers the buildings frontage sufficient to accommodate more than one such sign
 - iii. May be permitted for an upper level tenancy that has a ground level entry to the street provided the sign does not contribute to sign clutter
 - iv. Should not extend below the transom of any doorway, or window, to which they are attached
- b) Illuminated or digital content signs are only permitted in shop windows subject to consent and compliance with the requirements of Clause 2.2 (Illuminated and animated signage) and Clause 3.10 (Digital content signs).

3.9. Window signs

- a) Window signs are to have a maximum height of 3.5m above ground level (existing)
- b) The size and location of window signs are to maintain active frontages by allowing views into and out of the premises
- c) Window signs should not occupy more than 20% or 6m² whichever is the lesser, of the area of all the window, door and hamper openings of the shop frontage,
- d) Illuminated or digital content signs are only permitted in shop windows subject to consent and compliance with the requirements of Clause 2.2 (Illuminated and animated signage) and Clause 3.10 (Digital content signs).

3.10. Digital content signs

- a) Digital content signs may be permitted in commercial zones (E1 and E2), and industrial zones (E4)
- b) Digital content signs in the E1 and E2 zones, and visible from a residential premises, are:
 - i. Not to operate between 10pm and 7am
 - ii. To have an image dwell time of at least 10 seconds, transition time of 0.1 seconds and not be animated
- c) Digital content signs are to be entirely within a building and setback at least 0.3m from the glass line. Council may consider reducing the setback for an interactive sign
- d) Digital content signs are to be included in the calculation of the area of window sign allowed under Clause 3.9 (Window signs)
- e) Any single digital content sign should not be larger than 1.5m² in area
- f) Digital content signs, including any animation, video or moving or changing images, are not to flash, strobe, pulsate, flicker or contain fast moving images. Any animation and motion of images is to be slow and smooth at all times
- g) Signs must not obstruct sightlines or compromise the safety of pedestrians, cyclists, or motorists, including by causing distraction near intersections or traffic signals
- h) Digital content signs must satisfy the requirements of Clause 2.2 (Illuminated and animated signage).

3.11. A-frame advertising

Note

A-frame advertising structures on Council footpaths are assessed against the *Local Government Act 1993* and *Roads Act 1993* through a land application form. Further information on obtaining Council approval for A-frame signs can be found at:

[A-Frame signs - Randwick City Council \(nsw.gov.au\)](https://www.randwick.nsw.gov.au/A-Frame-signs)

Development consent must be obtained for any proposed A-frame sign to be located adjacent to a classified road.

Controls

- a) The minimum footpath width to accommodate A-frame advertising is 3m
- b) A minimum 2m footpath clear zone for pedestrians is required
- c) Locate A-frame adjacent to the kerb line, with a minimum setback of 0.6m
- d) Provide a minimum 2m setback from a building corner, at intersections or at arcade entries
- e) The A-frame is to be a maximum height of 1.2m and width of 600mm
- f) A maximum of one sign is permitted per commercial business or multiple occupancy commercial tenancy
- g) Advertising structures must not restrict access to, any public utility
- h) Locate away from official traffic signs, so as not to distract drivers' attention or be confused with instructions given by traffic signals
- i) Be safely anchored, secured, and positioned so as not to pose a hazard or inconvenience to pedestrians
- j) Use durable, fade proof materials of a high aesthetic and professional quality
- k) Content must relate directly to an activity carried out on, or associated with the related business premises
- l) A-frame content must not substantially duplicate advertising or signage elsewhere within the footpath trading area or on the frontage of the associated indoor premises.

3.12. Signage on construction hoardings, scaffolding and cranes

- a) Signage on construction hoardings and scaffolding is to comply with the Council's guidelines for creative hoardings and/or conditions of consent for hoardings and scaffolding issued by the consent authority
- b) Third party advertisements on construction hoarding fences may be permitted subject to consent where:
 - (i) The third-party advertising is designed as an integrated component of creative hoardings for the development. The artwork is to satisfy Council's Public Art Plan requirements. The aggregate area of corporate branding and product image is not to exceed allocated surface area of the hoarding under Council's Public Art Plan
 - (ii) Third party advertising is, in the opinion of the consent authority, designed to be unified, consistent in presentation and of exceptionally high visual quality
- c) Signage on construction cranes is only to identify the name or logo of the crane owner, the development, the developer or the construction company
- d) Crane signs are not permitted to display any other content, including third party advertisements
- e) Signage on construction hoardings, scaffolding or cranes is not to extend beyond, or project outwards from, the hoarding, scaffolding or crane to which it is attached
- f) If illuminated, signage on construction hoardings, scaffolding or cranes is to comply with Section 2.2 (Illuminated and animated signage).

3.13. Other business identification signage

- a) Business identification signage that is not specified in this section may be considered where the signage is of high visual quality, appropriate in size, suitable in location and satisfies the objectives of this DCP Part.

4. Site specific controls

Objectives

1. Ensure signage is compatible with the intensity of use in each land use zone and does not detrimentally affect the appearance, use and amenity of the site or adjoining land
2. Ensure that signage complements and expresses the existing and desired future character of an area
3. Ensure signage maintains, enhances, and unifies the visual quality of the streetscape
4. Reduce the visual complexity and visual clutter of streetscapes by providing fewer, more effective signs
5. Ensure a co-ordinated approach to signage and advertising is taken where multiple occupancy of sites occurs
6. Ensure the environmental and scenic qualities are protected from inappropriate signage
7. Facilitate quality outdoor advertising and signage for identification and public information purposes of activities carried out or services provided on site
8. Allow for appropriate promotional and directional advertising and signage to identify both public and private recreation facilities.

4.1. Local centre zones

Controls

- a) The location, size and design of signage must integrate with the architectural detail of the building and act as a unifying element to the local centre
- b) Signage must not:
 - i. Obscure important architectural features
 - ii. Dominate the architecture of buildings
 - iii. Protrude from, or stand proud of, the awnings
 - iv. Project above any part of the building to which it is attached
 - v. Cover a large portion of the building façade
- c) Avoid fin signs, signage on canvas blinds, signage on roller shutters and projecting wall signs and large elevated solid panel business and building name signs including those fixed on parapets or roofs
- d) Ensure signs provide clear identification of premises for residents, visitors and customers
- e) All premises must display a street number. The height of these numbers should be legible but not a dominating feature, and no less than 0.3m presented in a clear readable font
- f) Signage must relate to the business being carried out on the property
- g) Original building names (on parapets, pediments, etc) should be preserved wherever possible
- h) Any signage structure or sign must have regard to the impact on residential occupants in terms of illumination and visual impact.

4.2. Residential zones

Controls

- a) Illuminated and digital signs are not permitted
- b) Signage must relate to the use of the building or land
- c) Minimise signage along boundaries common with residential properties
- d) Business identification signs (including those for a home business) must not be more than 1.5m² in area

Note

Proposals for signage on buildings operating as existing uses or business premises will be assessed against the controls relating to local centre zones.

Figure 8: Protect residential amenity. Avoid signs facing residential properties



Source: Randwick City Council 2022

4.3. Commercial centre zones

Introduction

Commercial centres face high demand for outdoor advertising, with businesses competing for limited advertising space. This pressure must be balanced against the potential visual clutter and loss of architectural integrity caused by excessive signage.

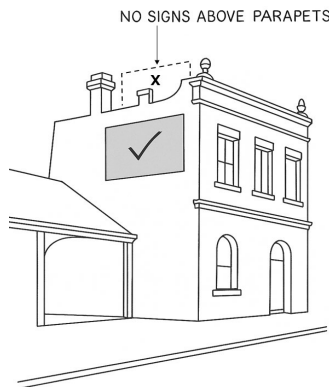
Note

Commercial centre zones include Randwick Junction, Maroubra Junction, Kensington and Kingsford.

Controls

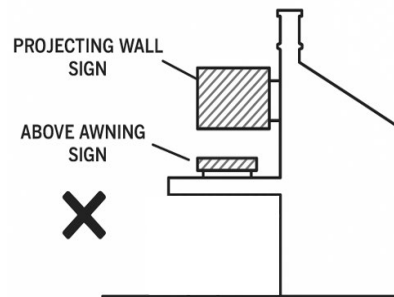
- a) In addition to the requirements of Clause 2.1 (Submission requirements), a signage plan is to be submitted as part of the redevelopment of sites. The signage plan is to address the following matters:
 - i. Alignment with the desired future character of the town centres
 - ii. Design excellence in terms of innovation, materiality, creativity, streetscape contribution and integration with the building design
 - iii. Relationship to the heritage character of heritage items and contributory buildings where applicable
 - iv. Whether signage will contribute to visual clutter
 - v. The public benefit of proposed signage
 - vi. Any impacts resulting from sign illumination on residential development and aircraft safety
 - vii. Cumulative impacts having regard to existing signage in the vicinity.
- b) Under awning signs are limited to one per shop, or one per 6m of shop frontage for larger premises. Under awning signs must be positioned so they do not prevent adjoining premises from installing signs in accordance with Clause 3.5. (Under awning signs)
- c) Pole or pylon signs must not exceed the height of adjoining or adjacent buildings, or 6m, whichever is the lower
- d) Fin, projecting wall and above awning signs (sitting on the awning) are not permitted
- e) The visual amenity and value of streetscapes should be protected through careful consideration of proposals for flush wall signage
- f) The size and shape of any signage must relate to the size of the building or space to which it is to be attached, or placed on. Larger building facades are capable of accommodating larger signs without detracting from the appearance of the building
- g) Signage should highlight and reinforce a building's architectural details. It must not dominate or obscure a building or its architectural features
- h) Roof signs and advertising structures must not 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)
- i) Upper level signs are best located at major focal points of a building only, to advertise arcades, plazas, etc, and to provide corporate identity for developments which contain a range of businesses
- j) Outdoor advertising on, or attached to, buildings must align and relate to the architectural design lines on a building façade or, in the absence of architectural detail or decoration, relate to the design lines of adjacent buildings

Figure 9: No signs above parapet



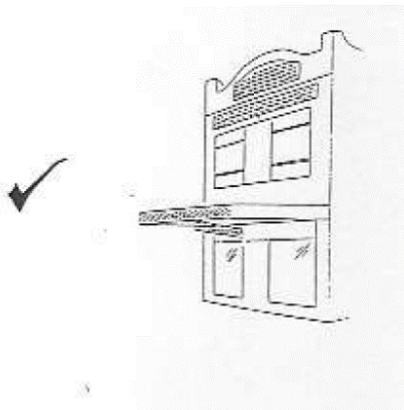
Source: Randwick City Council

Figure 10: Projecting wall signs, fin signs and above awning signs are unsuitable



Source: Randwick City Council

Figure 11: Fascia signs relative to the size of the building



Source: Randwick City Council

Figure 12: One under awning sign per shop



Source: Randwick City Council

4.4. Industrial zones

Controls

- The design and location of signage should provide for fewer, larger signs
- Signage should be integrated with onsite landscaping
- Signage should not visually dominate the area of building walls, parapets or landscaped areas
- 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
- Signage for each unit in a multiple occupancy development should be of a uniform size, shape and general presentation
- Signage must relate to the use of the building or land
- Avoid lines of bunting draped between poles and /or buildings.

4.5. Special purpose zones

Controls

- a) Signage must not be illuminated, flashing or animated except where it can be demonstrated that it will not obstruct or interfere with the surrounding environment, including traffic safety or public infrastructure
- b) Signage must be directly related to the lawful use of the site, designed and located so that it forms an integral part of the building or land upon which it is situated
- c) The number of signs should be kept to a minimum. Where possible signs should be grouped together. Avoid a proliferation of advertising material.

4.6. Environmental, recreation and rural zones

Controls

- a) The location, number and size of signs and the use of shapes, colours and construction materials should ensure that outdoor advertising is low key in appearance
- b) Signage must not be illuminated, flashing or animated except where it can be demonstrated that this would be for temporary periods only (e.g. scoreboards on sports fields) and measures are proposed to minimise impacts on surrounding properties
- c) Signage must relate to the activities carried out or facilities available on the land on which the sign is erected.

4.7. Kensington and Kingsford Town Centres

Explanation

Advertisements and signage are important elements of town centres and are a fundamental component of business communications. There is a need, however, to ensure that signage does not dominate or detract from the character of Kensington and Kingsford town centres.

The following additional planning controls are specific to Kensington and Kingsford town centres and are intended to encourage well designed and well positioned signs which contribute to the vitality and legibility of the public realm.

The controls are to be read in conjunction with Part D1 – Kensington and Kingsford of this DCP.

Objectives

- 1. Ensure that signage is well designed, sized and positioned in a consistent manner
- 2. Ensure that signage adds character to the streetscape and complements the architectural style and use of the buildings
- 3. Minimise visual clutter through signage proliferation
- 4. Have regard to the safety of road users including motorists, pedestrians, and public transport
- 5. Ensure that signage does not give rise to adverse cumulative impacts.

Controls

- a) All new DAs are to remove unsympathetic signage where possible
- b) Signs must not distract drivers, and not be located where drivers require a higher level of concentration, for example at major intersections
- c) Above awning signage, roof/sky signs and/or signs greater than 20m² are to:
 - i. Be compatible with the desired future character of each town centre

- ii. Be consistent with the scale and proportion of the building on which it is located and should not dominate the building or skyline
- iii. Respect the important design features, openings and articulation of the building on which it is situated
- iv. Not create adverse impacts when viewed from surrounding residential areas
- v. Result in an improvement to the building and streetscape
- vi. Demonstrate a clear public benefit and justification for the signage.

Note

Above awning signage, roof/sky signs and signs greater than 20m² are generally discouraged where they do not meet the objectives and controls set out in this clause.

4.8. Randwick Junction Town Centre

Explanation

Advertisements and signage are important elements of town centres and are a fundamental component of business communications. There is a need, however, to ensure that signage does not dominate or detract from the heritage character of the Randwick Junction Town Centre (RJTC).

The following additional planning controls are intended to encourage well designed and positioned signs which contribute to the vitality, legibility and heritage character of the public realm. This is particularly important for the numerous heritage and contributory items within RJTC.

The controls are to be read in conjunction with Part D2 – Randwick Junction of this DCP.

Objectives

1. Ensure that the signage is well designed, sized and positioned in a consistent manner
2. Ensure that the signage is complementary to the desired historic streetscape character and complements the architectural style, features and use of the buildings
3. Minimise visual clutter through signage proliferation, particularly above awning height
4. Have regard to the safety of road users including pedestrians, cyclists, public transport users and motorists
5. Ensure that signage does not give rise to adverse cumulative impacts.

Controls

- a) All new DAs are to remove unsympathetic signage where possible to enhance the heritage features of buildings
- b) Signs must not distract drivers, and be located where drivers require a higher level of concentration, for example at intersections
- c) Above awning signage and roof/sky signs are not permitted on heritage and contributory buildings unless the consent authority is satisfied that the sign is compatible and integrates with the heritage significance of the building on which it is situated
- d) Above awning signage will only be considered for new development on strategic sites and non-heritage/contributory sites where it is demonstrated that they:
 - i. Are compatible with the desired future character of RJTC
 - ii. Are consistent with the scale and proportion of the building on which it is located and should not dominate the building or skyline
 - iii. Respect the important design features, openings and articulation of the building on which it is situated
 - iv. Do not create adverse impacts when viewed from surrounding residential areas
 - v. Result in an improvement to the building and streetscape
 - vi. Demonstrate a clear public benefit and justification for the signage.

Note

Randwick Junction is within a heritage conservation area and high level signs detract from the valued heritage character. Consequently, above awning signage is generally discouraged where they do not meet the objectives and controls set out in this clause.

