



Wagga Wagga City Council

Sportsground Sponsorship
Signage Strategy

Wagga Wagga City Council

Sportsground Sponsorship Signage Strategy

Contents

		Page
	Overview	2
1.	Venues	2
2.	Scope of areas permitted for the display of corporate advertising	2
3.	Crown Land / Town Planning issues	4
4.	Sponsorship signage dimensions	4
5.	Sponsorship restrictions	4
6.	Approval process for Sponsorship signage at venues	5
7.	Use of Sponsorship signage income	5
8.	Partnerships between Council and Sporting Clubs	5
9.	Sporting Clubs rights to sell sponsorship	5
10.	Naming Rights Sponsorship agreements	6
11.	'Clean' venue considerations	6
12.	Other Conditions	6
13.	State Planning Legislation considerations	6
	Appendices	
	Appendix 1 - Images of areas at Council venues where sponsorship advertising signage is permitted to be displayed.	
	Appendix 2 - State Environmental Planning Policy (SEPP) (Section Number 64 – Advertising and Signage)	
	Appendix 3 - Wagga Wagga Local Environmental Plan (LEP)	
	Appendix 4 - Wagga Wagga Development Control Plan (DCP)	

Wagga Wagga City Council

Sportsground Sponsorship Signage Strategy

Overview

The following strategy aims to provide details on the opportunities and limitations associated with the potential sale of sponsorship signage advertising rights for Council Sportsgrounds. It has been created due to Council identifying the potential opportunity to generate revenue for the maintenance and improvement of venues through the sale of additional sponsorship signage at venues, and through sporting clubs approaching Council requesting that they be afforded the opportunity to sell additional sponsorship signage at venues.

It should be noted that under past practice Council has allowed sports clubs to sell sponsorship signage rights to prospective businesses for the Council venues which they generally occupy under a Seasonal User Group allocation arrangement. This practice has predominantly had no involvement from Council. The user groups have collected all revenue generated from the sale of any sponsorship arrangement and are responsible for all maintenance associated with any signage.

This strategy document does not seek significantly change the arrangements for the sale of sponsorship signage on venue field of play perimeter fence signage. Rather, the document aims to provide Council, and sports clubs alike, with the opportunity to sell additional signage locations at Council sportsgrounds to interested businesses in order to generate revenue which will then be used to improve the sporting venues. The strategy also aims to provide equity in the selling of advertising sponsorships where a venue is utilised by multiple sports clubs.

1. Venues

The following Council Sportsgrounds have been identified for the sale of corporate advertising space in addition to that which has traditionally been sold on the playing surface perimeter fence:

- Robertson Oval (including Bolton Park Tennis Centre)
- Jubilee Park (including Conolly Rugby Complex)
- Wagga Wagga Exhibition Centre (including McDonalds Park, Parramore Park, Netball Centre)

2. Scope of areas permitted for the display of corporate advertising

The following areas have been identified as being suitable for the display of corporate advertising signage at each of the venues to ensure a balance between the desire to obtain revenue from the sale of signage, versus over commercialising the venues:

- Robertson Oval

- The oval perimeter fence.
- The southern safety barrier netting on Edward Street facing inwards to the venue, given a suitable method of erecting and displaying signage can be created.
- The northern safety barrier netting near the Oasis Diving Pool, given a suitable method of erecting and displaying signage can be created.
- The southern facing wall of the Bolton Park Stadium complex facing into Robertson Oval.
- The Coaches Box wall facing east into the venue.
- Signage above or below the Scoreboard located on the eastern side of the venue.
- Bolton Park
 - On the western facing wall of the Jim Elphick Tennis Centre building, effectively facing into the Robertson Oval venue.
- Jubilee Park
 - On the fence of the Hockey fields either facing internally or externally.
 - Around the touch fields noting that any proposed signage would need to have an appropriate support structure erected for it in order to facilitate its display.
- Conolly Rugby Complex
 - On the perimeter fence of Field 1
 - On the southern boundary fence facing into the venue on Field 1 and 2
 - On the eastern and northern boundary fence facing into the venue on Field 2
- Wagga Wagga Exhibition Centre – McDonalds Park
 - On the field perimeter fence
 - On the venue perimeter fence facing into the venue
 - On the top of the eastern spectator bank noting that this will require the construction of an appropriate support structure
- Wagga Wagga Exhibition Centre - Parramore Park
 - On the venue perimeter fence facing into the venue
 - On the top of the western spectator bank facing into the venue noting that this will require the construction of an appropriate support structure
- Wagga Wagga Exhibition Centre - Netball Centre
 - On the venue perimeter fence facing into the venue

Refer to **Appendix 1** for images of the suggested locations at each venue where it is proposed that corporate advertising signage be permitted to be displayed.

In addition to the above areas Council reserves the right to consider the display of corporate advertising signage at other venues, in other areas within the above venues, and to offer the potential for new structures to be erected for the sole purpose of having signage displayed on them.

3. Crown Land / Town Planning issues

It should be noted that venues which are on Crown Land under the control of Council require that sponsorship signage is not displayed directly towards a road. For example, in the case of Robertson Oval signage is not permitted to be displayed on the fence on Edward Street facing south directly towards the highway. Additionally, any signage erected within the venue should not be displayed with the intent of capturing the attention of motorists or individuals outside of the venue.

The State Environmental Planning Policy No-64 – Advertising and Signage governs what is permissible on Crown Land. Council is guided by this document in relation to Crown Land parcels and will also use it as a guide for other venues. Refer to **Appendix 2** for the copy of this document.

4. Sponsorship signage dimensions.

Council wishes to have a consistent guide for the dimensions of sponsorship signage at all its venues in order to ensure a consistent appearance within and across these venues. This approach is aimed at also helping to make the production of signage consistent and more cost effective for potential sponsors. The following are the preferred dimensions for sponsorship signage at various locations within the venues, noting that Section 2.5 of the Wagga Wagga Development Control Plan does not permit signage over 45 square metres in size:

Location	Preferred Dimensions
Field of play perimeter fence	6m long x 1m tall
Signage erected on a spectator bank or venue perimeter fence	8m long x 2m tall
Signage erected on safety barrier netting at Robertson Oval	No greater than 45 square metres
Signage erected on the Coaches Box at Robertson Oval	8m long x 2m tall
Signage erected on the Stadium wall at Robertson Oval	No greater than 45 square metres

5. Sponsorship restrictions

It should be noted that certain restrictions will be in place to ensure that only appropriate products and companies are permitted to display advertising at Council venues. Sponsorship signage which involves tobacco, illegal drugs, items of a sexually explicit nature, or any other item which Council deems as inappropriate for display at a public recreation facility will not be permitted.

6. Approval process for Sponsorship signage at venues.

Council will receive information on prospective sponsorship signage companies from an appointed marketing company responsible for selling the identified signage properties. When Council receives notification of a sponsorship opportunity, information on the company and proposed signage will be provided to Council's Manager, Environment and Recreation for approval. It will then be forwarded to Council's Director of Environmental and Community Services for approval, after which a memorandum will be provided to Council's E-Team to confirm the details of the proposal and to seek final endorsement.

Sports clubs wishing to install perimeter fencing sponsorship signage in accordance with this strategy will be required to submit a request including artwork and signage specification prior to installation. These requests will be assessed by Council's Environment and Recreation Division.

7. Use of Sponsorship signage income.

It is proposed that any income which is generated through the sale of sponsorship signage at sports venues by Council will, in the first instance, be directly used for the improvements at the venue at which the signage is displayed. If there are no identified projects for the allocation of funds at the venue in question, then it is recommended that the revenue generated will be consolidated into a recreation services budget reserve for use on other identified capital works items at other sportsgrounds as approved by resolution of Council.

User groups at each of the venues in question will be given the opportunity to identify suitable projects for the potential prioritisation/allocation of funds. Council's Environment and Community Services Directorate will undertake this consultation and prioritisation process.

8. Partnerships between Council and Sporting Clubs

It is recognised that there may be opportunities for Council and Sporting Clubs to enter into partnerships to secure appropriate sponsors. Sporting Clubs have a strong network of contacts within the business community and may be able to readily identify businesses that support the primary sport/s which are played at the venue, and as such are keen to advertise at the location. In these cases Council or the appointed marketing company will negotiate with the Sporting Club in relation to the possible partnership opportunity and expectations in relation to the use / allocation of any revenue.

9. Sporting Clubs rights to sell sponsorship

The adoption of this policy is not intend to stop or limit the ability of sporting clubs to sell sponsorship signage as per current standard practices around field perimeter fences. Council recognises that the ability for sporting clubs to use sponsorship signage represents an important revenue stream and/or in recognition of in-kind works completed. This document aims to provide Council with the ability to do the

same and to look at further signage opportunities, which the sporting clubs will also be able to consider in partnership with Council.

At sporting venues that are multi-use Council's Environment and Community Services Directorate will in consultation with all individual venue stakeholders determine an equal allocation of perimeter fencing where sponsorship signage can be sold by each of the user groups.

10. Naming Rights Sponsorship agreements

Council also reserves the right to sell the Naming Rights to sporting venues to appropriate companies. Should Council wish to sell this property then appropriate consultation with the user group/s will occur, along with prioritisation of the expenditure items that the funding will be used for. In the case of a potential Naming Rights Sponsorship agreement the approval process detailed in item 6 above will apply, with the added step that a report will be prepared for the consideration of Council at a Policy and Strategy Meeting.

11. 'Clean' venue considerations

Particularly in the case of Robertson Oval and McDonalds Park, and to a lesser extent at other Council venues, consideration needs to be given to providing a 'clean' venue free of sponsorship signage for major events.

In order to secure major events at certain venues it may be required that some or all of the existing signage at a venue is removed prior to the event. On this basis any signage that is erected at the identified venues should be fixed to the given locations in a non-permanent manner or able to be covered relatively easily. Additionally, any negotiation with a prospective company and subsequent agreement entered into will need to specify that they may not have the right to have their signage on display during a major event at the venue.

12. Other Conditions

Other conditions which will need to be stipulated as part of any agreement with a prospective sponsor will include, but not be limited to the following:

- Period of the agreement
- Right to remove signage
- Who pays for production and installation
- Maintenance of the signage
- Signage removal responsibility

13. State Planning Legislation considerations:

Advice from Council's Planning Directorate in relation to signage has confirmed that the overriding document governing restrictions in relation to advertising signage is the **State Environmental Planning Policy No.64 (Advertising and Signage)** (refer to **Appendix 2**) followed by the **Wagga Wagga Local Environmental Plan 2010**

(refer to Appendix 3) and then the **Wagga Wagga Development Control Plan 2010** (refer to Appendix 4).

How 'signage' is defined within these documents is not straightforward. Given there is not a consistent definition amongst the abovementioned three (3) documents and how they use the definitions. It has been suggested by Council's Planning Directorate that the definitions provided within the SEPP be used in preference to the others.

The relevant sections of the documents are as follows:

- SEPP – whole document
- WWLEP – Schedule 2 Exempt Development
- WWDCP – Section 2.5 and appendix 1

Those clauses within the SEPP that have been deemed most relevant to the display of sponsorship signage at sports grounds have been included below:

10 Prohibited advertisements

- (1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:

environmentally sensitive area

heritage area (excluding railway stations)

natural or other conservation area

open space

waterway

residential (but not including a mixed residential and business zone, or similar zones)

scenic protection area

national park

nature reserve

- (2) This clause does not apply to the following:

- (a) the Mount Panorama Precinct,

- (b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.

17 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground

- (1) This clause applies to an advertisement:

- (a) that has a display area greater than 20 square metres, or

- (b) that is higher than 8 metres above the ground.

- (2) The display of an advertisement to which this clause applies is advertised development for the purposes of the Act.

- (3) The consent authority must not grant consent to an application to display an advertisement to which this clause applies unless:

- (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and
- (b) the application has been advertised in accordance with section 79A of the Act, and
- (c) the consent authority gave a copy of the application to the RTA at the same time as the application was advertised in accordance with section 79A of the Act if the application is an application for the display of an advertisement to which clause 18 applies.

18 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road

- (1) This clause applies to the display of an advertisement to which clause 17 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.
- (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of the RTA.
- (3) In deciding whether or not concurrence should be granted, the RTA must take into consideration:
 - (a) the impact of the display of the advertisement on traffic safety, and
 - (b) the Guidelines.
 - (c) (Repealed)
- (4) If the RTA has not informed the consent authority within 21 days after the copy of the application is given to it under clause 17 (3) (c) (ii) that it has granted, or has declined to grant, its concurrence, the RTA is taken to have granted its concurrence.
- (5) Nothing in this clause affects clause 16.
- (6) This clause does not apply when the Minister for Planning is the consent authority.

19 Advertising display area greater than 45 square metres

The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless:

- (a) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or
- (b) in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.

Appendices

Appendix 1 – Images of areas at Council venues where sponsorship advertising signage is permitted to be displayed.

Appendix 2 – State Environmental Planning Policy (SEPP) (Section Number 64 – Advertising and Signage)

Appendix 3 – Wagga Wagga Local Environmental Plan (LEP)

Appendix 4 – Wagga Wagga Development Control Plan (DCP)

Appendix 1

Images of areas at Council venues where sponsorship advertising signage is permitted to be displayed

Robertson Oval



The southern safety barrier netting on Edward Street facing inwards to the venue given a suitable method of erecting and displaying signage can be created.



The northern safety barrier netting near the Oasis Diving Pool given a suitable method of erecting and displaying signage can be created.

Robertson Oval



The southern facing wall of the Bolton Park Stadium complex facing into Robertson Oval.



The Coaches Box wall facing east into the venue.

Robertson Oval



Signage above or below the Scoreboard located on the eastern side of the venue.



The oval perimeter fence.

Jim Elphick Tennis Centre



On the western facing wall of the Jim Elphick Tennis Centre, effectively facing into the Robertson Oval venue.

McDonalds Park



On the field perimeter fence.

McDonalds Park



On the field perimeter fence.

On the top of the eastern spectator bank noting that this will require the construction of an appropriate support structure.

McDonalds Park



On the field perimeter fence.
On the venue perimeter fence facing into the venue.

Parramore Park



On the top of the western spectator bank facing into the venue noting that this will require

Parramore Park



On the venue perimeter fence facing into the venue.

Wagga Wagga Netball Centre



On the venue perimeter fence facing into the venue.

Conolly Rugby Complex



On the western perimeter fence of Field 1.

Conolly Rugby Complex



On the southern boundary fence facing into the venue on Field 1 and 2.



On the eastern boundary fence facing into the venue on Field 2

Conolly Rugby Complex



On the northern boundary fence facing into the venue on Field 1 and 2

Jubilee Park



Around the touch fields noting that any proposed signage would need to have an appropriate support structure erected for it in order to facilitate its display.



On the fence of the Hockey fields either facing internally or externally.

Jubilee Park



On the fence of the Hockey fields either facing internally or externally.

Appendix 2

State Environmental Planning Policy No 64—Advertising and Signage

Appendix 2

State Environmental Planning Policy No 64—Advertising and Signage

Current version for 1 October 2011 to date (accessed 28 June 2013 at 11:21)

[Status information](#)



Status information

Currency of version

Current version for 1 October 2011 to date (accessed 28 June 2013 at 11:21).

Legislation on this site is usually updated within 3 working days after a change to the legislation.

Provisions in force

The provisions displayed in this version of the legislation have all commenced. See [Historical notes](#)

Authorisation

This version of the legislation is compiled and maintained in a database of legislation by the Parliamentary Counsel's Office and published on the NSW legislation website, and is certified as the form of that legislation that is correct under section 45C of the [Interpretation Act 1987](#).

File last modified 1 October 2011.



Part 1 Preliminary

1 Name of Policy

This Policy is *State Environmental Planning Policy No 64—Advertising and Signage*.

2 Commencement

This Policy commences on 16 March 2001.

3 Aims, objectives etc

- (1) This Policy aims:
 - (a) to ensure that signage (including advertising):

- (i) is compatible with the desired amenity and visual character of an area, and
- (ii) provides effective communication in suitable locations, and
- (iii) is of high quality design and finish, and
- (b) to regulate signage (but not content) under Part 4 of the Act, and
- (c) to provide time-limited consents for the display of certain advertisements, and
- (d) to regulate the display of advertisements in transport corridors, and
- (e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.
- (2) This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.

4 Definitions

- (1) In this Policy:

advertisement means signage to which Part 3 applies and includes any advertising structure for the advertisement.

advertising display area means, subject to subclause (2), the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures.

advertising industry means the Outdoor Media Association and includes, in relation to a locality, a body that represents businesses that manage advertising in the locality.

advertising structure means a structure or vessel that is principally designed for, or that is used for, the display of an advertisement.

associated road use land, in relation to a road, means:

- (a) land on which road infrastructure associated with the road is located, or
- (b) land that is owned, occupied or managed by the roads authority for the road and that is used for road purposes or associated purposes (such as administration, workshop and maintenance facilities, bus interchanges and roadside landscaping).

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

building wrap advertisement means an advertisement used in association with the covering or wrapping of:

- (a) a building or land, or
- (b) a building that is under construction, renovation, restoration or demolition, but does not include a wall advertisement.

business identification sign means a sign:

- (a) that indicates:
 - (i) the name of the person, and
 - (ii) 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 include any advertising relating to a person who does not carry on business at the premises or place.

classified road means a road classified under Part 5 of the Roads Act 1993.

consent authority means the consent authority determined in accordance with clause 12.

display includes the erection of a structure for the purposes of display and the use of land, or a building on land, for the purposes of display.

freestanding advertisement means an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports.

Guidelines means the provisions of the publication titled *Transport Corridor Outdoor Advertising and Signage Guidelines* approved by the Minister for the purposes of this Policy, as in force and as published in the Gazette on the date of publication in the Gazette of *State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2)*.

Editorial note. For the *Transport Corridor Outdoor Advertising and Signage Guidelines* see Gazette No 98 of 3.8.2007, p 5413.

Mount Panorama Precinct means the land shown edged heavy black on the map marked “State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 1)” deposited in the principal office of the Department of Planning.

navigable waters has the same meaning as in the Marine Safety Act 1998.

product image means any words, letters, symbols or images that identify a product or corporate body, but does not include any object to which the words, letters, symbols or images are attached or appended.

public art policy means a policy adopted by a consent authority, in a development control plan or otherwise, that establishes forms and locations for art works in the public domain.

RailCorp means Rail Corporation New South Wales constituted under the Transport Administration Act 1988.

railway corridor means the following land:

- (a) land on which railway track and associated railway infrastructure is located (including stations and platforms),
- (b) land that is adjacent to land referred to in paragraph (a) and that is owned, occupied or managed by RailCorp and used for railway purposes or associated purposes (such as administration, workshop and maintenance facilities and bus interchanges),
- (c) land zoned for railway (including railway corridor) purposes under an environmental planning instrument,
- (d) land identified as a railway corridor in an approval of a transitional Part 3A project (within the meaning of Schedule 6A to the Act), an approval to carry out State significant infrastructure or a development consent given by the Minister.

road corridor means the following land:

- (a) land comprising a classified road or a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, and associated road use land that is adjacent to such a road,
- (b) land zoned for road purposes under an environmental planning instrument,
- (c) land identified as a road corridor in an approval of a transitional Part 3A project (within the meaning of Schedule 6A to the Act), an approval to carry out State significant infrastructure or a development consent given by the Minister.

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

RTA means the Roads and Traffic Authority constituted under the Transport Administration Act 1988.

signage means all signs, notices, devices, representations and advertisements that advertise or promote 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:

- (a) building identification signs, and
 - (b) business identification signs, and
 - (c) advertisements to which Part 3 applies,
- but does not include traffic signs or traffic control facilities.

special promotional advertisement means an advertisement for an activity or event of a civic or community nature, but does not include a wall advertisement.

the Act means the Environmental Planning and Assessment Act 1979.

transport corridor land means the following land:

- (a) land comprising a railway corridor,
- (b) land comprising a road corridor,
- (c) land zoned industrial under an environmental planning instrument and owned, occupied or managed by the RTA or RailCorp.

wall advertisement means an advertisement that is painted on or fixed flat to the wall of a building, but does not include a special promotional advertisement or building wrap advertisement.

- (2) The advertising display area of an advertising structure that contains advertising on two or more sides is to be calculated separately for each side and is not the sum of the display areas on all sides.
- (3) In this Policy, a reference to a zone, in relation to an environmental planning instrument, is a reference to an area, reserve or zone (within the meaning of the instrument) identified in the instrument by the words or expressions used in this Policy to describe the zone or by like descriptions or by descriptions that incorporate any of those words or expressions.
- (4) Notes in this Policy do not form part of it.

5 Area of application of this Policy

- (1) This Policy applies to the whole of the State.
- (2) Without limiting subclause (1), this Policy applies to all land and structures within the State and all vessels on navigable waters.
- (3) Despite subclause (1), this Policy does not apply to the following land:

Land to which State Environmental Planning Policy (Kosciuszko National Park—Alpine Resorts) 2007 applies

Land to which State Environmental Planning Policy (Western Sydney Parklands) 2009 applies

6 Signage to which this Policy applies

- (1) This Policy applies to all signage:
 - (a) that, under another environmental planning instrument that applies to the signage, can be displayed with or without development consent, and
 - (b) is visible from any public place or public reserve, except as provided by this Policy.
- Note.** *Public place* and *public reserve* are defined in section 4 (1) of the Act to have the same meanings as in the Local Government Act 1993.
- (2) This Policy does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Policy.

7 Relationship with other environmental planning instruments

In the event of an inconsistency between this Policy and another environmental planning instrument, whether made before or after this Policy, this Policy prevails to the extent of the inconsistency.

Note. This Policy will have the effect of modifying, and having paramountcy over, the provisions of some other environmental planning instruments that permit the display of signage with or without development consent. This is particularly so in the case of large advertisements, being advertisements of the kind referred to in Part 3. This Policy (other than clause 16) will not override a prohibition on the display of signage that is contained in another environmental planning instrument. Because of some provisions, such as clauses 10 and 21, it may add prohibitions on advertising if the advertising is proposed to be displayed in certain circumstances, such as on environmentally sensitive or environmentally significant land or in the form of a roof or sky advertisement.

Part 2 Signage generally

8 Granting of consent to signage

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:

- (a) that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1.

Part 3 Advertisements

Division 1 General

9 Advertisements to which this Part applies

This Part applies to all signage to which this Policy applies, other than the following:

- (a) business identification signs,
- (b) building identification signs,
- (c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,
- (d) signage on vehicles.

10 Prohibited advertisements

- (1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:

environmentally sensitive area

heritage area (excluding railway stations)

natural or other conservation area

open space

waterway

residential (but not including a mixed residential and business zone, or similar zones)

scenic protection area

national park

nature reserve

- (2) This clause does not apply to the following:

- (a) the Mount Panorama Precinct,

- (b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.

Division 2 Control of advertisements

11 Requirement for consent

A person must not display an advertisement, except with the consent of the consent authority or except as otherwise provided by this Policy.

12 Consent authority

For the purposes of this Policy, the consent authority is:

- (a) the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or
- (b) the Maritime Authority of NSW in the case of an advertisement displayed on a vessel, or
- (c) the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp on a railway corridor, or
- (d) the Minister for Planning in the case of an advertisement displayed by or on behalf of the RTA on:
- (i) a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or
- (ii) a bridge constructed by or on behalf of the RTA on any road corridor, or
- (iii) land that is owned, occupied or managed by the RTA, or
- (e) the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.

13 Matters for consideration

- (1) A consent authority (other than in a case to which subclause (2) applies) must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires:
 - (a) is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
 - (b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and
 - (c) satisfies any other relevant requirements of this Policy.
- (2) If the Minister for Planning is the consent authority or clause 18 or 24 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires:
 - (a) is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
 - (b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 1 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of:
 - (i) design, and
 - (ii) road safety, and
 - (iii) the public benefits to be provided in connection with the display of the advertisement, and
 - (c) satisfies any other relevant requirements of this Policy.
- (3) In addition, if clause 18 or 24 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.

14 Duration of consents

- (1) A consent granted under this Part ceases to be in force:
 - (a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or
 - (b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.
- (2) The consent authority may specify a period of less than 15 years only if:
 - (a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or
 - (b) the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or
 - (c) the specification of a lesser period is required by another provision of this Policy.

Division 3 Particular advertisements

15 Advertisements on rural or non-urban land

- (1) This clause applies to land that, under an environmental planning instrument, is within a rural or non-urban zone and on which an advertisement may be displayed with the consent of the consent authority.
- (2) Except in a case to which subclause (3) applies, the consent authority must not grant consent to display an advertisement on land to which this clause applies:
 - (a) unless a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct in consultation with:

- (i) the advertising industry and any body that is representative of local businesses, such as a chamber of commerce, and
- (ii) if the land to which the development control plan relates is within 250 metres of a classified road, the Roads and Traffic Authority, and the display of the advertisement is consistent with the development control plan, or
- (b) if no such development control plan is in force, unless:
 - (i) the advertisement relates to the land on which the advertisement is to be displayed, or to premises situated on that land or adjacent land, and
 - (ii) specifies one or more of the following particulars:
 - (A) the purpose for which the land or premises is or are used,
 - (B) the identification of a person residing or carrying on an occupation or business on the land or premises,
 - (C) a description of an occupation or business referred to in sub-subparagraph (B),
 - (D) particulars of the goods or services dealt with or provided on the land or premises, or
 - (E) (Repealed)
- (c) if no such development control plan is in force, unless the advertisement is a notice directing the travelling public to tourist facilities or activities or to places of scientific, historical or scenic interest.
- (3) In the case of an application to display an advertisement on transport corridor land when the Minister is the consent authority, the consent authority must not grant consent to display an advertisement on land to which this clause applies unless the consent authority is satisfied that the advertisement is consistent with the Guidelines.

16 Transport corridor land

- (1) Despite clause 10 (1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases:
 - (a) the display of an advertisement by or on behalf of RailCorp on a railway corridor,
 - (b) the display of an advertisement by or on behalf of the RTA on:
 - (i) a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or
 - (ii) a bridge constructed by or on behalf of the RTA on any road corridor, or
 - (iii) land that is owned, occupied or managed by the RTA and that is within 250 metres of a classified road,
 - (c) the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.
- (2) Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.
- (3) The Minister must not grant consent to the display of an advertisement in such a case unless:
 - (a) the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and
 - (b) the advice of any design review panel appointed by the Minister has been considered by the Minister, and
 - (c) the Minister is satisfied that the advertisement is consistent with the Guidelines.
- (4) This clause does not apply to the display of an advertisement if:

- (a) the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines, or
- (b) the display of an advertisement on the land concerned is prohibited by a local environmental plan made after the commencement of *State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2)*.

17 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground

- (1) This clause applies to an advertisement:
 - (a) that has a display area greater than 20 square metres, or
 - (b) that is higher than 8 metres above the ground.
- (2) The display of an advertisement to which this clause applies is advertised development for the purposes of the Act.
- (3) The consent authority must not grant consent to an application to display an advertisement to which this clause applies unless:
 - (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and
 - (b) the application has been advertised in accordance with section 79A of the Act, and
 - (c) the consent authority gave a copy of the application to the RTA at the same time as the application was advertised in accordance with section 79A of the Act if the application is an application for the display of an advertisement to which clause 18 applies.

18 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road

- (1) This clause applies to the display of an advertisement to which clause 17 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.
- (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of the RTA.
- (3) In deciding whether or not concurrence should be granted, the RTA must take into consideration:
 - (a) the impact of the display of the advertisement on traffic safety, and
 - (b) the Guidelines.
 - (c) (Repealed)
- (4) If the RTA has not informed the consent authority within 21 days after the copy of the application is given to it under clause 17 (3) (c) (ii) that it has granted, or has declined to grant, its concurrence, the RTA is taken to have granted its concurrence.
- (5) Nothing in this clause affects clause 16.
- (6) This clause does not apply when the Minister for Planning is the consent authority.

19 Advertising display area greater than 45 square metres

The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless:

- (a) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or
- (b) in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.

20 Location of certain names and logos

- (1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.
- (2) If the advertising display area has no border or surrounds, any such name or logo is to be located:
 - (a) within the advertisement, or
 - (b) within a strip below the advertisement that extends for the full width of the advertisement.
- (3) The area of any such name or logo must not be greater than 0.25 square metres.
- (4) The area of any such strip is to be included in calculating the size of the advertising display area.

21 Roof or sky advertisements

- (1) The consent authority may grant consent to a roof or sky advertisement only if:
 - (a) the consent authority is satisfied:
 - (i) that the advertisement replaces one or more existing roof or sky advertisements and that the advertisement improves the visual amenity of the locality in which it is displayed, or
 - (ii) that the advertisement improves the finish and appearance of the building and the streetscape, and
 - (b) the advertisement:
 - (i) is no higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and
 - (ii) is no wider than any such part, and
 - (c) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct and the display of the advertisement is consistent with the development control plan.
- (2) A consent granted under this clause ceases to be in force:
 - (a) on the expiration of 10 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or
 - (b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.
- (3) The consent authority may specify a period of less than 10 years only if:
 - (a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or
 - (b) the area is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed roof or sky advertisement would be inconsistent with that change.

22 Wall advertisements

- (1) Only one wall advertisement may be displayed per building elevation.
- (2) The consent authority may grant consent to a wall advertisement only if:
 - (a) the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and
 - (b) for a building having:
 - (i) an above ground elevation of 200 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and
 - (ii) an above ground elevation of more than 100 square metres but less than 200 square metres—the advertisement does not exceed 20 square metres, and
 - (iii) an above ground elevation of 100 square metres or less—the advertisement does not exceed 20% of the above ground elevation, and

- (c) the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and
 - (d) the advertisement does not protrude above the parapet or eaves, and
 - (e) the advertisement does not extend over a window or other opening, and
 - (f) the advertisement does not obscure significant architectural elements of the building, and
 - (g) a building identification sign or business identification sign is not displayed on the building elevation.
- (2A) In the case of the display of a wall advertisement on transport corridor land, subclause (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.
- (3) In this clause, ***building elevation*** means an elevation of a building as commonly shown on building plans.

23 Freestanding advertisements

- (1) The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.
- (2) This clause does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under clause 15.

24 Advertisements on bridges

- (1) A person may, with the consent of the consent authority, display an advertisement on a bridge.
- (2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.
- (3) (Repealed)

25 Special promotional advertisements

- (1) A person may, with the consent of the consent authority, display a special promotional advertisement on land zoned for business, commercial or industrial purposes.
- (2) The consent authority may grant consent only if:
 - (a) a development control plan applies to the land on which the special promotional advertisement is to be displayed that has been made having regard to a public art policy of the consent authority and the display of the advertisement is consistent with the development control plan, and
 - (b) the display of the advertisement is limited in time to a total of 3 months in any 12-month period, and
 - (c) any product image or corporate branding does not occupy more than 5% of the advertising display area and accords with the public art policy of the consent authority.
- (3) A special promotional advertisement may cover the entire facade or hoarding of a building or site, subject to this clause.

26 Building wrap advertisements

- (1) A person may, with the consent of the consent authority, display a building wrap advertisement on land zoned for business, commercial or industrial purposes.
- (2) The consent authority may grant consent only if:

- (a) a development control plan applies to the land on which the building wrap advertisement is to be displayed that has been made having regard to a public art policy of the consent authority and the display of the advertisement is consistent with the development control plan, and
- (b) the display of the advertisement is limited in time to a maximum of 12 months, and
- (c) any product image or corporate branding does not occupy more than 5% of the advertising display area and accords with the public art policy of the consent authority.
- (2A) In the case of the display of a building wrap advertisement on transport corridor land, subclause (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.
- (3) A building wrap advertisement may cover the entire facade or hoarding of a building or site, subject to this clause.

27 Advertisements within navigable waters

- (1) An advertisement within any navigable waters is prohibited, except an advertisement on a vessel that is ancillary to the dominant purpose of the vessel.
- (2) A person may, with the consent of the consent authority, display an advertisement on a vessel that is ancillary to the dominant purpose of the vessel.
- (3) In this clause, *vessel* means any ship, lighter, barge, boat, raft or craft, and any floating object or apparatus used wholly or in part for the conveyance of persons or things by water, of whatever description and however navigated, and includes amphibious vessels, seaplanes, hydroplanes, hydrofoils, hovercraft, sunken or stranded vessels, and the wreck or remains of any vessel.

28 Application of provisions of this Division

If more than one provision of this Division is capable of applying to the display of an advertisement, each such provision applies.

Note. It may be, for example, that clause 19 will apply to the display of an advertisement in addition to clauses 17 and 18, or that clause 23 will apply in addition to clause 17, 18 or 19.

Part 4 Miscellaneous

29 Advertising design analysis

- (1) A council, in preparing an advertising design analysis for an area or locality for the purposes of clause 15, 19 or 21, is to include an analysis of the following:
 - (a) the existing character of the area or locality, including built forms and landscapes,
 - (b) the key positive features of the existing character of the area or locality,
 - (c) the desired future character of the area or locality,
 - (d) the role of outdoor advertising.
- (2) In undertaking an advertising design analysis (not being an advertising design analysis referred to in clause 15 (2) (a)), the council must consult with the advertising industry and local businesses.

30 (Repealed)

31 Consultation with RTA

In the preparation of a draft local environmental plan under Division 4 of Part 3 of the Act that makes provision for or with respect to signage or advertising to which this Policy applies within 250 metres of a classified road, a council should consult with the Roads and Traffic Authority.

32 Applications made before the commencement of this Policy

An application made to a consent authority before the commencement of this Policy for consent to display an advertisement that has not been determined before that commencement is to be determined in accordance with this Policy.

32A Savings for development applications made before SEPP No 64— Advertising and Signage (Amendment No 2)

An application made to a consent authority before the commencement of *State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2)* for consent to display an advertisement that has not been determined before that commencement is to be determined as if that Policy had not been made.

33 Exempt development

(1) Advertisements on transport corridor land

The following development on transport corridor land is exempt development when carried out by or on behalf of the RTA or RailCorp:

- (a) display of an advertisement in an underground railway station or railway tunnel,
- (b) display of an advertisement at a railway station or bus station if the advertisement is visible primarily from within the railway corridor or bus station,
- (c) removal of existing signage,
- (d) modifications to existing signage on transport corridor land carried out to meet occupational health and safety requirements and that do not increase the advertising display area of the signage.

(2) Electoral matter relating to Federal, State or local government elections

The display of any poster that contains electoral matter in relation to an election is exempt development if the poster:

- (a) is no larger than 8,000 square centimetres, and
 - (b) is displayed by or on behalf of a candidate at the election or the party (if any) of any such candidate, and
 - (c) is displayed in accordance with any requirements of the Act under which the election is held, and
 - (d) is displayed only during the relevant period.
- (3) In subclause (2):

election means an election held under the *Commonwealth Electoral Act 1918* of the Commonwealth, the *Parliamentary Electorates and Elections Act 1912* or the *Local Government Act 1993*.

electoral matter means:

- (a) any matter that is intended or calculated or likely to affect (or is capable of affecting) the result of an election or that is intended or calculated or likely to influence (or is capable of influencing) an elector in relation to the casting of his or her vote at an election, and
- (b) the picture of a candidate at an election, along with the candidate's name and the name of the party (if any) of any such candidate.

relevant period, in relation to an election, means the period comprising the following:

- (a) the period of 5 weeks immediately preceding the day on which the election is held,
- (b) the election day,

- (c) the period of 1 week immediately following the election day.

34 Review of Policy

The Minister must ensure that the provisions of this Policy are reviewed:

- (a) as soon as practicable after the first anniversary of the commencement of *State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2)*, and
- (b) at least every 5 years thereafter.

Schedule 1 Assessment criteria

(Clauses 8, 13 and 17)

1 Character of the area

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

2 Special areas

- Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

3 Views and vistas

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

4 Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

5 Site and building

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

6 Associated devices and logos with advertisements and advertising structures

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

7 Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8 Safety

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

Historical notes

The following abbreviations are used in the Historical notes:

Am	amended	LW	legislation website	Sch	Schedule
Cl	clause	No	number	Schs	Schedules
Cll	clauses	p	page	Sec	section
Div	Division	pp	pages	Secs	sections
Divs	Divisions	Reg	Regulation	Subdiv	Subdivision
GG	Government Gazette	Regs	Regulations	Subdivs	Subdivisions
Ins	inserted	Rep	repealed	Subst	substituted

Table of amending instruments

State Environmental Planning Policy No 64—Advertising and Signage published in Gazette No 54 of 16.3.2001, p 1372 and amended as follows:

State Environmental Planning Policy No 73—Kosciuszko Ski Resorts (GG No 142 of 6.9.2002, p 7981)

State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 1) (GG No 157 of 27.9.2002, p 8483)

2006 No 58 Statute Law (Miscellaneous Provisions) Act 2006. Assented to 20.6.2006.
Date of commencement of Sch 2.55, assent, sec 2 (2).

2007 (377) State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2). GG No 98 of 3.8.2007, p 5401.
Date of commencement, on gazettal.

(643) State Environmental Planning Policy (Kosciuszko National Park—Alpine Resorts) 2007. GG No 185 of 21.12.2007, p 10216.
Date of commencement, on gazettal.

2008 (571) State Environmental Planning Policy (Repeal of Concurrence and Referral Provisions) 2008. GG No 157 of 12.12.2008, p 11946.
Date of commencement, 15.12.2008, cl 3.

2009 (91) State Environmental Planning Policy (Western Sydney Parklands) 2009. LW 6.3.2009.
Date of commencement, on publication on LW.

2011 (511) State Environmental Planning Policy (State and Regional Development) 2011. LW 28.9.2011.
Date of commencement, 1.10.2011, cl 2 and 2011 (509) LW 28.9.2011.

Table of amendments

Cl 3	Am 2007 (377), Sch 1 [1].
Cl 4	Am 27.9.2002; 2007 (377), Sch 1 [2] [3]; 2011 (511), Sch 6.8 [1] [2].
Cl 5	Am 6.9.2002; 2007 (643), Sch 1.3; 2009 (91), Sch 3.10.
Cl 6	Am 2007 (377), Sch 1 [4].
Cl 7	Am 2007 (377), Sch 1 [5]–[7].
Cl 10	Am 27.9.2002; 2007 (377), Sch 1 [8] [9].
Cl 12	Am 2006 No 58, Sch 2.55. Subst 2007 (377), Sch 1 [10].
Cl 13	Am 2007 (377), Sch 1 [11] [12].
Cl 15	Am 2007 (377), Sch 1 [13]–[15]; 2008 (571), Sch 1.4 [1] [2].
Cl 16	Subst 2007 (377), Sch 1 [16]. Am 2008 (571), Sch 1.4 [3].
Cl 17	Am 2007 (377), Sch 1 [17].
Cl 18	Am 2007 (377), Sch 1 [18]–[20].
Cl 19	Subst 2007 (377), Sch 1 [21].
Cl 22	Am 2007 (377), Sch 1 [22].
Cl 24	Am 2007 (377), Sch 1 [23].
Cl 26	Am 2007 (377), Sch 1 [24].
Cl 30	Rep 2007 (377), Sch 1 [25].
Cl 32A	Ins 2007 (377), Sch 1 [26].
Cl 33	Ins 27.9.2002. Subst 2007 (377), Sch 1 [27].
Cl 34	Ins 2007 (377), Sch 1 [27].
Sch 1	Am 2007 (377), Sch 1 [28].

[Top of page](#)

SEPP infrastructure - Appendix 2

Schedule 2 Exempt development

(Clause 3.1)

Note 1. *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* specifies exempt development under that Policy. The Policy has State-wide application. This Schedule contains additional exempt development not specified in that Policy.

Note 2. Exempt development may be carried out without the need for development consent under the Act. Such development is not exempt from any approval, licence, permit or authority that is required under any other Act and adjoining owners' property rights and the common law still apply.

Signage—fascia signs

- (1) Must be a sign that is painted onto or attached to the fascia or return of an awning and does not exceed the height of the fascia or return.
- (2) Must only be a building identification sign or business identification sign.
- (3) Must not extend more than 300mm from the fascia or return end of the awning.
- (4) Must be non-flashing and non-illuminated.
- (5) Maximum number of building identification signs—1 per building.
- (6) Maximum number of business identification signs—1 per business.

Signage—projecting wall signs

- (1) Must only be a building identification sign or business identification sign.
- (2) Must not be located on or in, or in relation to, a heritage item and not within a heritage conservation area.
- (3) Must be attached to the wall of a building (other than the transom of a doorway or display window).
- (4) Must not project horizontally more than 300mm.
- (5) Must be at least 2.7m above ground level (existing).
- (6) Must be erected at right angles to the wall of the building to which it is attached.
- (7) Must not be erected below an awning if there is an existing under awning sign associated with the premises.
- (8) Must not cover existing windows or doors.
- (9) Must be non-flashing and non-illuminated.
- (10) Must be constructed of non-reflective materials.
- (11) Maximum area of sign—1.5m².
- (12) Maximum number of building identification signs—1 per building.
- (13) Maximum number of business identification signs—1 per business.

Signage—real estate signs

- (1) Maximum area for a business or industrial site sign—5m².
- (2) Maximum area for a residential site sign—4.5m².
- (3) Maximum number of signs—1 per frontage.
- (4) Must be removed within 14 days of sale or lease.

Signage—top hamper signs

- (1) Must only be a building identification sign or business identification sign.
- (2) Must be attached to the transom of a doorway or display window.
- (3) Must not project horizontally more than 200mm.
- (4) Must not extend below the head of the doorway or window to which it is attached.

- (5) Must be non-flashing and non-illuminated.
- (6) Maximum number of building identification signs—1 per building.
- (7) Maximum number of business identification signs—1 per business.

Signage—under awning signs

- (1) Must only be a building identification sign or business identification sign.
- (2) Must not be located on or in, or in relation to, a heritage item and not within a heritage conservation area.
- (3) Must not be erected if there is an existing projecting wall sign associated with the premises.
- (4) Must not project beyond the awning edge.
- (5) Maximum depth of sign—500mm.
- (6) Must be at least 2.7m above ground level (existing).
- (7) Must be at least 500mm from the kerb or awning edge.
- (8) Maximum area of sign—1.5m².
- (9) Must be constructed of non-reflective materials.
- (10) Must be non-flashing.
- (11) If illuminated, must be illuminated internally and must not be neon.
- (12) Maximum number of building identification signs—1 per building.
- (13) Maximum number of business identification signs—1 per business.

Signage—wall signs

- (1) Must only be a building identification sign or business identification sign.
- (2) Must not be located on or in, or in relation to, a heritage item and not within a heritage conservation area.
- (3) Must be attached to the wall of a building (other than the transom of a doorway or display window).
- (4) Must not project horizontally more than 300mm.
- (5) Must not extend beyond or above the wall of the building to which it is attached.
- (6) If constructed over a footpath or public area, must be at least 2.7m above ground level (existing).
- (7) Maximum area of sign—2.5m².
- (8) Must not cover existing windows or doors.
- (9) Must not cover more than 50% of the wall surface.
- (10) Must be constructed of non-reflective materials.
- (11) Must be non-flashing and non-illuminated.
- (12) Maximum number of building identification signs—1 per building.
- (13) Maximum number of business identification signs—1 per business.

Signage—window signs

- (1) Must be painted or displayed on the interior or exterior of the window.
- (2) Must not occupy more than 50% of the window surface.
- (3) Must be constructed of non-reflective materials.

SEPP infrastructure - Appendix 4

Division 4 Exempt development

Note 1. Under section 76 of the Act, exempt development may be carried out without the need for development consent under Part 4 of the Act or for assessment under Part 5 of the Act.

The section states that exempt development:

- (a) must be of minimal environmental impact, and
- (b) cannot be carried out in critical habitat of an endangered species, population or ecological community (identified under the Threatened Species Conservation Act 1995 or the Fisheries Management Act 1994), and
- (c) cannot be carried out in a wilderness area (identified under the Wilderness Act 1987).

Note 2. In addition to the requirements set out in this Policy in relation to exempt development, adjoining owners' property rights, the applicable common law and other legislative requirements for approvals, licences, permits and authorities still apply. For example, requirements relevant to the kind of exempt development concerned may be contained in the Act, the Environmental Planning and Assessment Regulation 2000, various State environmental planning policies, the Protection of the Environment Operations Act 1997, the Roads Act 1993 and Acts applying to various infrastructure authorities. If the development is in proximity to infrastructure, including water, stormwater and sewer mains, electricity power lines and telecommunications facilities, the relevant infrastructure authority should be contacted before commencing the development.

20 General requirements for exempt development

- (1) This clause applies to any development that this Policy provides is exempt development.

Note. Clause 20A and other provisions of this Policy identify kinds of development that are exempt development if they meet the requirements of this clause.

- (2) To be exempt development, the development:
 - (a) must meet the relevant deemed-to-satisfy provisions of the *Building Code of Australia*, or if there are no such relevant provisions, must be structurally adequate, and
 - (b) must not, if it relates to an existing building:
 - (i) cause the building to contravene the *Building Code of Australia*, or
 - (ii) compromise the fire safety of the building or affect access to any fire exit, and
 - (c) must be carried out in accordance with all relevant requirements of the Blue Book, and
 - (d) must not be designated development, and

Note. Designated development is defined in section 77A of the Act as development that is declared to be designated development by an environmental planning instrument or the regulations.

- (e) if it is likely to affect a State or local heritage item or a heritage conservation area, must involve no more than minimal impact on the heritage significance of the item or area, and
- (f) must be installed in accordance with the manufacturer's specifications, if applicable, and
- (g) must not involve the removal or pruning of a tree or other vegetation that requires a permit or development consent for removal or pruning, unless that removal or pruning is undertaken in accordance with a permit or development consent.

Note. A permit for the removal or pruning of a tree or other vegetation may be granted under a local environmental plan. A development consent for the removal of native vegetation may be granted under the Native Vegetation Act 2003.

20A Exempt development carried out by public authorities for purposes in Schedule 1

Development for a purpose specified in Schedule 1 is exempt development if:

- (a) it is carried out by or on behalf of a public authority, and
- (b) it meets the development standards for the development specified in Schedule 1, and
- (c) it complies with clause 20.

Schedule 1

General provisions: signs

Identification, directional, community information or safety signs but not including roof-top signs or commercial advertising or signs associated with the use of road infrastructure (including signs associated with level crossings)

- Surface area must not exceed 3.5m².
- Must be located wholly within property boundary or be attached to existing boundary fence and not projecting more than 100mm from fence.
- Obtrusive effects of outdoor lighting must be controlled in accordance with AS 4282–1997, *Control of the obtrusive effects of outdoor lighting*.

Identification, directional, community information or safety signs associated with the use of road infrastructure

- Must be consistent with road safety policies and guidelines on outdoor advertising approved by the Director-General for the purpose of this provision and published in the Gazette.

Temporary signs advertising an event and associated relevant details including sponsorship of the event

- Surface area must not exceed 3.5m².
- Must be located wholly within property boundary.
- Must not be displayed earlier than 28 days before event and must be removed within 14 days after event.
- Obtrusive effects of outdoor lighting must be controlled in accordance with AS 4282–1997 *Control of the obtrusive effects of outdoor lighting*.

Appendix 3

Wagga Wagga Local Environmental Plan (LEP)

Wagga Wagga LEP (2010) – Part 2 Land Use Table

Zone RE1 Public Recreation

1 Objectives of zone

- To enable land to be used for public open space or recreational purposes.
- To provide a range of recreational settings and activities and compatible land uses.
- To protect and enhance the natural environment for recreational purposes.
- To protect and enhance the natural environment generally and to assist in ensuring that areas of high ecological, scientific, cultural or aesthetic values are maintained or improved.

2 Permitted without consent

Environmental facilities; Environmental protection works; Roads

3 Permitted with consent

Boat sheds; Camping grounds; Caravan parks; Cemeteries; Charter and tourism boating facilities; Child care centres; Community facilities; Depots; Entertainment facilities; Flood mitigation works; Function centres; Helipads; Information and education facilities; Kiosks; Markets; Marinas; Mooring pens; Moorings; Recreation areas; Recreation facilities (indoor); Recreation facilities (major); Recreation facilities (outdoor); Respite day care centres; Sewerage systems; Signage; Water recreation structures; Water supply systems

4 Prohibited

Any development not specified in item 2 or 3

Appendix 4

Wagga Wagga Development Control Plan (DCP) (Controls that apply to all development) - Part B, Section 2.5

Controls – All developments

Landscape design

- C1 A landscape plan is required for applications for :
 - Commercial and Industrial developments
 - Residential development (other than dwelling houses).
- C2 Natural features at the site, such as trees, rock outcrops, cliffs, ledges and indigenous species and vegetation communities are to be retained and incorporated into the design of the development.
- C3 Use native and indigenous plants, especially low water consumption plants in preference to exotic species.
- C4 Trees should be planted at the front and rear of properties to provide tree canopy.
- C5 Provide landscaping in the front and side setback areas, and on other parts of the site to improve the streetscape, soften the appearance of buildings and paved areas, and to provide visual screening.
- C6 Landscaping should provide shade in summer without reducing solar access in winter. Limited use of deciduous species is acceptable where used to achieve passive solar design.

2.5 Signage

Background

Signs are an important part of the urban and rural environment. They are used to promote business and communicate information. The DCP encourages signs to complement their location, and not dominate or detract from the character of the area.

Approval and statutory framework

1. The display of signage and the erection of advertising structures are subject to the provisions of the LEP and whether such advertisements or advertising structures are permissible within a particular zone under the LEP.
2. The LEP contains Exempt and Complying Development provisions. Exempt development is a form of self-assessed development which can take place without the need for Council approval. Refer to Schedule 2 of the LEP. Refer also to the note opposite for exemptions specified under the Codes SEPP.
3. Under State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), the Council cannot grant consent to an advertising sign or structure unless it is consistent with the aims of the SEPP 64 and satisfies the assessment criteria listed in Schedule 1 of the SEPP 64 and any other requirements of the policy.
4. The display of advertisements other than business or building identification signs is prohibited under the SEPP 64 in the following land use zones or descriptions (with the exception of the Mount Panorama Precinct):
 - Environmentally sensitive area
 - Heritage area (excluding railway stations)
 - Natural or other conservation area

Explanatory Note(s):

Controls about the removal of trees are at Section 5.2 of the DCP.

Applications for other categories of developments as identified in the Guide may also require a landscape plan depending on the nature, scale and context of the proposed development.

Refer to the Guide for additional requirements.

Landscaped areas should be designed to require minimal maintenance by using robust landscape elements and hardy plants with low fertiliser requirements.

A reference to signage includes a reference to building identification signs, business identification signs and advertisements.

Under State Environmental Planning Policy (Exempt and Complying Development Codes) 2008. (Codes SEPP) the replacement of:

- (a) an existing building identification sign or the content of such a sign, or
- (b) an existing business identification sign or the content of such a sign,

is exempt development. Refer to clause 2.72A and 2.72B of the Codes SEPP.

Refer to clause 10 of the SEPP 64 for further details.

- Open space
- Waterway
- Residential (but not including a mixed residential and business zone, or similar zones)
- Scenic protection area
- National park
- Nature reserve

The controls below apply to signs that are not exempt development and which therefore require a development application. Additional controls and assessment criteria are contained in the SEPP 64 (Advertising and Signage). The SEPP 64 criteria (Schedule 1) requires an assessment of:

- ✓ Character of the area
- ✓ Special area issues
- ✓ Views and vistas
- ✓ Streetscape, setting or landscape
- ✓ Compatibility with the site and building
- ✓ Impacts from associated structures and devices
- ✓ Illumination
- and
- ✓ Safety

Types of signage and structures

The main types of **signage** and structures recognised by the DCP are listed and described in the Table in Appendix 1.

More detailed controls have been developed for the following signs:

- Fascia signs
- Wall signs
- Projecting wall signs
- Under awning signs
- Pole or pylon signs
- Top hamper signs
- Window signs drop awning signs
- Suburb entry signs

Council acknowledges that there may be some types or forms of **signage** and structures that do not fit neatly into the types recognised in the Table in Appendix 1, and in such instances such signs will be considered and determined on their merits in the context of the LEP, SEPP 64 and the DCP.

Explanatory Note(s):

SEPP 64 includes controls that apply to the following particular sign types. These controls must be taken into consideration when development applications are assessed:

- ✓ Advertisements on rural and non-urban land
- ✓ Transport corridor land (applies to main roads and land adjoining railways)
- ✓ Advertisements with a display area greater than 20m² or higher than 8m above ground
- ✓ Advertisements greater than 20m² and within 250 metres of, and visible from, a classified road
- ✓ Advertising display area greater than 45m²
- ✓ Wall, roof and sky signs
- ✓ Freestanding signs
- ✓ Advertising on bridges
- ✓ Special promotional signs
- ✓ Building wrap signs.

Main types of signage and structures that will not be permitted

The following types of signs will not be permitted within the local government area of Wagga Wagga:

1. Signage (other than business or building identification signs) that is prohibited under the SEPP 64 i.e. advertisements on land in the land use zones outlined in clause 10 of the SEPP 64. Refer to 4 above and Clause 10 of the SEPP 64.
2. Signage signs over 45m².
3. A - Frame signs (other than "A - Frame" signs (or "advertising billboards") permitted and approved by Council under its Street Activities on Footpath Policy POL 041.

Additional guidelines are contained in Council's Outdoor Eating and Display of Goods on Footpaths policies.

4. Roof top or sky signage.
5. Above awning signs.
6. Flashing, moving or variable message board signs (other than those installed and operated by an authorised Road Authority i.e. NSW Roads and Traffic Authority or the Council for traffic management and or road safety purposes.
7. Signs resembling traffic management signage whether flashing, moving or not.
8. Permanently anchored balloons, blimps or any airborne signs.
9. Inflatable signs or structures (i.e. where displayed for greater than 14 days).
10. Hoarding signs (other than work safety signage), painted bulletins etc attached to the exterior of buildings, power poles, fences etc.
11. Signage that projects from a wall or are suspended from an awning at a height lower than 2.6 metres at any point above a footpath (except in the case of an under awning bracket sign or a drop awning sign).
12. Advertising signs or structures that do not comply with all applicable requirements of the BCA and relevant Australian Standards.
13. Third party advertising (i.e. general advertising not directly related to the approved use of the building or site).

Objectives

- O1 Complement the SEPP 64 and provide more detailed controls that reflect the environmental conditions and character of the local government area of Wagga Wagga.
- O2 Support a consistent approach for signs and advertising across the local government area of Wagga Wagga.
- O3 Allow reasonable opportunities for signs and advertising associated with business and tourism developments.
- O4 Ensure signs do not detract from the urban or rural landscape.
- O5 Minimise visual clutter from the proliferation of signs and advertising and from poor rationalisation of signs.
- O6 Clarify where signs will not be supported or encouraged.

Explanatory Note(s):

Most sign applications are subject to State Environmental Planning Policy No 64 (Advertising and Signage). Applications are to address the assessment criteria at Schedule 1 of SEPP 64.

General controls for signage and structures	Explanatory Note(s):
<p>C1 All signage and structures must relate directly to the lawful approved or exempt land use being conducted on the land to which the signage or structure is to be displayed.</p> <p>C2 Any sign or structure should reflect the architectural style of the building.</p> <p>C3 Signs should not obscure decorative forms or moulding and should observe a reasonable separation distance from the lines of windows, doors, parapets, piers and the like.</p> <p>C4 Signs should be of a size and proportion which complement the scale of the existing building as well as surrounding buildings and signs. Signs should not significantly affect the presentation of the existing façade of the building.</p> <p>C5 The scale of lettering should also be proportioned to the area of the advertising panel to which it will be applied.</p> <p>C6 The colour used in the design of a sign or structure should complement the colour finish of the building to which it will relate.</p> <p>C7 Corporate colours should be limited to the signage or structure and should not be applied to the painted surface of the building.</p> <p>C8 The illumination of signage and structures by low set floodlighting is preferred, rather than the use of neon or boxed fluorescent lighting on buildings.</p> <p>C9 The rationalisation of signage will be generally required where there is existing signage through the use of common directory pylon signs for multi-occupancy developments and by limiting the number of signs that may be erected on any one building or site.</p> <p>C10 Any new proposed or additional sign or structure should be off-set by the associated deletion of some other existing sign(s).</p> <p>C11 A sign or structure must not endanger public safety or cause nuisance or a hazard by reason of its location, construction or design by either:</p> <ul style="list-style-type: none"> (a) Emitting excessive glare or reflection from internal or external illumination or surface materials; (b) Obscuring the view of motorists or pedestrians; (c) Screening potentially hazardous road features; (d) Signage containing designs or messages which may either confuse or distract motorists. 	<p>When considering an application for signage, the assessment process will take into account the number of signs per building or site, as well as:</p> <ul style="list-style-type: none"> (a) The number of existing signs on the subject premises. (b) The proportion of the solid (wall surface area) to void (window and door openings) available for signage. (c) The length of frontage to the premises. (d) The extent of the façade detail and projecting features of the building which should remain unobscured by signage; and (e) The number of tenancies/ occupancies per building.
Specific controls for signage and structures	
Fascia Signs	
<p>C12 Maximum of one (1) building identification sign per building awning.</p> <p>C13 Maximum of one (1) business identification sign per tenancy or occupancy.</p> <p>C14 Fascia signs must form part of the awning and must not project above or below the awning fascia.</p>	

- C15 Fascia signs must not be illuminated.
- C16 Fascia signs should include business identification (i.e. the name and general nature of the approved business carried out in the building or premises to which the fascia awning is attached).

Wall Signs

- C17 Maximum of one (1) business identification sign per tenancy elevation.
- C18 Maximum of one (1) building identification sign per building elevation.
- C19 Must be integrated with the design of the building on which it is to be displayed and for a building having:
- (a) An above ground elevation of 200m² or more – the advertisement must not exceed 10% of the above ground elevation;
 - (b) An above ground elevation of more than 100m², but less than 200 m² – the advertisement must not exceed 20m²; and
 - (c) An above ground elevation of 100m² or less – the advertisement does not exceed 20% of the above ground elevation.
- C20 Must be attached flush to the wall and must not protrude more than 300mm from the wall.
- C21 Must not protrude above the parapet or eaves.
- C22 Must not cover mechanical ventilation vents.
- C23 Must not extend over any window or other external opening.
- C24 Must not obscure significant architectural elements of the building.

Projecting Wall Signs

- C25 Maximum of one (1) business identification sign per tenancy elevation and the sign must be integrated with the design of the building on which it is to be displayed.
- C26 Maximum of one (1) building identification sign per building elevation and the sign must be integrated with the design of the building on which it is to be displayed.
- C27 Maximum panel area for a projecting wall sign is 2m².
- C28 Must not project more than 2.5metres from the edge of the building.
- C29 Must have a minimum clearance of 2.6metres above ground level.
- C30 Must not be located above the awning of the building.
- C31 Must be securely fixed and maintained in a structurally adequate and safe manner.

Under Awning Signs

- C32 Maximum of one (1) business identification sign per tenancy or occupancy that has direct frontage/exposure to the street.
- C33 Maximum of one (1) building identification sign per building awning. A corner building with a wrap around awning is permitted a maximum of two (2) under awning signs.

Explanatory Note(s):

- C34 Must be attached to the underside of an awning and erected in a horizontal position at right angle to the building.
- C35 A minimum clearance of 2.6metres is required between the underside of the sign and the footpath below.
- C36 Must be setback at least 500mm from the footpath edge to the road carriageway.
- C37 Must not project beyond the awning.
- C38 Documentary evidence of the structural adequacy of the awning to support an under awning sign is to be provided to Council prior to the installation of the sign – such evidence is to be in the form of a certification from a practicing structural engineer.

Explanatory Note(s):

Pole or Pylon Signs (including monolith style signs)

- C39 Maximum of one (1) pole or pylon sign per street frontage.
- C40 Minimum clearance of 2.6metres is required from the underside of the pole or pylon sign and the ground level, except where the sign structure is a monolith style accommodating a panel that reaches to or close to the ground.
- C41 Maximum panel area (whether all used for advertising content or not) for a pole or pylon sign upon a site located within a business zone is 8m² or 10m² for a monolith style sign.
- C42 Maximum height for a pole or pylon sign upon a site located within a business zone is 8metres above ground level, provided the height of the sign does not protrude above the dominant skyline (including any buildings, structures or tree canopy).
- C43 Maximum panel area (whether all used for advertising content or not) for a pole or pylon sign upon land within an Industrial zone is 10m², including monolith signs.
- C44 Maximum height of a pole or pylon sign upon a site located within an Industrial zone is 8metres above ground level, provided the height of the sign does not protrude above the dominant skyline (including any buildings, structures or tree canopy).
- C45 Maximum panel area (whether all used for advertising content or not) for a pole or pylon sign upon land within a rural zone is 4m².
- C46 Maximum height of a pole or pylon sign upon a site located within a rural zone is 4metres above ground level, provided the height of the sign does not protrude above the dominant skyline (including any buildings, structures or tree canopy).
- C47 Will generally not be permitted upon a site located within a residential zone.

However, a pole or pylon sign may be permitted, in special cases where:

(a) The proposed sign is for advertising of an existing approved business; and

(b) The proposed sign (in the opinion of Council) will not cause any adverse visual impact upon the streetscape character or amenity of the residential locality and /or view loss to key views or vistas; and

(c) The maximum advertising area of the sign is 0.75m² and the

maximum height of the sign is 2m², above ground level.

Top Hamper Signs

- C48 Maximum of one (1) building identification sign permitted per building.
- C49 Maximum of one (1) business identification sign permitted per tenancy or occupation, except where, in the opinion of Council, the building frontage is only of sufficient length to accommodate more than one (1) sign.
- C50 May project up to 200mm from the building façade.
- C51 Are not to extend below the head of the doorway window to which it is attached.
- C52 Maximum length for a top hamper sign is to be the maximum length of the doorway or window.
- C53 Maximum height for a top hamper sign shall be 600mm.
- C54 Not to be lit, illuminated or flashing in any way.

Window Signs

- C55 Advertising area for a window/shopfront sign shall not exceed 50% of the total window area.
- C56 Signage must be adhered to on the inside of the window. No signs (including fly posters) will be permitted on the outside of the window.
- C57 Heritage impact assessment report is required for any window shopfront sign upon a heritage listed building.

Drop Awning Signs

- C58 Maximum of one (1) drop awning sign per premises is permitted.
- C59 Maximum advertising area of a drop awning sign shall not exceed 25% of the total surface area of the blind or awning to which the advertising is proposed to be attached.
- C60 Blind or awning must be attached to the building behind the fascia.
- C61 Blind or awning must be setback at least 600mm from the line of the kerb.
- C62 Minimum clearance of 2.6metres is required from the underside of the blind or awning and the footpath/ ground level.
- C63 Must be not be lit, illuminated or flashing in any way.
- C64 Blind or awning must be adequately anchored to prevent flapping.

Suburb entry signage

- C65 Suburb entry signage shall contain only the Geographical Names Board of NSW recommended place name for the suburb. Estate names may be used in rural residential areas where the estate is within a broader, rural locality.

Signage on heritage buildings

The design and location of signage on heritage listed buildings must be

Explanatory Note(s):

thoroughly assessed to achieve compatibility with the heritage significance of the building and to maintain the streetscape character of the building. Refer to the note opposite.

In certain cases, the heritage significance of a heritage listed building will not allow for any new signage or only limited signage opportunities.

- C66 All new signage must achieve a high degree of compatibility with the architectural character of the heritage listed building. Only traditional signage designs may be permitted in some circumstances.
- C67 Any new sign must be well designed and located in a manner to ensure the sign does not affect the heritage significance of the building.
- C68 In the majority of cases, non-illuminated signs will only be permitted, except where Council is of the opinion that signage illumination is appropriate to the heritage significance of the item.
- C69 The installation of any signage must not damage the fabric of the heritage building.
- C70 Any signage on a heritage building must be sympathetic with the architectural style of the building to which it is proposed to be attached and must be of a high standard of materials with appropriate lettering and graphics.
- C71 Any sign on a heritage building must be appropriately positioned on the building to maintain the heritage significance and streetscape appearance of the building.
- C72 The installation of any sign on a heritage building is to be carried out in a reversible manner and to ensure that no damage to the fabric of the building will occur.

2.6 Safety and security

The design of buildings and public spaces can effect perceptions of safety and security, and increase opportunities for crime. The principles of Crime Prevention Through Environmental Design (CPTED) are:

Natural surveillance – design should allow people to see what others are doing as a means to deter the potential for crime.

Access control – physical and perceived barriers can manage movements to minimise opportunities for crime.

Territorial reinforcement – increasing the “ownership” of public spaces increases activity levels, encourages people to help prevent crime.

Space management – public spaces that are attractive and well maintained are more inviting and likely to be well used.

A Crime Risk Assessment is required for:

- Residential projects with more than 20 dwellings
- New or upgraded medium and large commercial, retail or industrial developments
- Schools, hospital and aged care developments
- Public facilities including sports, community uses and car parks
- Clubs and hotels.

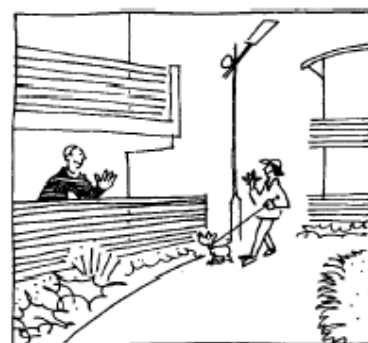
Explanatory Note(s):

Heritage impact assessment report

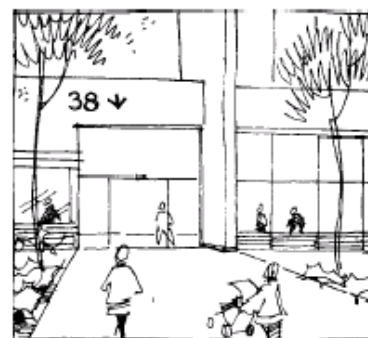
In all cases, a heritage impact assessment report will be required which provides a comprehensive assessment of the proposed advertising signage in relation to the heritage significance of the building. This assessment will be used to determine what type of signage is appropriate to the building, whether existing signs are to be retained and whether the proposed signage should be permitted in either a traditional or contemporary design.

The heritage impact assessment report must take into account the findings and recommendations of any Conservation Management Plan pertaining to the heritage building in the assessment as to whether or not the proposed signage is appropriate given the heritage significance of the building.

The heritage impact assessment report must be submitted with and in support of a development application.



Active pedestrian environments



Clearly identified and visible entry points