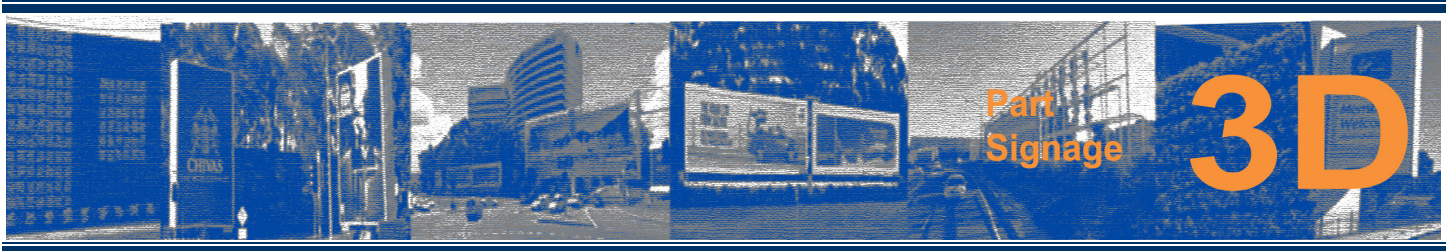


Contents

Contents	1
3D.1 Introduction	2
3D. 1.1 Land to which this Part Applies	2
3D. 1.2 State Environmental Planning Policy No. 64 - Advertising and Signage	3
3D. 1.3 Signage Strategy.....	3
3D. 1.4 General Objectives.....	4
3D.2 General Requirements for All Signage	5
3D.3 Signage Requirements Based on Signage Types	7
3D. 3.1 Illuminated and Animated Signage.....	8
3D. 3.2 Below Awning Signage	10
3D. 3.3 Above Awning Signage	11
3D. 3.4 Wall Signage	12
3D.4 Signage Requirements by Zone and Use	13
3D.5 Building Identification Signage.....	15
3D.6 Signage on Heritage Items	17
3D.7 Signage in Heritage Conservation Areas	19
3D.8 Advertising Structures and Advertisement.....	22



3D.1 Introduction

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

- (i) An advertising structure;
- (ii) A building identification sign; and
- (iii) A business identification sign.

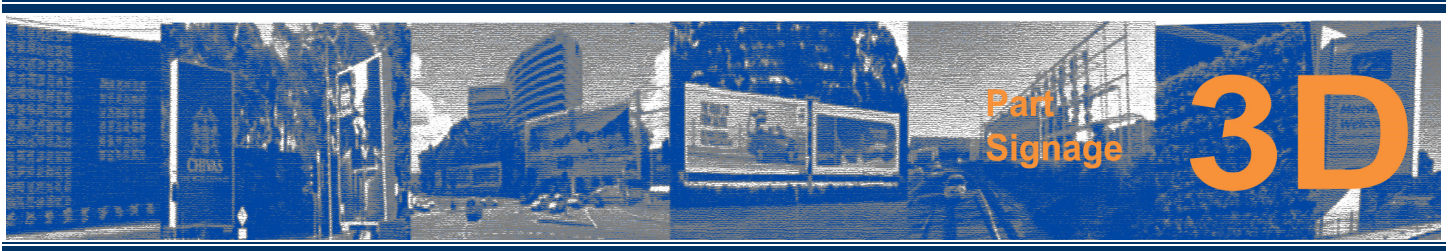
Signage that is compatible with the local character can contribute and enhance a neighbourhood. This Part outlines the requirements for signage to ensure the protection of important characteristics of buildings, view corridors, streetscapes, Heritage Items and local features.

The intention of these provisions is to support and encourage signage that is well designed and thoughtfully located. Consideration must be given to the amenity of local residents, the needs of pedestrians, the safety of motorists and bike users as well as the visual impact.

3D. 1.1 Land to which this Part Applies

This Part of the DCP applies to all signage (unless otherwise addressed by the *State Environmental Planning Policy (Exempt and Complying Development) 2008*), in Business Centres (B1, B2, B3, B4 zones), Employment Zones (B5, B7, IN1, IN2), Residential Zones (R2, R3, R4), Private Recreation Zone (RE2) and the Working Waterways Zone (W3) and needs to be read in conjunction with:

- Part 1 - Introduction
- Part 2 - Advertising and Notification
- Part 3 - General Controls
- Part 4 - Residential Development
- Part 5 - Business Centres
- Part 6 - Employment Zones
- Part 7 - Other Development and Land Uses
- Part 8 - Character Precincts
- Part 9 - Key Sites
- Part 10 – Technical Guidelines



3D. 1.2 State Environmental Planning Policy No. 64 - Advertising and Signage

All signage proposals are required to consider the provisions of *State Environmental Planning Policy No. 64 - Advertising and Signage (SEPP 64)*. This DCP has been prepared with consideration of the provisions of SEPP 64 and should be read in conjunction with it and its Guidelines. The DCP does not override the provisions of SEPP 64. Therefore, this DCP does not exempt land in Botany Bay to which this DCP applies from the provisions of SEPP 64, in particular:

- (i) Advertisements greater than 20m² in area and within 250 metres of and visible from a Classified Road under the *Roads Act 1993*;
- (ii) Advertisements on Freeways or Tollways within the meaning of the *Roads Act 1993*;
- (iii) Advertisements with an area greater than 20m² in area or higher than 8 metres above ground;
- (iv) An advertising display area greater than 45m²;
- (v) Advertisements on bridges;
- (vi) Building wrap advertisements;
- (vii) Special promotional advertisements;
- (viii) Wall advertisements;
- (ix) Roof or sky advertisements;
- (x) Freestanding advertisements;
- (xi) Advertisements within navigable waters; and
- (xii) Where an advertising structure is within 250 metres of, and visible from, a classified road and is greater than 20m² or higher than 8 metres above the ground, the local council must obtain concurrence from the RMS prior to issuing consent.

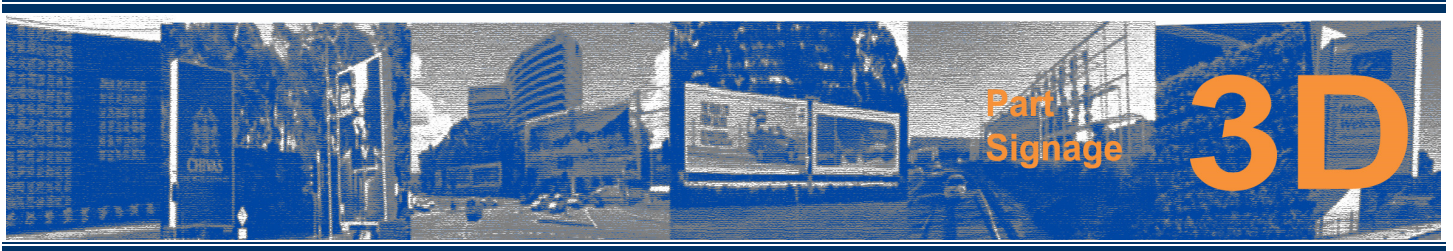
Note: This DCP does not provide provisions for signage having an advertising display area greater than 45m².

3D. 1.3 Signage Strategy

Well designed signage can contribute to the community by assisting in providing information on products, institutions, businesses and buildings. Good signage helps people find their way to locations and contributes positively to the built environment. Poorly designed signage can negatively impact on the community, creating visual clutter and reducing the value of the local streetscape. It also can reduce the effectiveness of other local signage.

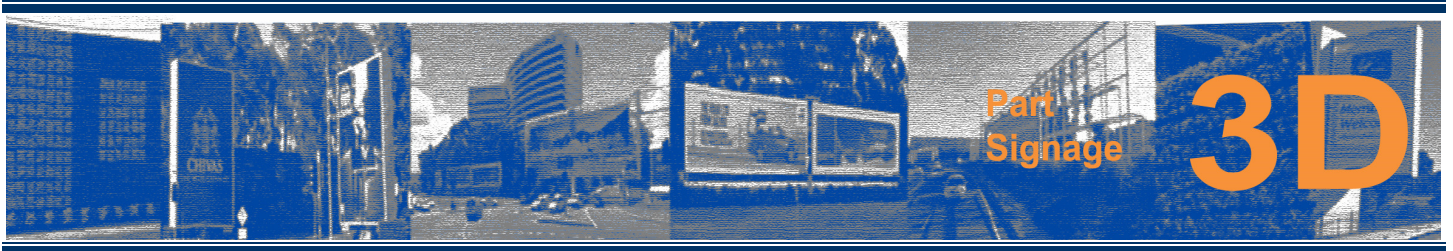
For new developments, signage and its location should be considered at the development application stage so that potential signs can be incorporated into the design of the building.

Applications to amend existing signage or to place new signage on existing buildings must be considered in the context of the existing architecture of the building and the cumulative effect of the additional signage. Particular care is required in the design of any signage on a Heritage item or in a Heritage Conservation Area.



3D. 1.4 General Objectives

- O1** To promote well designed signage that:
- (i) Is thoughtfully located;
 - (ii) Is of a high-quality design;
 - (iii) Is sympathetic to the architectural style of the building and surrounding built form;
 - (iv) Addresses the local streetscape;
 - (v) Complements the design of the building;
 - (vi) Does not adversely impact the streetscape;
 - (vii) Does not adversely compound the visual clutter of the surrounding buildings and streetscape;
and
 - (viii) Does not adversely impact on residential amenity;
- O2** To promote signage that improves pedestrian amenity and provides clear and concise directions for the community;
- O3** To ensure the signage protects and promotes the Heritage Significance of Heritage Items and Heritage Conservation Areas;
- O4** To ensure that all signage containing corporate logos, colours and figures, address the architecture of the built form and respond in a sympathetic design that is highly compatible with the building;
- O5** To ensure that signage contributes positively to active street frontages and public domain; and
- O6** To ensure that signage does not adversely impact on the safety and security of pedestrians, motorists and the general public.



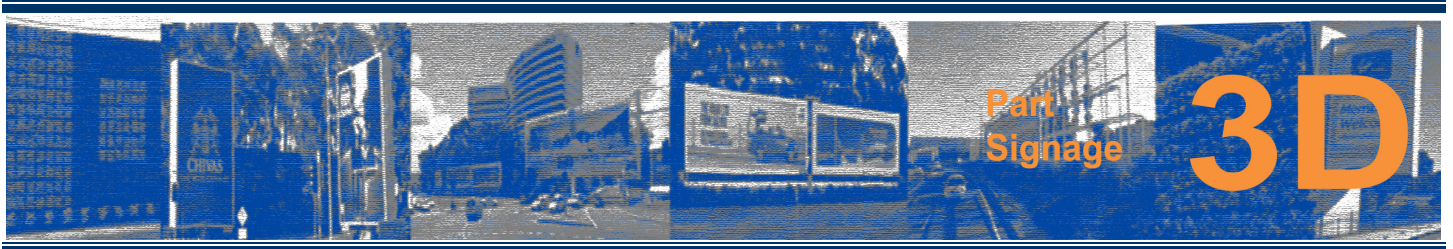
3D.2 General Requirements for All Signage

Objectives

- O1** To ensure signage is compatible with the existing and 'Desired Future Character' of the area in which it is proposed to be located;
- O2** To ensure signage integrates with the building design; and
- O3** To ensure the colour scheme does not detract from its surrounds.

Controls

- C1** Signage is to be consistent with the 'Desired Future Character' of the area in which the development site is located within (refer to **Part 5 - Business Centres**, **Part 6 - Employment Zones** and **Part 8 - Character Precincts**).
- C2** All signage is to be designed to:
 - (i) Consider the architectural design of the building that the sign will be erected upon;
 - (ii) Be in scale with the building;
 - (iii) Not obscure architectural elements of the building or adjoining buildings;
 - (iv) Consider the effect on neighbouring buildings, streets and existing signs to ensure they do not create or add to undesirable visual clutter;
 - (v) Require that any proposed logos, graphics or corporate colours to be part of the sign are sympathetic to the design, architecture, colours, finishes and materials of the building and the surrounding streetscape;
 - (vi) Ensure that the front façades of the building between the first floor and the parapet of the upmost level remains free from signage;
 - (vii) Minimise the visibility of the signage structures, and any associated cabling, conduit or aerials;
 - (viii) Give consideration *to* the visual impact of the signage on the skyline and surrounding buildings;
 - (ix) Minimise the projection of the structure from the built form of the building; and
 - (x) Not be attached to other advertising structures or signage.
- C3** The following are generally discouraged:
 - (i) Advertising signage involving flashing or moving signs;
 - (ii) Any signage not permanently fixed to the premises;
 - (iii) Any signage which would adversely affect traffic or obstruct motorists' vision or attention;



- (iv) Signage extending over street boundaries, other than those permitted in conjunction with a shop;
- (v) Signage at a level less than 2600mm above the footpath;
- (vi) Advertising signage on garbage bins, telegraph posts and other surfaces of a public nature, except by prior contractual arrangement with Council; and
- (vii) A-Board (sandwich boards) on public footpaths or roadways where the placement of such signs would impede pedestrian or vehicular traffic.

C4 Creating separate lots for signage via stratum or strata subdivision is not permitted.

C5 Signage is not permitted on the roof of buildings.

C6 Signage in the vicinity of the airport are required to address management of habitat and food sources on or associated with signage to minimise the potential for bird hazards impacting aviation operations.

Note:

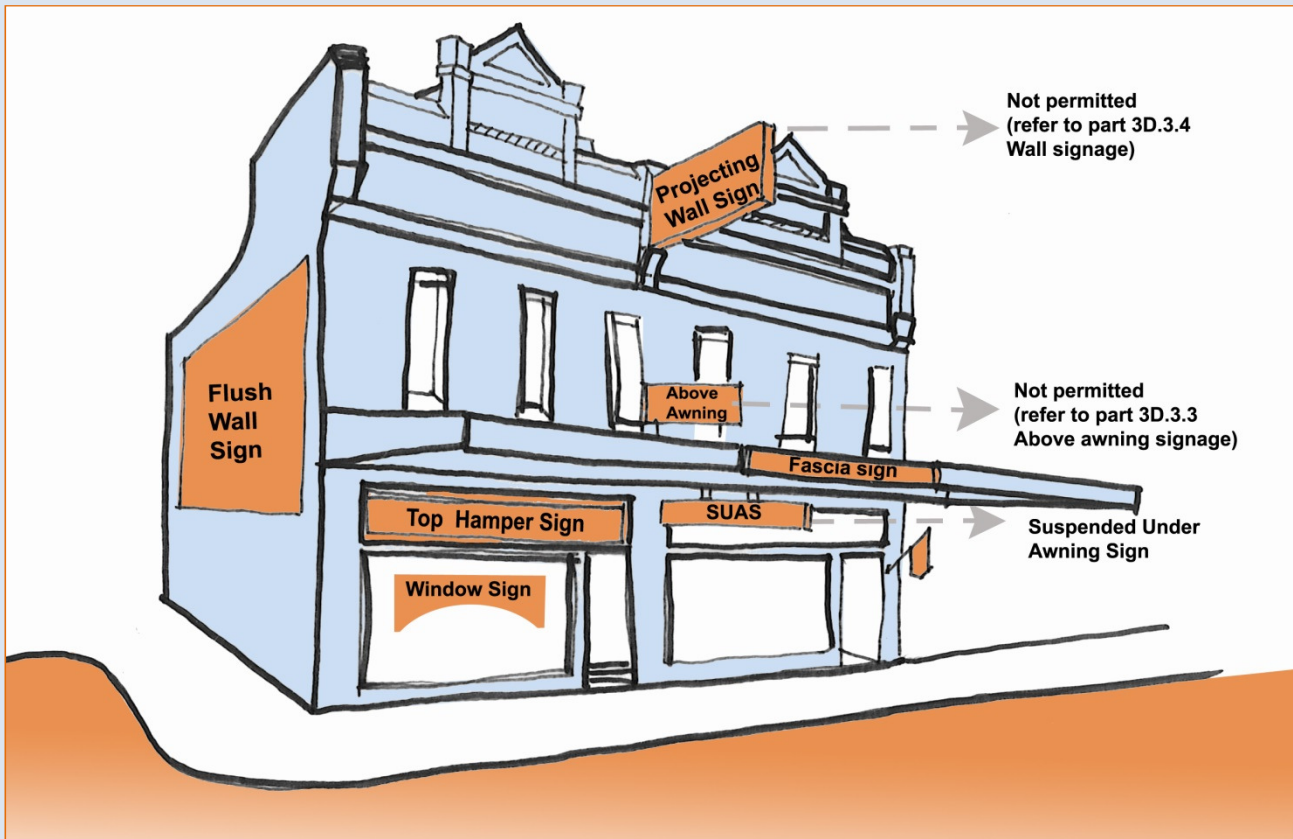
All signage is to comply with the relevant Australian Standards, including AS/NZS 1170.0.2002 (Structural design actions), AS/NZS 1170.2:2011 (Structural design actions), AS 4282 – 1997 (Control of the obtrusive effects of outdoor lighting).

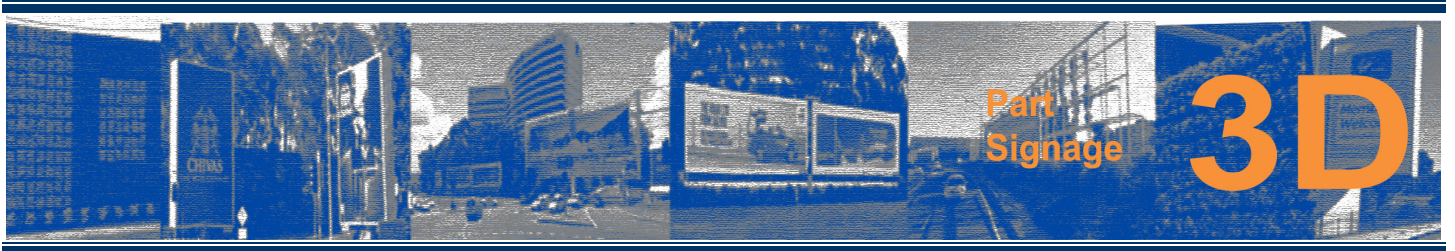
Note:

LED underawning signs and LED signs adjacent to traffic lights will not be supported as they can distract drivers.

3D.3 Signage Requirements Based on Signage Types

Figure 1 - Types of Signage





3D. 3.1 Illuminated and Animated Signage

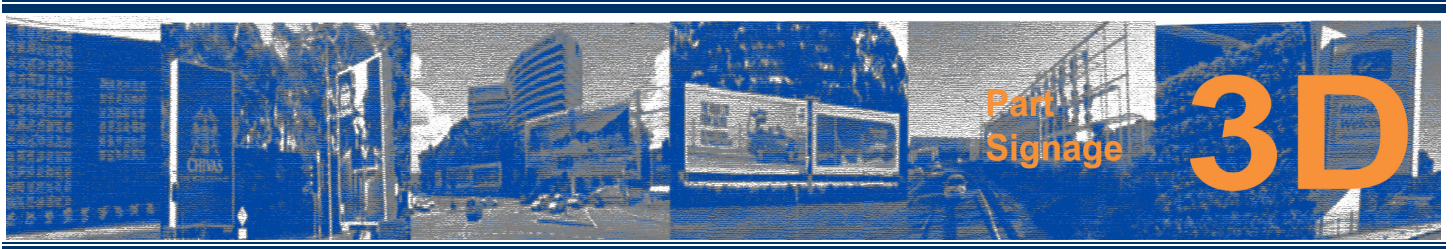
An illuminated sign refers to any signage illuminated by an artificial source. Illuminated signage includes variable message signs, video and/or animated signage and any conventional billboard illuminated by fluorescent and/or incandescent bulbs.

Figure 2 - Example of Illuminated Signage



Objectives

- O1 To preserve the character of an area through high quality and appropriate signage; and
- O2 To encourage the use of renewable energy sources to illuminate signage where possible.



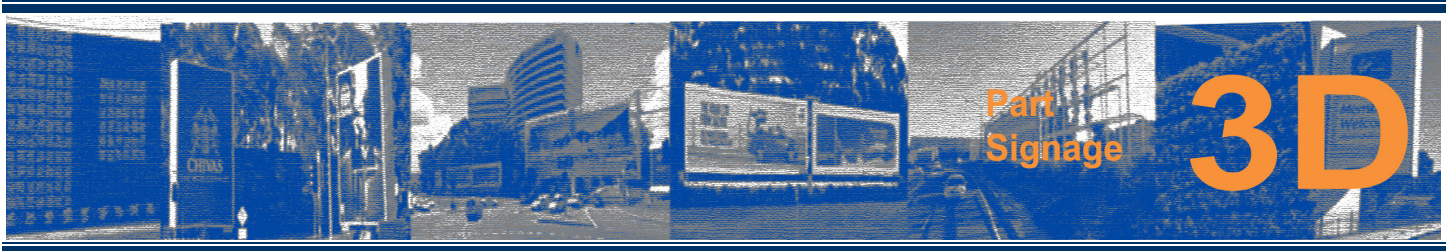
Controls

Illuminated Signage

- C1** The lighting intensity must not unreasonably impact on any residential properties adjoining the sign or that is within its locality.
- C2** All illuminated signage, larger than 1m² that is adjacent or in the vicinity to residential dwellings must be switched off between 10pm and 6am daily.
- C3** Electric wiring to illuminated signage is to be concealed.
- C4** Illuminated signage is encouraged to be powered by solar power.
- C5** Illuminated signage must minimise the spill effects or escape of light beyond the subject sign and must not compromise safety for pedestrians, vehicles or aircraft.
- C6** Illumination of a sign (with the exception of floodlit signs) must not be external to the sign i.e. surrounding the sign. Illumination must be part of the sign.

Animated Signage

- C7** Animated signage will only be permitted where it is considered that there is artistic merit in the design or on a temporary basis in connection with a special event of a religious, community or cultural nature. There are no other circumstances where Council would permit animated signs.
- C8** Animated signage must not compromise safety for pedestrians, vehicles or aircraft.



3D. 3.2 Below Awning Signage

Objectives

- O1** To encourage relevant and appropriate under awning signage;
- O2** To minimise visual clutter; and
- O3** To ensure signage compliments the building form.

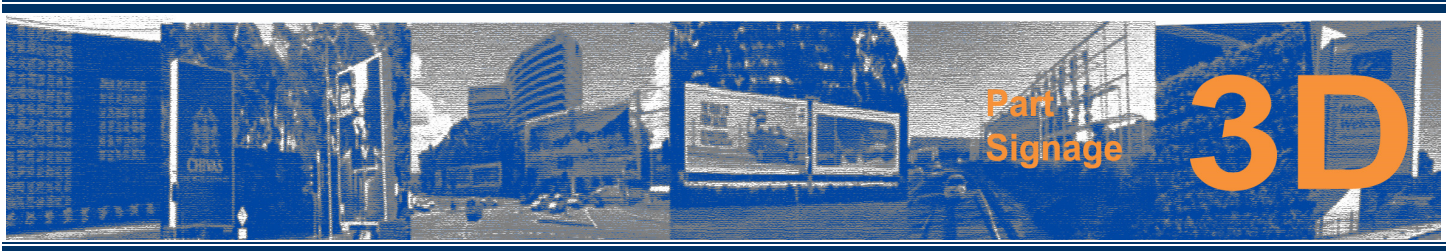
Controls

Suspended Under Awning Signage

- C1** Awning signage is to be contained entirely within the dimension of the awning and tenancy on which it is located.
- C2** The content of awning signage must only contain the name and logo of the tenant.
- C3** The maximum dimensions of an under awning sign are to be 2.5 metres in width, 0.4 metres in height and 0.15 metres in depth.
- C4** Under awning signs must be separated by a minimum of 3 metres.
- C5** Signage that is suspended under awnings must have a high standard of design and materials.

Top Hamper Signage

- C6** Top hamper signage must not extend beyond any wall/boundary or below the top of the door/window head.
- C7** The content of top hamper signage is to be first party signage only.



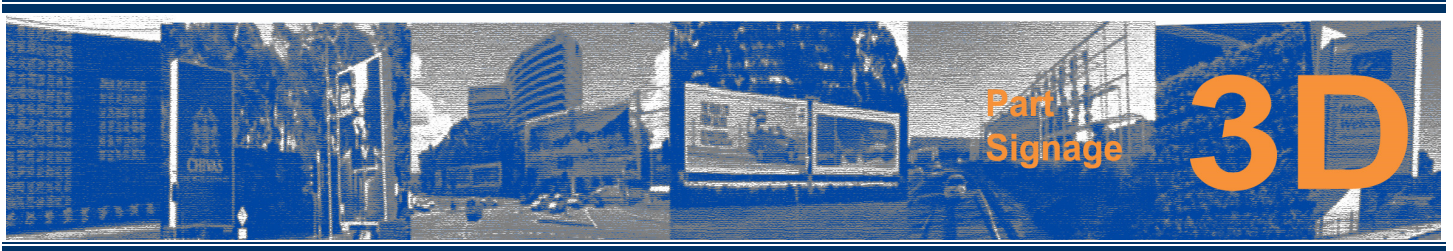
3D. 3.3 Above Awning Signage

Objective

- O1 To encourage relevant and appropriate above awning signage.

Control

- C1 Signage located on top of awnings is not permitted.



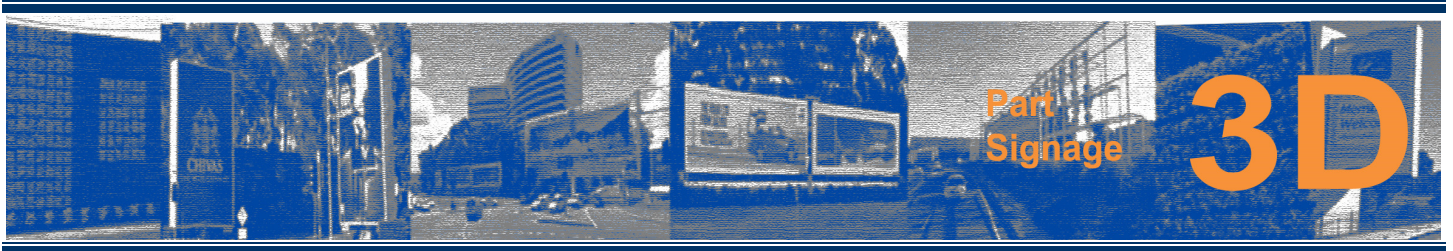
3D. 3.4 Wall Signage

Objective

- O1** To encourage relevant and appropriate wall signage.

Controls

- C1** Projecting flush wall signage, including flags, banners, placards, posters, permanent or temporary will not be permitted between the footpath and awning of any building.
- C2** Non-projecting ground level flush wall signage must:
- (i) Be located directly above the main pedestrian entry to a shop/business;
 - (ii) Be located above the main shopfront window next to the pedestrian entry at the street level;
 - (iii) Located only on frontages that have a public entrance;
 - (iv) Be restricted to one (1) sign per shopfront or business;
 - (v) Be restricted to a maximum size of 1m² in area with no more than 600mm in height;
 - (vi) Be designed to relate to the horizontal proportions of the shopfront or business doorway or window above where it is to be located; and
 - (vii) Not protrude be more than 150mm from the shopfront or business frontage to the outside edge of the sign.
- C3** A small wall plaque is permitted directly next to the shop or business entry, in addition to the above. The plaque shall not be more than 0.1m² in area.
- C4** Projecting wall signs between the first floor and parapet are not permitted.
- C5** Painted wall signs are only permitted on side elevations where Council considers it to improve the public domain.



3D.4 Signage Requirements by Zone and Use

Objectives

- O1 To ensure that signage is suitable for the proposed use; and
- O2 To ensure that signage does not dominate or detract from the amenity of an area.

Controls

Signage in Residential Zones

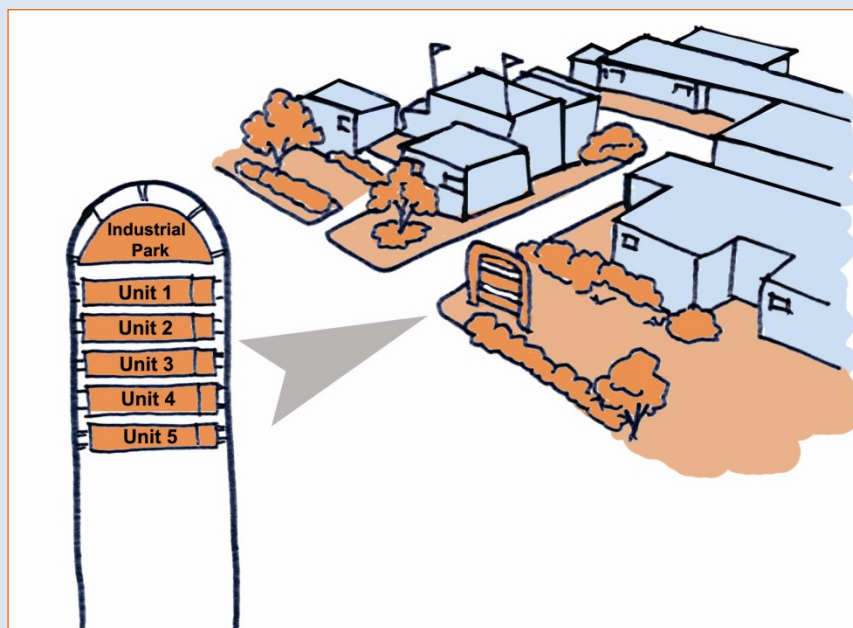
- C1 Home occupations, doctors, dentists and boarding houses signs:
 - (i) Must be small and not exceed 1.2 metres x 0.6 metres in size;
 - (ii) Must be affixed to the front facade of the dwelling or to the front boundary wall or fence; and
 - (iii) Where there is no front fence, or where an existing fence does not have sufficient height to display a sign, and where the dwelling has a significant setback from the street front, consideration may be given to the erection of a pole sign having a height not greater than 2.8 metres. The proportions of the advertising area must not exceed 1.2 metres x 0.6 metres and must not extend over the property boundary.
- C2 Shops or commercial and industrial premises in a residential zone shall contain only one (1) sign and/or one (1) under awning sign may be displayed on the premises. The total permissible area of the sign, excluding under awning sign, must not exceed 1m² for every 20 metres of street frontage.

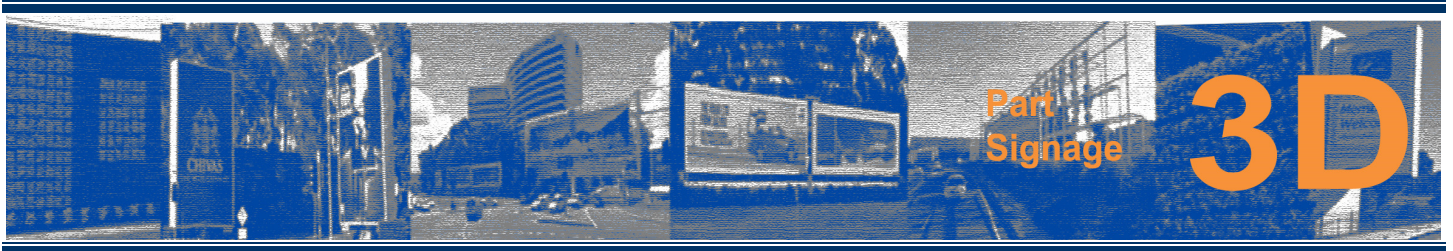
Note: For corner blocks, the frontage is the street to which the property is rated (the street address in Council's rate system) and the area is calculated by including all faces of a sign.
- C3 Any signage within a residential zone must relate only to premises situated on the subject land, and must only specify:
 - (i) The purpose for which the land is used;
 - (ii) The identification and description of a person carrying on an occupation or business on the premises; and
 - (iii) Particulars of the goods or services dealt with or provided on the premises.
- C4 The illumination of signs is not permitted in residential zones.

Signage on Industrial Sites, Business Parks and Bulky Good Premises

- C5** One (1) business identification sign is permitted per industrial unit. Development applications for new industrial complexes shall include the location and dimensions of one advertising panel for each unit.
- C6** One (1) freestanding common tenancy sign is allowed per street frontage and the size is restricted to 10m² (refer to **Figure 3**). The sign must:
- (i) Be integrated into the landscape design;
 - (ii) Be located within the property boundary with a minimum setback of 2 metres from the road alignment and clear of any footpath or designated pedestrian paths;
 - (iii) Be no higher than five (5) metres above the natural ground level and have a maximum area of 10m² per face with a maximum advertising area of all faces not more than 25m²;
 - (iv) Present only information related to the use of the individual units; like a tenancy directory;
 - (v) Be clear of any vehicular crossings and not compromise the safety of pedestrian and vehicular movement;
 - (vi) Not require the removal of significant trees or vegetation; and
 - (vii) Be illuminated where the illumination does not adversely impact upon the environment, safety or amenity of the area.

Figure 3 - Example of Common Tenancy Sign





3D.5 Building Identification Signage

Signage on a building can help identify a location and become a recognised element of a streetscape and contribute to the identity of the community. However, care needs to be applied to ensure that signage on buildings does not overpower a location. Signs on the upper sections of a building are generally discouraged to reduce the visual clutter in the urban environment.

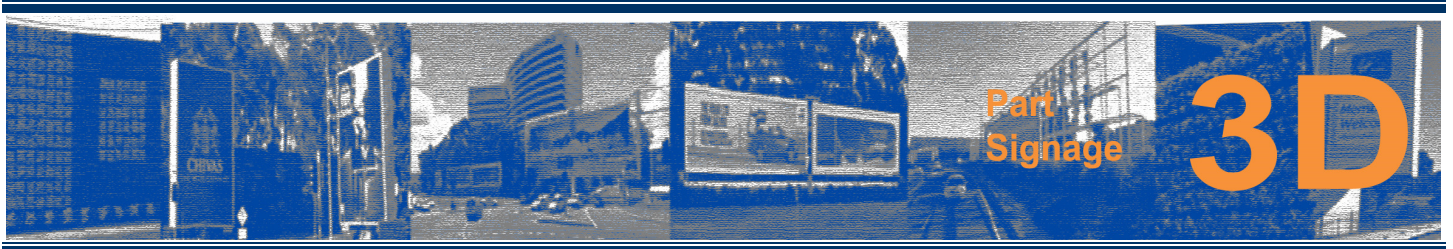
Objective

- O1** To ensure building identification signs reflect the size of the building to which it relates.

Controls

General

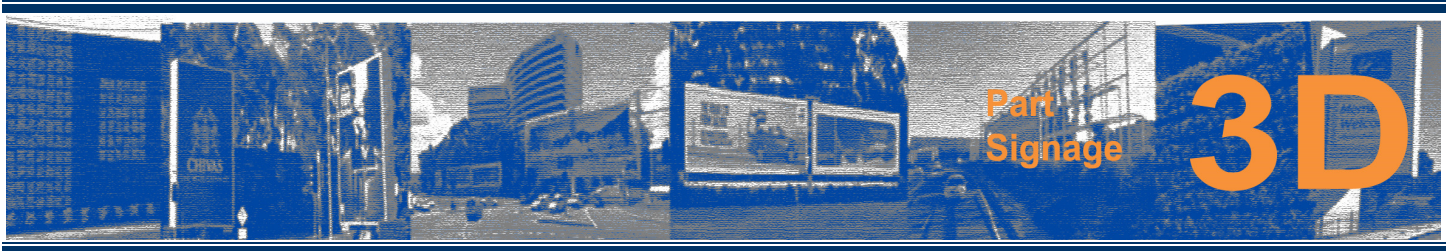
- C1** Buildings are permitted to have signs for identification purposes in the following locations:
- (i) On the building parapet or against the walls of the rooftop plant structure but only when the signage does not obstruct or obscure any parts of the building that are considered by the Consent Authority to be significant elements of the architectural design of the building; and
 - (ii) Above the main pedestrian entry, in a suitable part of the façade.
- C2** Building Identification Signs are required to:
- (i) To be of adequate scale that is consistent with the size and architectural design of the building. Logos which are incorporated into the fenestration are encouraged. Attention should be given to the proportions, materials and the finishes and colours to ensure there is a significant degree of compatibility;
 - (ii) Relate to a significant tenant or owner of the building. The sign must be associated with a business which owns or leases the largest portion of building floor space compared to the other owners/tenants; and
 - (iii) Not affect the heritage significance of a Heritage Item.
- C3** Buildings that are primarily residential shall not be permitted to be named after commercial names or advertising products.
- C4** Building identification signs are not permitted to have any other text or logo except for the name of the building, the major tenant or the building owner.
- C5** Building identification signs that are at or near the roof level of the building must:
- (i) Not be more than one typical floor of the building in height;



- (ii) Be in scale with the plant room wall its intended to be affixed to;
- (iii) Be reduced in height and size to be subservient to the building element that it is to be attached to;
- (iv) Not obscure any glazed portion of the building, regardless of whether the glazing is a window structure or a portion of the cladding of the buildings; and
- (v) Not be affixed on any backing material and must only be comprised of individual letters or a single logo.

Number of Building Identification Signs

- C6** A maximum of three (3) signs associated with a building is permitted. One (1) sign is permitted per elevation with a total maximum of two signs plus one additional sign located at or near the main entry.
- C7** A maximum of one (1) sign per ground floor tenancy located under the awning and on the street frontage is permitted. The signs must be located at least three (3) metres apart. If there are multiple ground floor tenancies then the number of signs will be restricted by the number of signs that can be installed at least three (3) metres apart with a total maximum of one (1) sign per tenancy.
- C8** Ground floor tenants are permitted to erect an additional sign in the form of a top hamper sign if located above the entry to the business on the street frontage only.



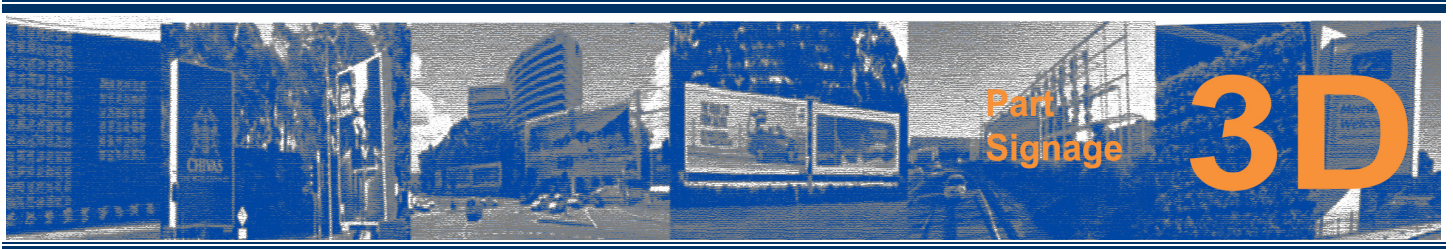
3D.6 Signage on Heritage Items

Objective

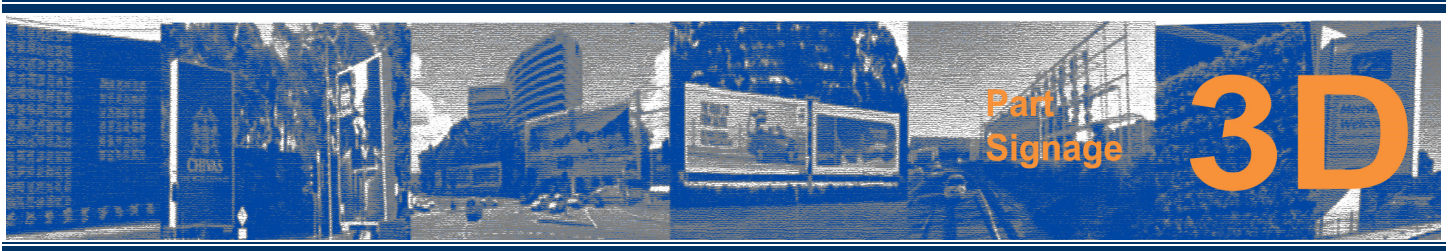
- O1** To ensure that advertisements and signage does not adversely impact on the heritage significance of Heritage Items or obscure the view of Heritage Items.

Controls

- C1** All signage on a Heritage Item shall comply with **Part 3B - Heritage**.
- C2** Signage on Heritage Items must:
- (i) Be designed to reflect the architectural style of the built form to which the sign is intended to be attached;
 - (ii) Be designed and installed in a sensitive manner to any existing signs or prominent feature on the Heritage Item;
 - (iii) Be sympathetically located on the building;
 - (iv) Not obscure any significant aspects or distinctive features of the Heritage Item;
 - (v) Be of a high standard of materials, design and construction;
 - (vi) Be of a sympathetic design and architectural style; and
 - (vii) Be designed with appropriate heritage colours, materials, images and lettering.
- C3** Depending upon the building or place, appropriate sign locations may include:
- (i) A solid parapet/pediment above a cornice;
 - (ii) The horizontal entablature or panel below a cornice;
 - (iii) Spandrel panels below windows;
 - (iv) Ground or first floor windows;
 - (v) Notice boards or plaques on ground floor pilasters; and
 - (vi) Small signs limited to individual architectural elements such as a rendered block.
- C4** The location of signage between the parapet and the first floor is not permitted unless it can be demonstrated that the sign and location are both suitable given the heritage significance of the Item.
- C5** The existing or prior name of the Heritage Item and its significance shall be considered before a change to a building identification sign is permitted.



- C6** The installation of signage on Heritage Items must be performed in such a way that it is completely reversible, without leaving damage to the building. If the signage is intended to be affixed to stone or brick walls, then they must be attached so that any insertions are placed into the mortar joints and not into the stone or brick.
- C7** Where there is existing signage of heritage value on Heritage Items they are required to be retained, preferably in their original location. Any new signage is required to be designed to be sympathetic to the original heritage sign.
- C8** Colour schemes including corporate colours are required to be modified to complement the heritage nature of the building (refer to **Part 3B - Heritage**).
- C9** Signage that is internally illuminated are only permitted where they are a reconstruction or restoration of any original heritage significant sign or if it can be established that the proposed signage is a significant aspect of the Heritage Item.
- C10** Signage that is externally illuminated is only permitted where they are designed to be sympathetic and to the Heritage Item. The cabling and conduit is required to be totally concealed and the lighting must be provided from an energy efficient source that is concealed. The lighting and works associated with it must not damage or intrude in any way to the heritage significance of the Heritage Item.



3D.7 Signage in Heritage Conservation Areas

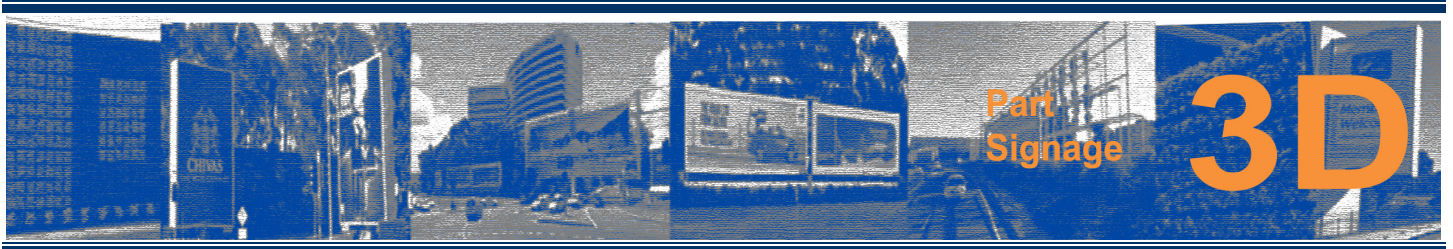
Objective

- O1** To ensure that advertisements and signage does not adversely impact on the heritage significance of Heritage Conservation Areas.

Controls

General

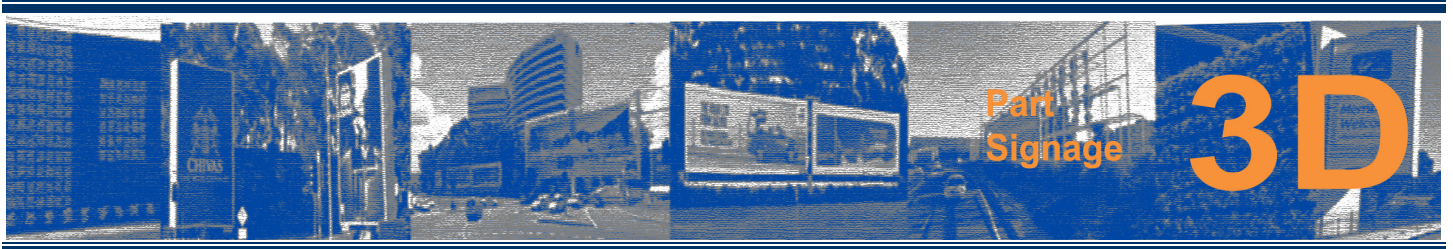
- C1** All signage within a Heritage Conservation Area shall comply with **Part 3B - Heritage**.
- C2** The design of any signage should be of a high standard that is compatible with the architecture and materials of the building that the signage is intended to be attached to.
- C3** Signage must not detract from the residential amenity and must be sympathetic to the Heritage Conservation Area.
- C4** Signage in a Heritage Conservation Area must:
- (i) Be designed to reflect the architectural style of the built form to which the sign is intended to be attached;
 - (ii) Be designed and installed in a sensitive manner to any existing signs or prominent features on the building or place;
 - (iii) Be sympathetically located on the building or place;
 - (iv) Not obscure any significant aspects or distinctive features of the building or place;
 - (v) Be of a high standard of materials, design and construction;
 - (vi) Be of a sympathetic design and architectural style; and
 - (vii) Be designed with appropriate heritage colours, materials, images and lettering.
- C5** The existing or prior name of the building or place its significance shall be of any consideration before permitting a change to a building identification sign.
- C6** The installation of signage in a Heritage Conservation must be performed in such a way that it is completely reversible, without leaving damage to the building. If the signage is intended to be affixed to stone or brick walls, then they must be attached so that any insertions are placed into the mortar joints and not into the stone or brick.
- C7** Where there is existing signage of heritage value in a Heritage Conservation Area they are required to be retained, preferable in their original location.



- C8** Advertising signage for retail and commercial buildings are to be restricted to the following types:
- (i) Flush wall sign;
 - (ii) Awning fascia sign;
 - (iii) Under awning sign; and
 - (iv) Top hamper sign.
- C9** The erection of roof signs, above-awning projecting wall signs, pylon or pole signs is not permitted.
- C10** Where a building contains more than two tenants, a directory of tenants should be provided at ground-floor level in order to minimise the amount of advertising on the building.
- C11** Unobtrusive painted signs to upper-storey windows may be permitted at Council's discretion to identify tenants when appropriate wall surfaces or other areas for advertising are not available.

Materials, Colour, Style and Size

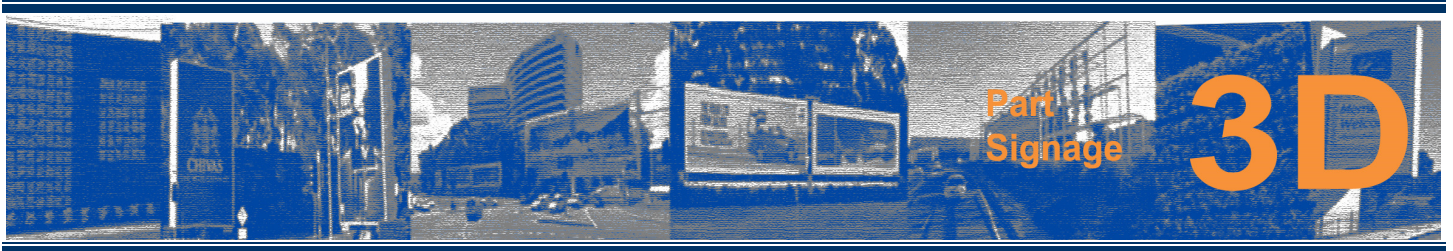
- C12** Signage must be designed to be harmonious with the heritage significance of the area. High quality materials such as brass, copper, bronze and/or stainless steel are required to be used and should not include significant amounts of plastics like clear or coloured acrylic materials.
- C13** Colour schemes including corporate colours are required to be modified to complement the heritage nature of the building.
- C14** Fluorescent and iridescent paints are inappropriate. Corporate colours may appear as part of advertising signs, but are not to be used as the principal or dominant colour scheme for buildings.
- C15** The design and size of signs is not to dominate the architectural character of the building or adjoining buildings and must respond appropriately to the physical context and historical background of the streetscape, and HCA as a whole.
- C16** Hamper signs, whether painted or internally illuminated, shall be flush to the external face of the shopfront where practicable, but in any case shall not project more than 100mm.
- C17** Under awning illuminated or painted signs shall be limited to a maximum depth of 300mm, a maximum length of 2600mm (or two thirds width of the footpath) whichever is the lesser and be erected at a uniform height to match, as far as possible, the adjoining signs and in no case be lower than 2600mm from the level of the footpath.
- C18** The style of lettering used in signs is to be suitable for the architectural period of the building and the historic character of the area.



- C19** Flashing, pulsing or moving signs are not permitted.
- C20** Where a number of tenancies occupy the same building or row of properties, consistency of sign shape, background colour, size, fixing methods and lighting is required. Consistency of fonts and graphics is preferred. Consistency in signs between neighbouring buildings which have a common architectural style, whether traditional or contemporary, is also encouraged.
- C21** Size and positioning of text and graphics must consider persons with disabilities, especially those with vision or mobility impairment (refer to Australian Standard 1428.2 - 1992, Design for Access and Mobility Part 2).
- C22** Materials are to be restricted to those which were traditionally used for signs; that is, painted timber or board, engraved metal plaque or painted masonry. With the exception of metal plaque, these materials are characterised by their non-reflectivity.
- C23** Painted signage on shopfront windows must not dominate or clutter the window.

Lighting

- C24** The lighting of signage must be discreet and be from a concealed source. Lighting will not be permissible where it impacts on the heritage fabric or presentation of the place.
- C25** Minimal low-voltage lighting designed into the signage bracket, awning or shopfront structure may be acceptable. All transformers associated with low-voltage lighting must be concealed. Signage that is internally illuminated is only permitted where they are a reconstruction or restoration of any original heritage significant sign or if it can be established that the proposed signage is a significant aspect of the Heritage Conservation Area.
- C26** Signage that is externally illuminated is only permitted where they are designed to be sympathetic and complementary to the Heritage Conservation Area. The cabling and conduit is required to be totally concealed and the lighting must be provided from an energy efficient source that is concealed. The lighting and works associated with it must not damage or intrude in any way to the heritage significance of the Heritage Conservation Area.



3D.8 Advertising Structures and Advertisement

Advertising structure means a structure used or to be used principally for the display of an advertisement.

Advertisement means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.

This part deals with Third Party Advertising Structures which are 45m² or less.

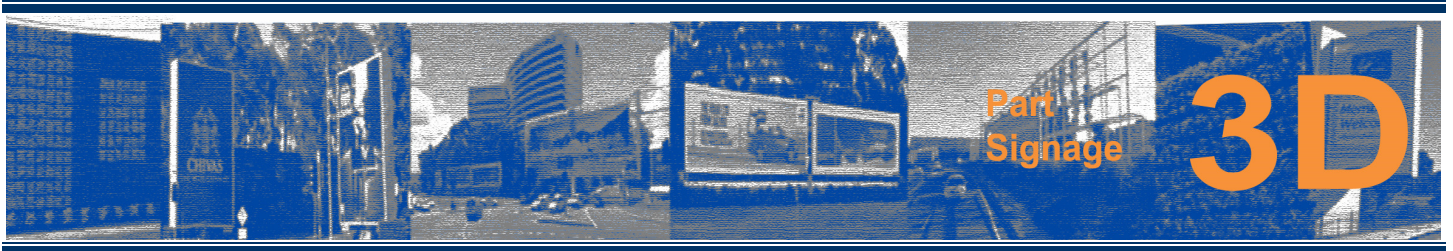
Objective

- O1** To minimise visual clutter and improve the aesthetic appeal of the City of Botany Bay;
- O2** To ensure advertising structure and advertising is integrated into the built form;
- O3** To ensure advertising structures and advertising does not dominate or detract from the host building;
- O4** To restrict new free standing advertising structures only to Hensley Athletic Field; and
- O5** To ensure landscaping (including green walls) soften the built form.

Controls

General

- C1** Third party advertising on public infrastructure is not permitted.
- C2** Advertising or advertising structures:
 - (i) Must be integrated into new building forms and designed in a manner that complements the architectural quality of the building;
 - (ii) Are to sit flush with the building façade;
 - (iii) Are to be of a scale that complements the size of the building; and
 - (iv) Are not to project above the predominant parapet line of the building.
- C3** No more than one (1) advertisement is permitted per building.

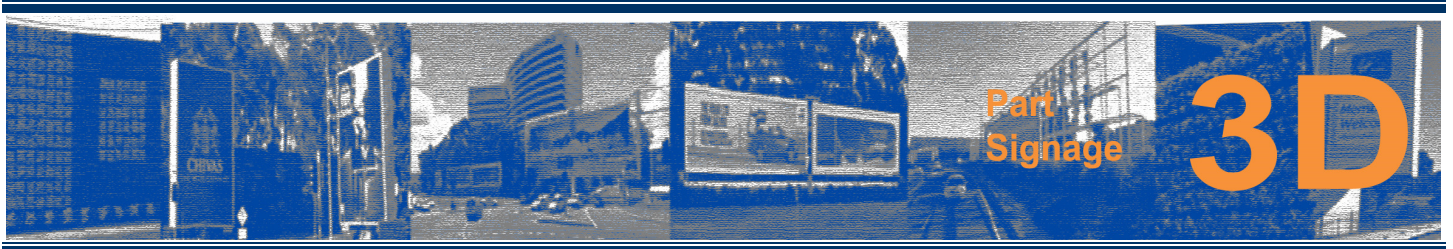


Landscaping

- C4** Landscaping additional to the landscaping required for the building use is required to screen the building and enhance the site when advertising or advertising structures are added to the building.
- C5** A Landscape Plan shall be submitted and must consider:
- (i) The surrounding context (land uses, sight lines, existing landscaping etc);
 - (ii) Other localised signage and its landscaping; and
 - (iii) Opportunities for landscape screening, visual amelioration and enhancement of landscape and visual amenity.
- C6** Landscaping must complement the architectural elements of the structure, achieving a high standard of visual resolution and enhancement.
- C7** Where opportunities for in ground landscaping is limited, landscaping structures such as green walls may be used to achieve the landscape requirements.
- Note:** Achieving success with green walls must be demonstrated by engaging a landscape professional with demonstrated experience and success in wall application and a maintenance plan must be submitted.
- C8** Existing trees and landscaping are not to be removed or significantly pruned to allow the erection of or visibility to an advertising structure or advertising.

Free Standing Advertising Structures at Hensley Athletic Field

- C9** No new free standing advertising structures are permitted with the expectation of free standing advertising structures at Hensley Athletic Field.
- C10** New free standing advertising structures at Hensley Athletic Field shall minimise unnecessary supporting structures to minimise visual clutter.
- C11** A Master Landscape Plan shall be submitted and must consider:
- (i) The surrounding context (land uses, sight lines, existing landscaping etc);
 - (ii) Other localised signage and its landscaping; and
 - (iii) Screening opportunities and visual amelioration.
- C12** Landscaping must complement the architectural elements of the structures achieving a high standard of visual resolution.



- C13** Multiple signs are to be separated and placed at appropriate intervals to allow adequate space for landscaping.
- C14** A layered (three tiers) of landscaping treatment is required in all planted areas. Canopy trees for upper level softening, and scale reduction, shrubs for mid level screening, softening and colour and groundcovers for low level screening, colour, soil stabilization and weed reduction is required.
- C15** A minimum of 70% of the landscaping is to comprise of natives suitable to the local conditions.
- C16** New landscaping shall provide a consistent green backdrop and frame to the advertising structure. Where opportunities for in ground landscaping is limited, landscaping structures such as green walls on existing and or new structures should be used to achieve the landscape requirements.
- Note:** Achieving success with green walls must be demonstrated and a maintenance plan must be submitted.
- C17** Canopy trees and landscaping shall be provided at the ends and behind of structure/s. Mature tree height shall be in scale with the height of the sign and should soften the ends and corners of structures.
- C18** All landscaped area shall have a fully automatic irrigation system installed.
- C19** Existing trees and landscaping are not to be removed or significantly pruned to allow the erection of or visibility to an advertising structure.