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# **Part 16**

# **Advertising and Signage**

## 16.1 Application

# 16.1 Application

This Part sets out controls for all signage proposals within Campbelltown LGA ,except signage that is classified as exempt or complying development under *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*; and any signage undertaken by Campbelltown City Council.

**Note:** CLEP stands for Campbelltown Local Environmental Plan 2015

### Note:

The following signs are types of business identification signs that are exempt development if designed and constructed in accordance with the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 and:

- Wall sign;
- Fascia sign;
- Under awning sign;
- Top hamper sign;
- Window sign;

The following signs are types of business identification signs and are complying development if designed and constructed in accordance with the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 and:

- projecting wall sign;
- freestanding pylon and directory board signs

State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 is available for view at [www.legislation.nsw.gov.au](http://www.legislation.nsw.gov.au).

### Objectives:

- Encourage signage that provides identification and information about land uses of premises in a manner that complements the design of the building on which it is displayed on and the streetscape.
- Ensure signage that contributes positively to the appearance of the building, structure or place by encouraging coordinated signage of high-quality design and materials.
- Discourage the proliferation of signs and advertising structures that collectively becomes meaningless and cluttered.
- Ensure signs and advertising structures that do not detract from the level of safety for drivers, cyclists and pedestrians by obstructing sight lines and distracting road users.
- Ensure that the scale of the sign and advertising structures are appropriate to the size of the building and its surroundings.
- Ensure that signs and advertisements contribute to a high quality public domain.

# 16.2

## Types of Signs & Definitions

### 16.2 Types of Signs and Definitions

Some of the signage types referred to in this section are shown in Figure 16.3.1 below.

**Note:**

**Advertisement** has the same meaning as in the Environmental Protection & Assessment Act 1979: 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.

**Advertising structure** has the same meaning as in the Environmental Protection & Assessment Act 1979: a structure used or to be used principally for the display of an advertisement.

1. Bill board Sign
2. Roof or Sky sign
3. Flush mounted wall sign
4. Vertical projecting wall sign
5. Horizontal projecting wall sign
6. Above awning sign
7. Fascia sign
8. Under awning sign
9. Top hamper sign
10. Window sign
11. Freestanding pylon and Directory Board sign

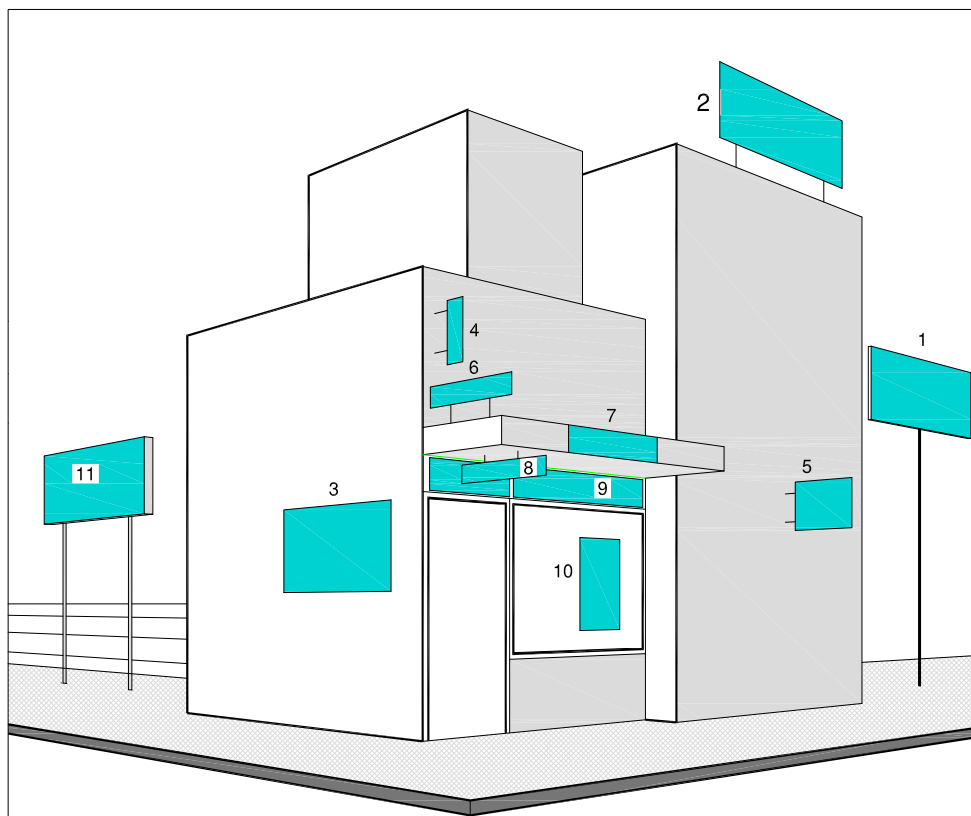


Figure 16.3.1 - Types of signs

# 16.2

## Types of Signs & Definitions

The following definitions shall apply for the purpose of this Part:

**'A' Frame Sign ( also known as a sandwich board )** means a portable, freestanding sign consisting of either two advertising boards supporting each other in an 'A' configuration, or one advertising board supported by one or more posts in an 'A' configuration.

**Above awning sign** means a sign that is located above an awning or veranda, attached to the awning and/or wall, but is contained entirely below the roofline and not protruding beyond the extent of the awning or veranda (but does not include a projecting wall sign).

**Banner or flag sign** means a piece of fabric supported on one or two sides by poles or ties and allowed to move freely, but not including national, state, regional or aboriginal flags.

**Billboard sign** means an advertisement supported by one or more columns or post which stands independent of any building and/or structure and which does not relate to the use of the site to which it is attached.

**Bunting** means a string of lightweight coloured material or plastic secured at both ends but allowed to move freely.

**Building identification sign** has the same meaning as in the CLEP (see note).

**Business identification sign** as the same meaning as in the CLEP (see note).

**Canopy fascia sign** means a sign that is located on the fascia of the structure erected over the pumps at a petrol station.

**Corporate identification** means building colour, decoration, symbols, logos and the like that attach a building use with a readily identifiable corporate brand

**Day time** means the time between sunrise and sun set, excluding twilight periods.

**Digital Signs** - Any sign that uses digital technology to display bright, high quality

**Note:**

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

**Note:**

Business identification sign ( as defined under the CLEP) means a sign:

(a) that indicates:

- i) the name of the person or business, and
- ii) the nature of the business carried on by the person at the premises or place at which the sign is displayed, and

(b) that may include the address of the premises or place and a logo or other symbol that identifies the business,

but that does not contain any advertising relating to a person who does not carry on business at the premises or place.

## 16.2 Types of Signs & Definitions

electronic images which are uploaded and changed using a computer and modem via a secure network. A central feature of these devices is the use of Light Emitting Diode (LED) technology allowing luminance to be controlled and adjusted automatically and includes Electronic Static Displays (ESDs), Variable Message Signs (VMS) and Dynamic Electronic Displays (DEDs)

**Dwell duration** means the period of time that content on a sign remains static without any movement.

**Dynamic Electronic Displays (DEDs)** means any sign that displays animations, videos, flashing images, and have active display changes. DEDs signs, either permanent or portable, including any signs which contain any portion of video and/or animated content, that face a road reserve and are visible to road users are prohibited. DEDs are a type of digital signs.

**Electronic Static Displays (ESDs)** means signs that display static images only, which are presented successively at set intervals. They do not contain or imply motion such as vertical or horizontal scrolling, fade, dissolve or animation within the message itself and do not have any movement of any part of the advertising structure or surrounds. ESDs are a type of digital signs.

**Fascia sign** means a sign that is attached flush to the existing fascia of the awning of a building, which does not project above, below or beyond the awning of a building over a footpath.

**Flashing sign** means a sign that is illuminated at frequent intervals of 3 seconds or less by either an internal or external light, and whether or not included in any other type of sign.

**Flush mounted wall sign** means a flat mounted or painted sign attached to the exterior front or side wall of a building and does not project more than 100mm from the wall surface.

### Note:

**Illuminance** has the same meaning as contained in AS/NZS 1158-2005: the physical measure of illumination. It is the luminous flux arriving at a surface divided by the area of the illuminated surface. Unit: lux (lx). The term includes 'Horizontal illuminance' (the value of illuminance on a designated horizontal plane at ground level) and 'Vertical illuminance' (the value of illuminance on a designated vertical plane at a height of 1.5m above ground level. Where the vertical illuminance is considered in the situation of potentially obtrusive light at a property boundary it is referred to as environmental vertical illuminance).

**Luminance** has the same meaning as contained in AS/NZS 1158-2005: the physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. Unit: candela per square metre (cd/ sqm).

### Note:

A digital sign and/or an illuminated sign may take the form of any permissible sign under this plan (i.e fascia sign or a wall sign) and shall comply with all the relevant development controls under this part of the Plan.

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# 16.2

## Types of Signs & Definitions

**Freestanding pylon and Directory Board sign** means a sign which is supported by one or more columns, uprights or braces fixed to the ground and which is not directly attached to any building or other structure.

**General advertising** means signage that does not relate to the use of the land/building to which it is attached.

**Illuminated sign** means any sign illuminated by an artificial sources such as fluorescent and/or incandescent bulbs.

**Inflatable sign** means a sign that is located on an inflatable structure such as a balloon or blimp being of a temporary nature and used for the purpose of displaying information about a business, product, local event and/or attraction.

**Moving sign** means a sign that is capable of moving by any source of power, whether or not included in any other class of sign.

**Portable or movable signs** means an advertisement attached to the body of a vehicle or trailer which is principally designed for placement in a publicly viewable location.

**Poster sign** means a temporary sign that is usually in the form of a paper or lightweight cardboard or foam core board 'poster' used for the purposes of displaying information about a local event or attraction.

**Projecting wall sign** is a sign that projects from the exterior wall of an existing building but not protruding beyond the roadside edge of the awning or above the roofline of a building.

**Roof or sky sign** means a sign that is erected on or above the parapet of a building that is wholly or partly supported by the building.

**Signage** means 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,

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## 16.2

### Types of Signs & Definitions

iii) a business identification sign,

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

**Temporary sign** means a sign which is used to promote an event, celebration etc organised by a community group, not for profit organisation or government body (including Council) that has a limited time of display.

**Top hamper sign** means a sign that is attached to the transom of a doorway or display window of a building.

**Twilight** means the time between sunrise and dawn in the morning and sunset and dusk in the evening.

**Under awning sign** means a sign that is suspended below the existing awning of a building

**Variable Message Sign (VMS)** means a sign that display electronic text messages and have the capacity for graphical displays. VMS are a type of digital signs.

**Wall sign** means a flat mounted or painted sign attached to the exterior front or side wall of a building and does not project more than 100mm from the wall surface.

**Window sign** means a sign that is painted or displayed inside a window of a building.

# 16.3

## Relationship to other Environmental Planning Instruments

### 16.3 Relationship to other Environmental Planning Instruments, Australian Standards, State Policies and Guidelines.

#### 16.3.1 State Environmental planning Policy No 64 - Advertising and Signage (SEPP 64)

- a) Development applications for all forms of signage shall comply with SEPP 64.

#### 16.3.2 State Environmental Planning Policy (Exempt and Complying Development Codes) 2008

- a) Development controls under this part shall apply to signs and advertisement that are not considered exempt or complying development under State Environmental Planning Policy (Exempt and Complying Development Codes) 2008.

#### 16.3.3 Transport Corridor Outdoor Advertising and Signage Guidelines

- a) This Guideline is required to be considered where signage is proposed to be located on Transport Corridor land as identified under SEPP 64.

#### 16.3.4 Australian Standards (AS)

- a) Some AS contain provisions relating to the construction and external illumination devices for signage that need to be complied with. The relevant AS include:
  - i) AS 4282 - Control of the Obtrusive Effects of Outdoor Lighting;
  - ii) AS/NZS 1170.0:2002, Structural Design Actions, Part 0:General Principles;
  - iii) AS/NZS 1170.2:2011, Structural Design Actions, Part 2: Wind Actions; and
  - iv) AS 4852.1-2009 Variable Message Signs

**Note:**

Where signs are erected without prior development consent (where consent is required), Council may commence action under the provisions of the Environmental Planning and Assessment Act 1979, requiring removal of the signs, issuing fines or commencing court action.

**Note:**

State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 specifies certain types of signs as exempt or complying development. Exempt development does not require development consent from Council. Complying development requires a complying development certificate (CDC) to be issued by an accredited certifier or council, prior to work undertaken by the applicant.

**Note:**

Signs that may fall outside the type of signs defined under Section 16.2 Types of Signs and Definitions will be assessed on their merits.



# 16.4

## General Requirements

### Advertising and Signage

## 16.4 General Requirements - Advertising and Signage

### 16.4.1 Restrictions

- a) The following types of advertising and signage shall not be permissible within the Campbelltown LGA:
- i) Above awning signs;
  - ii) Banner or flag signs in zones other than business and industrial zones including bunting;
  - iii) Inflatable signs;
  - iv) Portable or movable signs;
  - v) Moving signs;
  - vi) 'A frame' signs on public land;
  - vii) Roof or sky signs;
  - viii) Posters on poles or other structures in public places;
  - ix) Flashing signs;
  - x) Dynamic Electronic Displays that are visible to drivers; and
  - xi) Billboard Sign.

**Note:**

All development applications for signs needs to comply with Schedule 1 of SEPP 64, available from NSW legislation website at: [www.legislation.nsw.gov.au](http://www.legislation.nsw.gov.au)

### 16.4.2 Design and location

- a) Signage attached to buildings shall be designed, located, scaled and sized having regard to the architectural style, features scale and design of the facades of the building.
- b) Signage shall not dominate landscaped and public domain areas.
- c) Free standing signage shall be designed to have regard to the size, height and scale of nearby buildings and their architectural elements.
- d) Signage shall not protrude above any parapet or eaves.
- e) All signage shall be designed to minimise opportunities for graffiti artists.
- f) Signs shall be constructed of a material

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## 16.4 General Requirements

### Advertising and Signage

that is of high quality and durable.

- g) Signage shall not contain reflective materials, colours and finishes.
- h) Signage shall not cause any nuisance to nearby occupants as a result of glare or light spillage.

#### 16.4.3 Public Safety

- a) Signs and their supporting structures shall be structurally sound and constructed in manner to maintain pedestrian and traffic safety.
- b) Signs shall be designed and erected so to:
  - i) not to compromise driver and pedestrian safety;
  - ii) avoid confusion with road traffic signs and signals;
  - iii) not obscure a road hazard, oncoming vehicles, pedestrians; and
  - iv) avoid advertising messages, designs or bright lighting that may distract motorists.

#### 16.4.4 Contents

- a) Signs that contain wording in a language other than English shall have an English translation of that wording to a minimum font size of 50% of the non-English word/s.

#### 16.4.5. Maintenance of signs

- a) All signs shall be maintained to a high standard, including any advertising surface, structure and finish.

*Note: Council may direct the owner of an advertising sign that is unsightly, unsafe or likely to threaten public safety, to take any necessary action to remove or repair the sign/structure.*

#### 16.4.6. Illumination

- a) Illuminated signs shall:
  - i) have its means of illumination,

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## Advertising and Signage

including any associated cables, concealed or integrated within the frame of the sign;and

- ii) not be animated, flashing or moving.

### 16.4.7 Development Application for Signs

- a) All development applications for a signage shall include photomontages of the sign and its relationship to the adjacent road environment, particularly traffic control devices or areas such as junctions/intersections and curves or crests.

### 16.4.8 Digital Signs

- a) Digital Signs shall meet the following criteria:
  - i) Advertisements shall not include videos or animations or animated effects such as ‘fade’, ‘zoom’ or ‘fly-in’.
  - ii) The display screen shall not be split to display multiple advertisements on the one electronic display.
  - iii) Each change of content shall be completed instantaneously (i.e. within 0.1 of a second).
  - iv) Each content shall have a self contained message that is simple, effective and easily understood at a glance.
  - v) Sequential messages shall be avoided.
  - vi) Where changing content is proposed Dwell times for image display are:
    - 10 seconds for areas where the speed limit is below 80km/h; and
    - 25 seconds for areas where the speed limit is 80km/h and over. Longer dwell times may be required by Council depending on the surrounding environment.
  - vii) In the event of a malfunction or

#### Note:

There has been a recent increase in the use of digital signs. This has necessitated a need to provide additional controls for these types of signs within the Plan. Council may consider the provision of digital signs at any location where a standard static sign is considered appropriate, providing the digital sign is managed in such a way that it does not create any additional road safety concerns or negatively impact on adjoining residents.

## 16.4 General Requirements

### Advertising and Signage

failure of either the advertising copy display, or hardware/system/software the device must display (default to) a blank black screen.

- viii) All digital signs must be equipped with a sensor to measure the ambient light level of the surrounding environment and adjust the sign luminance levels accordingly. Such control systems shall be programmed to adopt a set of minimum levels of stepped dimming to suit a range of ambient light levels.
- ix) Luminance levels of digital signs shall comply with the requirements in Table 16.1.
- x) Luminance levels of illuminated signs shall comply with the requirements in Table 16.2.
- xi) Renewable energy sources should be considered to power digital signs.
- xii) A digital sign shall not be located higher than 3 metres from ground floor level (existing).
- xiii) In addition to the requirement under Section 16.4.7 of this part, the development application for a digital sign shall include:
  - details of the location of any other, electronic signs within 200 metres of the site;
  - details of the electronic system to be used including intensity control limits and methods (including light sensor) and error detection;
  - details of the proposed dwell time for any non-static images;
  - details of the power supply and cables.

#### Note:

A digital sign shall generally exhibit the same level of brightness in all lighting conditions, by maintaining a consistent ratio between the ambient light (illuminance) and light emitted by the sign (luminance).

This allows the sign to be easily read and reduces the time taken for drivers to view its content.

Due to the fast rate of change in ambient light during dusk and dawn periods, particular attention needs to be given to the luminance levels that are output during these periods to ensure that a consistent apparent brightness is maintained. This removes the risk that a driver will be distracted by changing sign brightness.

# 16.4

**General Requirements**  
**Advertising and Signage**

**Table 16.1 Maximum Luminance levels for Digital Signs**

Lighting conditions	Areas 1 and 2	Area 3
Day Time Luminance	6000 cd/sqm	6000 cd/sqm
Morning and Evening Twilight and Inclement Weather	700 cd/sqm	500 cd/sqm
Night	350 cd/sqm	zero to 150*

\* Zero to 150, luminance level within Area 3, at Council’s discretion and subject to the location of the sign in relation to the residential properties and surrounding environments.

Source: Based on the information provided under the Draft Transport Corridor Outdoor Advertising and Signage Guidelines - November 2015

**Table 16.2 Maximum Allowable Daytime Luminance of Illuminated Signs ( Not Digital Signs)**

Illuminated Area (sqm)	Areas 1	Area 2	Area 3
less or equal to 0.5	2900 cd/sqm	2000	1000 cd/sqm
Greater than 0.5 and less than or equal 2.0	2300cd/sqm	1600	800 cd/sqm
Greater than 2.0 and less than or equal 5.0	2000cd/sqm	1200	600
Greater than 5.0 and less than or equal 10	1500	1000	600
Greater than 10.0	1200	800	400

Source: Based on the information provided under the Draft Transport Corridor Outdoor Advertising and Signage Guidelines - November 2015

**Areas 1, 2 and 3 under Tables 16.1 and 16.2 above**

Area 1 covers areas with generally high off-street ambient lighting e.g. some major shopping/commercial centres with a significant number of off-street illuminated advertising devices and lights.(eg Blaxland Road)

Area 2 covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/ commercial centres (eg Queen Street) .

Area 3 covers areas with generally low levels of off- street ambient lighting e.g. rural and residential areas.

# 16.5

## Signs within Residential, Rural & Environmental Protection Zones

### 16.5 Signs within Residential, Rural and Environmental Protection Zones

#### Objectives:

- Ensure that the amenity of residential, environmental protection and rural areas is not adversely affected by the provision of outdoor signage for non-residential uses.

#### Design Requirements

- a) Only the following types of business identification signs shall be permissible on land zoned for residential, rural and environmental protection zones (subject to Council's consent):
  - i) wall signs;
  - ii) window signs;and
  - iii) freestanding pylon and directory board signs;

#### 16.5.1 Wall Signs

- a) A wall sign shall:
  - i) not result in more than 4 business identification signs of this type for the building (which may refer to more than 1 business within the building);
  - ii) be attached to the building in which the business identified in the sign is located; and
  - iii) not cover any window, door or architectural feature
- b) Wall signs within residential, rural and environmental protection zones associated with a home business, home industry or home occupation shall be:
  - i) illuminated only during approved hours of operation;
  - ii) not reflective;
  - iii) not to exceed a height greater than 2.0 metres above natural ground level;and
  - iv) not larger than 1.5sqm in area.
- c) Wall signs within residential, rural or

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# 16.5

## Signs within Residential, Rural & Environmental Protection Zones

environmental protection zones for uses other than a home business, home industry or home occupation shall be:

- i) illuminated only during approved hours of operation;
- ii) not reflective;
- iii) not exceeding a height greater than 2.5 metres above natural ground level and not be larger than 3.0sqm in area;

### 16.5.2 Window Signs

- a) Windows sign shall not be illuminated
- b) Window signs within residential, rural and environmental protection zones associated with a home business, home industry or home occupation shall be:
  - i) restricted to one sign per property;
  - ii) not cover more than 25% of the surface of the window in which it is displayed on or 6sqm, whichever is the lesser.

### 16.5.3 Freestanding pylon and directory board signs

- a) Freestanding pylon and directory board signs within residential, rural and environmental protection zones associated with a home business, home industry or home occupation shall be:
  - i) restricted to one sign per property;
  - ii) not exceed 1sqm in area;
  - iii) not exceed 2 metres in height; and
  - iv) not be illuminated
- b) Freestanding pylon and directory board signs within residential, rural and environmental protection zones associated with a use other than a home business, home industry or home occupation shall:
  - i) not exceed 1.5sqm in area;
  - ii) not exceed 3 metres in height; and
  - iii) not result in more than one such freestanding sign for each street frontage of the lot on which the development is located.

## 16.6 Signs within Business, Industrial and Special Purpose Zones

# 16.6

## Signs within Business, Industrial Zones and Special purpose zones

### Objectives:

- Reduce signage clutter throughout Business centres.
- Provide for the orderly display of signs.
- Encourage the use of sign themes in commercial areas.
- Ensure that advertising signs complement the existing streetscape; and
- Ensure that signs are designed to minimise impacts on residential areas.

### 16.6.1 Number of signs per premises

- a) Notwithstanding any other requirement of this part, the total number of signs installed on any building elevation facing a public space shall not exceed 6.

### 16.6.2 Building Identification Signs

- a) Building identification signs shall:
  - i) be limited to one sign per street frontage.
  - ii) incorporate a maximum area of 3sqm.
  - iii) contain only the name of buildings; and
  - iv) not be located higher than the parapet or eaves of the building, or 15 metres above ground level (existing) whichever is lower.

### 16.6.3 Business identification signs

- a) Corporate colour schemes associated with business identification shall only be permitted where the consent authority is satisfied that the colour scheme is compatible with the desired future character of the area and will not detract from the appearance of the building and its surroundings.

#### 16.6.3.1 Wall Signs

- a) Only one wall sign per building elevation shall be permitted.
- b) A wall sign shall:
  - i) not result in more than 4 business identification signs of this type for the building (which may refer to more than 1 business within the building);



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# 16.6

## Signs within Business, Industrial Zones and Special purpose zones

- ii) be attached to the building in which the business identified in the sign is located;
- iii) where located on land zoned for commercial purposes, excluding areas zoned B5 under the CLEP, not be more than 6sqm in area or 20% of the building elevation, whichever is the lesser;
- iv) where located on land zoned for industrial zone or zone B5 under the CELP, not be more than 18sqm in area or 20% of the building elevation, whichever is the lesser;
- v) not project beyond the parapet or eaves of the building to which it is attached; and
- vi) not cover any window, door or architectural feature
- vii) Council may consider varying the size of a wall sign within commercial and industrial areas, where a wall sign area has been incorporated as part of the architectural design of the building and where Council is of the opinion that the proposed wall sign is of appropriate scale in relation to the building, streetscape and the surrounding environment.

### 16.6.3.2 Fascia signs

- a) Fascia signs shall:
  - i) be securely fixed to the fascia;
  - ii) not be more than 2sqm in area;
  - iii) not project below, above or beyond the sides of the fascia;
  - iv) be at least 600mm behind the alignment of any kerb within the adjacent road; and
  - v) not be illuminated.

### 16.6.3.3 Under awning signs

- a) Under awning signs shall:
  - i) not result in more than one sign of this type for each ground floor tenancy;
  - ii) not be more than 2 sqm in area;
  - iii) be erected with the lower edge at least 2.6 metres above ground level (existing);
  - iv) be suspended at right angles to the building;

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# 16.6

## Signs within Business, Industrial Zones and Special purpose zones

- v) not project beyond the awning fascia;
- vi) be at least 600mm behind the edge of the kerb;
- vii) include a separation distance of 3 metres from other under awning signs

### 16.6.3.4 Top hamper signs

- a) Top hamper signs shall:
  - i) not result in more than one sign of this type for each ground floor tenancy;
  - ii) not be more than 3sqm in area;
  - iii) not be more than 600mm in height,
  - iv) not be more than 100mm in depth;
  - v) be erected with the lower edge at least 2.1 metres above ground level (existing), and
  - vi) not project below the transom of any doorway or display window.

### 16.6.3.5 Window Signs

- a) Window signs shall not cover more than 30% of the surface of the window in which it is displayed or 8sqm, whichever is the lesser.

### 16.6.3.6 Projecting wall signs

- a) Projecting wall signs shall:
  - i) not result in more than 4 business identification signs of this type for the building (which may refer to more than 1 business within the building) so long as only one sign is visible on each elevation of the building;
  - ii) not project beyond the parapet or eaves of the building to which it is attached;
  - iii) where located in a business zone:
    - not project more than 0.9 metres horizontally from the facade of the building;and
    - be no more than 1.8sqm in area;
  - iv) where located in an industrial or special purpose zone:
    - not project more than 1.5 metres horizontally from the facade of the

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# 16.6

## Signs within Business, Industrial Zones and Special purpose zones

building;;

- be no more than 3sqm in area.

### 16.6.3.7 Freestanding pylon and directory board signs

- a) Freestanding pylon and directory board signs shall:
- i) not result in more than one such freestanding sign for each street frontage of the lot on which the development is located;
  - ii) not exceed a height of 8 metres, above natural ground level to the highest point of the sign/structure;
  - iii) not have an area for the sign of more than 8sqm where the lot is occupied by one commercial tenant;
  - iv) where the building is occupied by more than one tenant, the minimum area of 8sqm shall be increased by 1 additional square meter per additional occupancy to a maximum of 18sqm;
  - v) be only permitted where the building has a minimum 10 metre building setback from the primary road frontage.

### 16.6.3.8 Banner or flag sign

- a) Banner or flags signs shall:
- i) not result in more than one sign of this type per site;
  - ii) not exceed a height of 8 metres above natural ground level to the highest point of the sign/structure;
  - iii) not be more than 3sqm in area;
  - iv) be erected with the lower edge at least 2.6 metres above footpath pavement level and 5 metres above vehicle pavement level.

### 16.6.3.9 'A' Frame Sign

- a) 'A' Frame Sign signs shall:
- i) not result in more than one sign of this type per occupancy;
  - ii) not located on footpath or public land;and
  - iii) not be more than 0.8sqm in area.

## 16.7 Signs on mixed use residential development

# 16.7

## Signs on Mixed Use Residential Development

This section applies to signs on mixed use development, where the upper levels consist of residential dwellings (shop top housing or residential apartment buildings) regardless of the zoning of the land.

### Objectives:

- Ensure that advertising signs complement the existing streetscape; and
- Ensure that signs are designed to minimise impacts on the occupants of residential dwellings located at higher levels.

- a) Signs on the commercial component of the building shall comply with section 16.6 of this part as it applies to business zones.
- b) No advertisement shall be permitted on any part of the residential component of the building.
- c) Signs shall not impact negatively on the residential amenity of the occupants of the residential component of the building.
- d) Illuminated signs shall only be permitted where they do not impact on the residential amenity of the occupants of the residential dwellings .

# 16.8

## Signs on Heritage Items & within Heritage Conservation Areas

### 16.8 Signs on Heritage items and within Heritage Conservation Areas

#### Objectives:

- Minimise the impact of signs on the heritage significance of heritage items and heritage conservation areas.
- Ensure that the size, colour, location and design of signs do not dominate the architectural elements of heritage items and heritage conservation areas.

- a) Advertising signs on heritage items and within heritage conservation areas shall be in harmony with the character of the heritage item or place and its heritage setting.
- b) Only the following types of signs shall be permissible on land occupied by a heritage item or on land located within a heritage conservation area (subject to Council's consent):
  - i) wall sign (only on buildings that are not heritage listed);
  - ii) top hamper sign;
  - iii) fascia sign;
  - iv) under awning sign; and
  - v) window sign.
- c) The number of signs is limited to those necessary to display the name of the business and/or proprietor and the name of the building (if applicable).

#### 16.8.1 Wall Signs

- a) Wall signs shall:
  - i) not be constructed or installed on a heritage item;
  - ii) not exceed 2sqm in area;
  - iii) be limited to one sign per building;
  - iv) not exceed a height of 600mm; and
  - v) not project beyond the parapet or eaves of the building to which it is attached, but in any case shall not project more than 100mm;

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# 16.8

## Signs on Heritage Items & within Heritage Conservation Areas

### 16.8.2 Top hamper Signs

- a) A top hamper sign shall:
- i) not be more than 2.5sqm in area;
  - ii) not be more than 600mm in height;
  - iii) not project below the transom of any doorway;
  - iv) not project below the top of the doorway or display window;
  - v) be permitted on heritage buildings only where a specified advertising space has been provided within the building fabric;
  - vi) be flush to the external face of the elevation, but in any case shall not project more than 100mm; and
  - vii) not cover any window or architectural features of the building; and
  - viii) not be illuminated

### 16.8.3 Fascias Signs

- a) Fascias signs shall:
- i) be permitted on heritage buildings where a specified advertising space has been provided within the building fabric;
  - ii) be permitted providing architectural features are not painted over or obscured; and
  - iii) not project above or beyond the edges of the fascia.

### 16.8.4 Under Awning Signs

- a) Under awning sign shall:
- i) be permitted on heritage buildings where a specified advertising space has been provided within the building fabric;
  - ii) have a minimum clearance of 2.6 metres above the footpath;
  - iii) not be more than 2.5 metres in length;

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# 16.8

**Signs on  
Heritage  
Items  
&  
within  
Heritage  
Conservation  
Areas**

- iv) be erected with the lower edge at least 2.6 metres above ground level (existing);
- v) be suspended at right angles to the building; and
- vi) not project beyond the awning fascia.

## 16.8.5 Window Signs

- a) Window signs shall:
  - i) not dominate or clutter the shop front window;and
  - ii) not cover more than 20% of the surface of the window in which it is displayed or 6sqm, whichever is the lesser.

## 16.9 Service Station Signs

# 16.9

## Service Station Signs

Given the location of service/petrol stations within various land use zones within the City, specific controls are required. This Section sets out the requirements for signs on service stations across the Campbelltown LGA.

### Objectives:

- Allow service stations the opportunity to advertise, whilst minimising any visual impact.

- a) Freestanding pylon signs on sites used as a service station (including petrol price pole signs and advertising pole signs) shall:
  - i) be limited to one per street frontage;
  - ii) be no more than 6.0 metres in height,
  - iii) not exceed a total area of 8.0 square metres ;
  - iv) contain only corporate identity and pricing details; and
  - v) be located adjacent to vehicular entrance to the site.
- b) Canopy fascia signs shall be limited to trade name and corporate identification only.
- c) Illuminated signs and floodlighting of work and service areas shall not be permitted for use outside of approved trading hours.