

Development Control Plan



Advertising structures and signs

Sutherland
Shire
Council



9.3/05
edition 3

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1. Where does the Plan Apply?

This Plan applies to all land within the Sutherland Shire, except in Kumell (REP 17) where this Plan is applied as a code.

2. Purpose of the Plan

The purpose of this Plan is to:

- a) Preserve the amenity of the Shire;
- b) Provide guidelines for the design of advertising,
- c) Limit the number of signs;
- d) Identify advertising which requires development consent.

As market pressures increase, more advertising is being displayed, each competing for our attention and for space. As the number of signs increases, the effectiveness of each sign decreases. If advertising is not controlled the attractiveness of the Shire could diminish and the streetscape could become cluttered.

Overall and co-ordinated design of advertising on sites is needed to maximise the effectiveness of advertising and to create interesting streetscapes.

3. Can the Plan be Varied?

Objectives and standards have been set for all aspects of the plan. Each application will be considered on the individual circumstances and merits of the case in terms of the achievement of the objective stated. The standards are the guidelines to achieving the stated objectives and an applicant may request a variation to any standard, provided the objectives are still achieved.

There are two types of standards:

The Development Standard required or contained in the Sutherland Shire Local Environmental Plan 1993.(SSLEP 1993) as amended.

Any proposal to vary those standards must be accompanied by a formal objection to the standard under the provisions of the State Environmental Planning Policy No.1.

Other Standards set out in this plan which are generally more detailed and not statutory.

Any variation to any of these standards must be supported by a statement demonstrating how the objectives are satisfied.

Any submission in support of a variation to a standard must be in writing and demonstrate an ability to achieve the objectives.(refer to Council's "Guideline to Seek a Variation to a Standard").

4. Making an Application

After researching this document it is recommended that intending applicants consult directly with Council's Application Assessment Staff prior to preparing detailed development plans.

Pre-application consultation with staff can assist in the time taken to assess applications and reduce amendments required to plans. A prerequisite of consultation is the preparation of a Site Analysis and possibly a Development Concept Plan.

To submit a Development Application, you will need to complete a Development Application form and submit the following:

1. Five (5) copies of plans, elevations and sections, fully dimensioned and to scale (preferably 1:100), including the type of materials proposed to be used.
2. Five (5) copies of a written assessment of the proposal, addressing each section of this plan showing how the proposal meets the objectives of each section.
3. A detailed site analysis and declaration.
4. Where applicable a full survey plan, prepared by a registered surveyor, indicating existing site levels at the corners of the proposed structure, the site contours and the proposed floor levels using a fixed datum point related to Australian Height Datum.
5. Where applicable five copies of shadow diagrams for 10am and 2pm in mid-winter, both existing and as would result from the proposal.
6. Fees.
7. Notification Plans.

Applicants are advised to use the services of an architect to prepare plans. The Development Application should take into account identified site constraints and objectives of the Development Control Plan.

5. Public Notification

Before considering an application for development, Council will advise adjoining property owners and those who, in the Council's opinion, may be affected by the proposed development should it proceed.

Those notified are invited to comment within 14 days.

Proposals must also be advertised in the local press for comment within the same 14 day period. An advertising fee is required to be paid at lodgement of development applications.

In assessing and determining an application, Council will take into account matters raised in any submission received.

6. What is Advertising?

Advertising means the use of a building or place for the display of symbols, messages or other devices for promotional purposes, whether or not the display involves the erection of a structure or the carrying out of a work.

7. Where is Advertising Permitted?

Advertising is permitted with development consent in the following zones of the Sutherland Shire Local Environmental Plan 1993 (as amended)

- 3(a) General Business
- 3(b) Neighbourhood Business
- 4(a) General Industrial
- 5(b) Special Uses (Railways)
- 9(a) Mixed Residential/Business

Advertising which is incidental or subsidiary to the permitted development is the only advertising allowed in other zones of the SSLEP 1993 as amended.

Signs are allowed with development consent in all areas of the Menai Centre and must be compatible with the aim of each area.

Advertising is allowed with development consent in the following zones of the Sydney Regional Environmental Plan No. 17 Kumell Peninsula (1989):

- 3(d) Neighbourhood Business
- 4(a) General Industrial
- 4(b) Light Industrial
- 4(c2) Special Industrial
- 7(b) Special Development

All advertising requires Development Consent.

8. What Advertising is not Allowed?

Council does not allow the following anywhere in the Shire:

- a) Any advertising which does not relate to the business or to a product that is available from the premises;
- b) Any advertising on the roof of a building or which projects above the wall of the building. Such advertising destroys the appearance and character of a building and the surrounding area. Advertising should be incorporated into the design of a building;
- c) Advertising which flashes or moves; and
- d) Any advertising which may detract from the effect of traffic lights and other road signals.

9. What are the Design Objectives?

You must design your proposal to achieve:

- a) A physically attractive environment;
- b) Advertising in keeping with the scale and character of the surrounding development;
- c) Residential areas free of adverse impacts of advertising;
- d) Advertising incorporated into the design of a building (buildings must be designed so as to accommodate advertising);
- e) The minimum amount of advertising; for example use directory boards in front of buildings which contain more than one occupant;
- f) Traffic movement unrestricted by advertising;
- g) Pedestrian movement unrestricted by advertising;
- h) Recreation zones where the natural environment is not disrupted by advertising;
- i) Concise and informative advertising which relates specifically to the nature of the business carried out on the premises;
- j) Additional advertising which is compatible with existing advertising in scale and type.

Council will assess all applications for advertising under these objectives. You must submit a written statement with your development application to show how these objectives are achieved. Specific requirements apply in different zones, as follows.

Note: Changes to existing advertising will be considered on the merits of each application.

10. Specific Requirements

Residential Zones

- a) Advertising of home occupations must be displayed on the house and can only indicate the name and occupation of the resident;
- b) Advertising on existing non-residential uses, such as shops or on mixed residential/commercial developments must comply with the specific requirements for business zones, as follows.

Business Zones and Shops in Residential Zones

- a) Only one advertising structure is allowed under the awning;
- b) No advertising structure is to extend beyond the awning;
- c) The advertising structure under the awning is limited in size to, 2.5 m in length by 0.5 m in height and must be at least 2.6 m above the footpath;
- d) Where there is no awning, any advertising structure must be at least 2.6 metres above the footpath;
- e) No advertising above the awning or if there is no awning, 3.5 m above ground level, will be allowed;
- f) Advertising will be permitted above 3.5 m when the advertising is designed as part of the building (or development);
- g) Sandwich board (A-frame) advertising structures must not exceed 1.2 m in height, 0.9 m in width and should be securely weighted so they are not blown over;
- h) See Development Control Plans which apply to some commercial areas. For example, The Cronulla Centre Development Control Plan has different design requirements for advertising in Cronulla Plaza and Cronulla Street.

Industrial Zones

- a) Advertising must be located wholly within the property and at least 2.5 m from a street boundary;
- b) Free standing advertising must not exceed a height of 3.5 m above ground level, to the top of the structure and must not exceed a length of 2.5 m. Advertising will be permitted above 3.5 m when advertising is designed as part of the building (or development);
- c) For multi-unit developments a directory board is preferred.

Private Recreation Zones

- a) Advertising must be incidental or subsidiary to the private recreation facility;
- b) Advertising must not exceed a height of 3.5 m above ground level, to the top of the structure and must not exceed a length of 3 m.

Railway Land

- a) Owners consent from the State Rail Authority is required;
- b) Advertising must not exceed a height of 3.5 m above ground level, to the top of the structure and must not exceed a length of 3 m.
- c) Each proposal will be considered on its merits.

Arterial Roads

- a) Advertising related to safety and traffic management will be permitted;
- b) Advertising must not exceed a height of 3.5 m above ground level to the top of the structure and must not exceed a length of 3 m.
- c) Each proposal will be considered on its merits.

Non-Urban Land

- a) Advertising may direct the public to tourist areas or display advertising related to tourist facilities;
- b) Advertising must not exceed a height of 3.5 m above ground level, to the top of the structure and must not exceed a length of 2.5 m.

11. Origin

Reference: A14/1

Edition 1:

Development Control Plan adopted by Council on 12 February 1990 (Environment and Health Committee No.17, 29 January 1990).

The Development Control Plan advertised and in effect from 6 March 1990.

Edition 2:

Reprint to include the changes made by the Sutherland Local Environmental Plan 1993 (Government Gazette 124, 12 November 1993). Adopted by Council on 16 May 1994 (EHC 150).

Edition 3:

Action	Date
Council Endorse Plan	5 th May 1997 (EHC 278/97)
Public Notice (draft)	27 th May 1997
Exhibition –Start	27 th May 1997
Exhibition Finish	30 th June 1997
Council Decision	3 rd November 1997 (EHC 136-98)
Public Notice (final)	13 th November 1997
In Effect	18 th November 1997

- a) Amended to upgrade standard of presentation.
- b) Minor alteration which make the document consistent with the Sutherland Shire Local Environment Plan 1993 as amended and other Development Control Plan.

Check List for Advertising: Structures and Signs

	Yes	No
1. Is the type of advertising proposed appropriate to the general character of the area?		
2. Is the proposed advertising in a business zone covered by a specific development control plan for the business centre?		
3. Does the proposal contain concise and informative advertising which relates specifically to the nature of the business carried out on the premises?		
4. Is the size of the proposal in scale with the building?		
5. Does the proposal fit within the structure of the building?		
6. Would the proposal be visually obtrusive?		
7. Would the proposal conflict with the visibility of traffic control information?		
8. Would the proposal restrict pedestrian movement?		
9. Does the proposal interfere with the amenity of adjoining properties?		
10. Does the proposal interfere with the existing advertising in scale and type?		
11. Does all advertising meet the requirements of the development control plan?		

Give reasons to support your answers.

9.3 *Other Development*
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