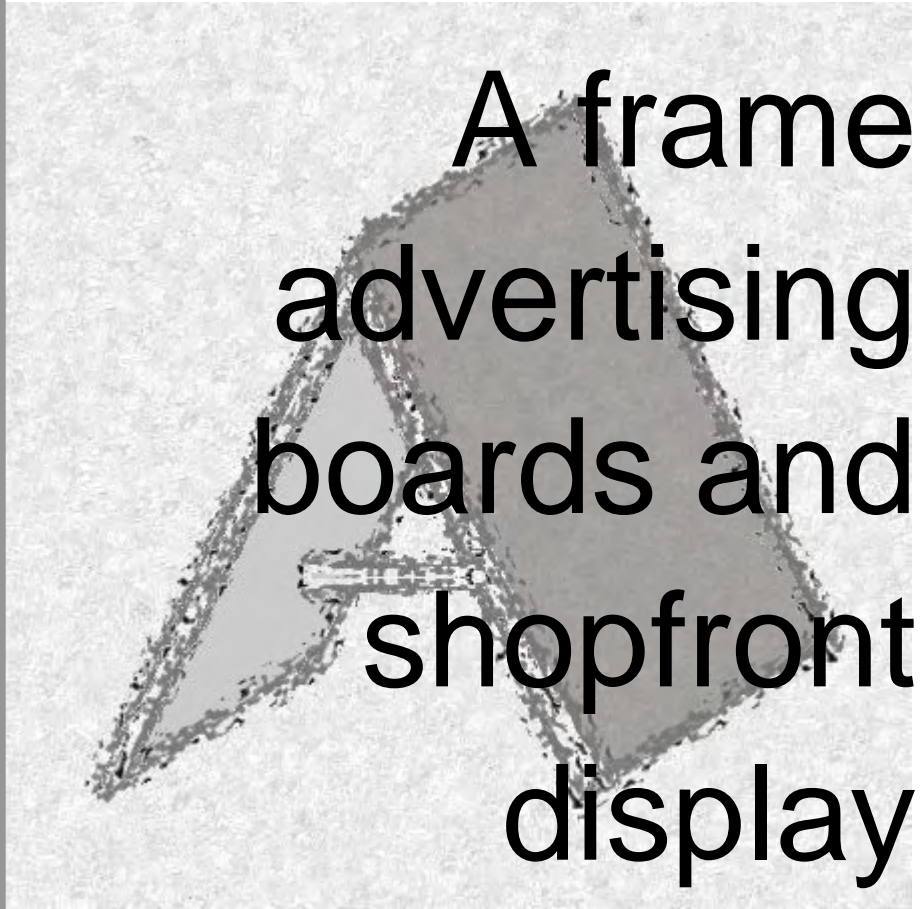


Development Control Plan



Sutherland
Shire
Council



9.3/13
edition 1

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1. Where does the Plan Apply?

The Plan applies to public footpaths and adjoining private land used for pedestrian movement in Sutherland Shire adjacent to properties zoned Business 3(a), 3(b) or Mixed Development 9(a) except where that land is zoned 5(c) Special Uses (Arterial Road).

2. Purpose of the Plan

With the approval of Council, 'A' frame advertising or shopfront displays may be located on public footpaths and private lands in all commercial locations (except on arterial roads) where there is no inconvenience or disruption to adjoining businesses, pedestrian movement (especially sight-impaired persons), shopper amenity and where the provisions of this development control plan can be satisfied.

The purpose of this Development Control Plan is to set standards for the design and safe installation of 'A' frame advertising boards and shopfront displays within shopping centres, zoned 3(a), 3(b) and 9(a) except where these are not permitted on arterial roads.

3. Can the Plan be Varied?

Objectives and Standards have been set for all aspects of the Plan. Each application can 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.

4. Making an Application

A specific development application is required in the form specified by this Plan. An application under the Roads Act will also be required.

All applications can be dealt with concurrently.

The application shall include a scale drawing showing:-

- The kerb line of the street in relationship to the shop front and/or property boundary;
- Details of the shopfront including access points and windows;
- Any existing street furniture, signs, landscaping, seating, lighting or other fixed items;
- The nature and materials of the footpath surface(s); the location and dimensions of the 'A' frame sign or the shopfront display;
- A sketch drawing plus elevations of each item describing dimensions, materials, graphics, wording and colours; and
- A photograph of the shop or building frontage showing all existing signage.

5. Public Notification

Adjoining property owners and tenants will be notified by Council. Applicants are advised to discuss their proposals with adjoining shopkeepers prior to submitting their application.

6. What are the Overall Objectives?

- (a) That the overall urban design quality and the visual and physical amenity including vitality of the locality is improved by safely located and well designed 'A' frame advertising boards and shopfront displays and general presentation of shopfronts.
- (b) An improved retail and business environment together with an improved urban design quality and overall visual quality of shopping centres.
- (c) A safe environment for all pedestrians including the disabled.

7. Location and design of 'A' frame Advertising and Shopfront Displays.

7.1 What Locations are Suitable for 'A' Frame Advertising and Shopfront Displays?

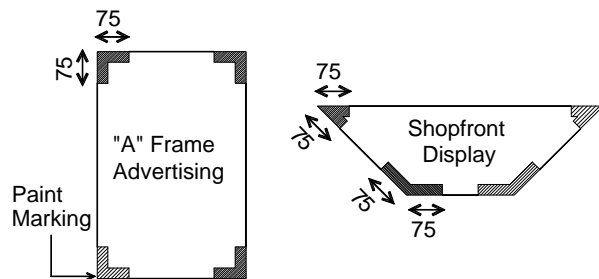
Objective

'A' frame advertising and shopfront displays on footpaths that do not adversely impact on the safe and convenient passage of pedestrians including persons with sight and physical disabilities.

Standards

1. The positioning of 'A' frame advertisements or shopfront displays must be identified by the corner paint marking as shown on the following diagrams.

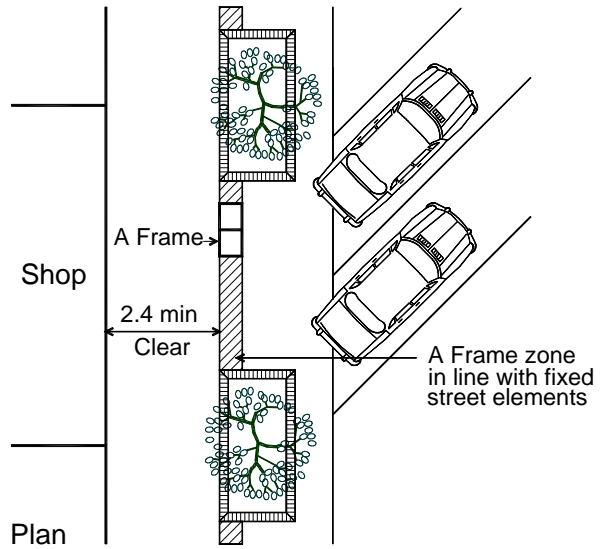
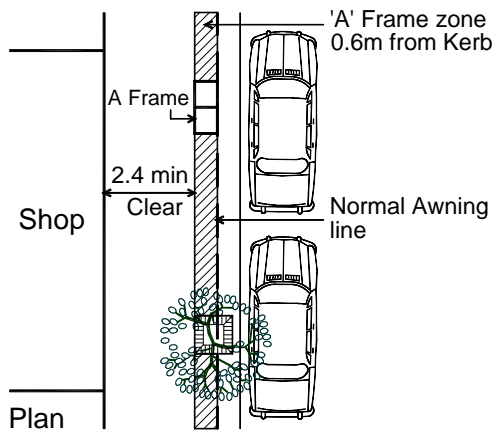
Corner Paint Markings



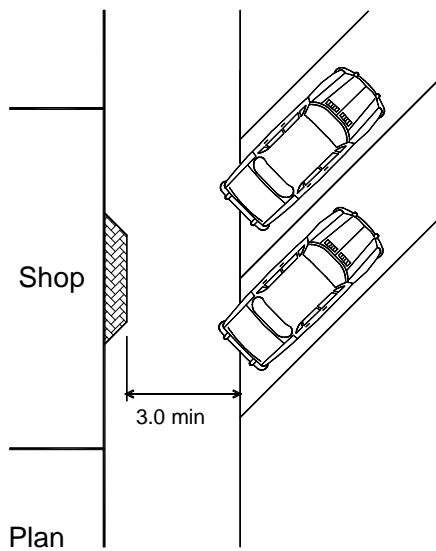
2. The location of 'A' frame advertisements is based on the width of the footpath, the need to provide an unimpeded corridor for safe pedestrian movement and the parking and traffic situation adjacent to the kerbline. The following diagrams will guide the location of the signs.

Under this Development Control Plan pinball machines, video machines or similar coin operated amusement machines will not be permitted on any footpaths or public plazas in Shire shopping centres.

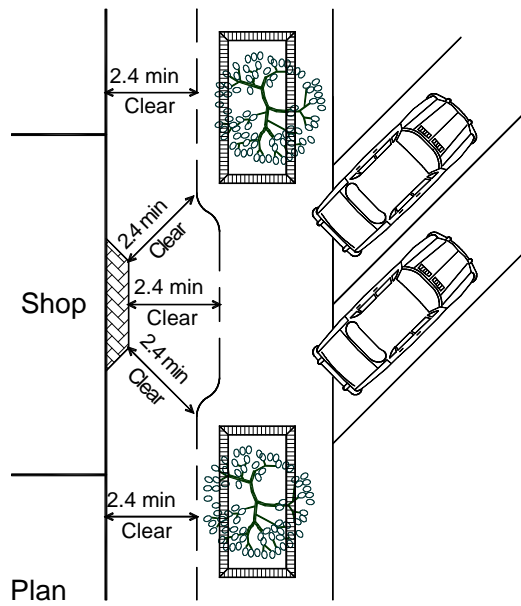
A. 'A' Frame Advert. and Parallel Parking



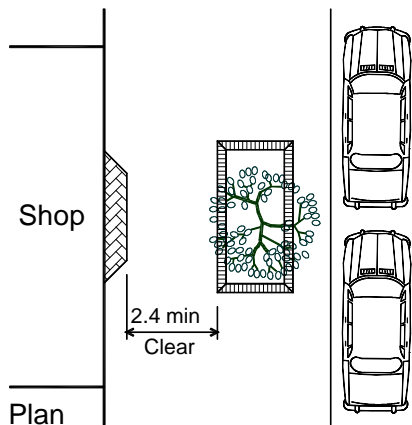
B. Shopfront Display and Angle Parking



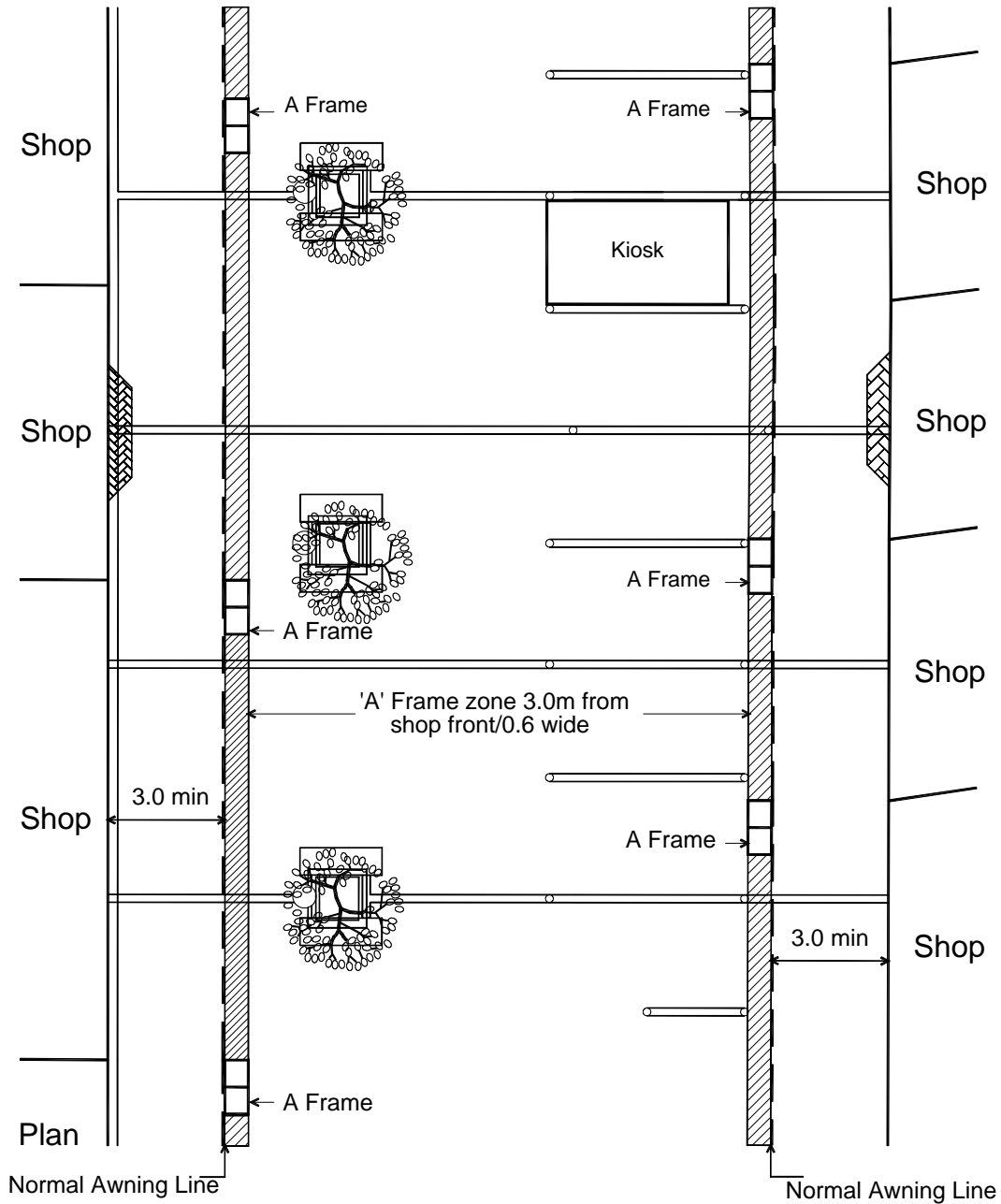
E. Shopfront Display and Angle Parking



C. Shopfront Display and Parallel Parking

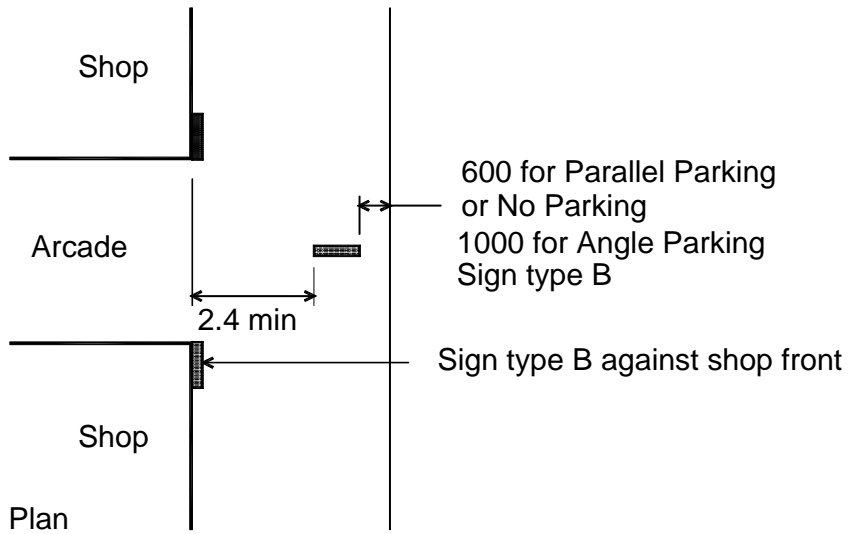


F. Cronulla Plaza (or other fully pedestrianised streets).

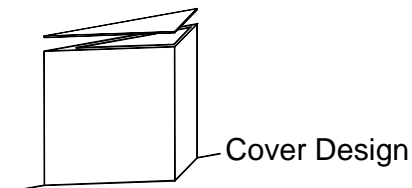
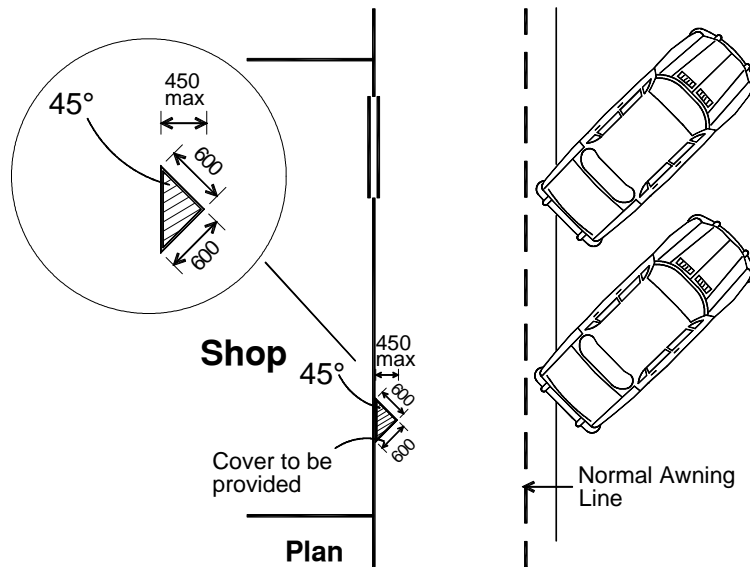


NOTE: Only one "A" Frame Board permitted per shop

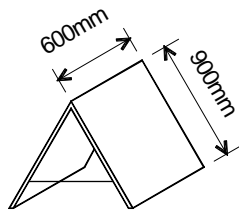
G. Arcades Signage



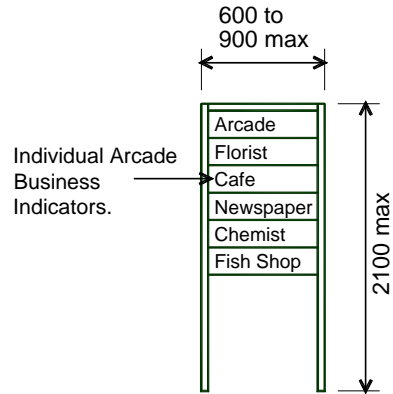
H. Angled Display at Shopfront



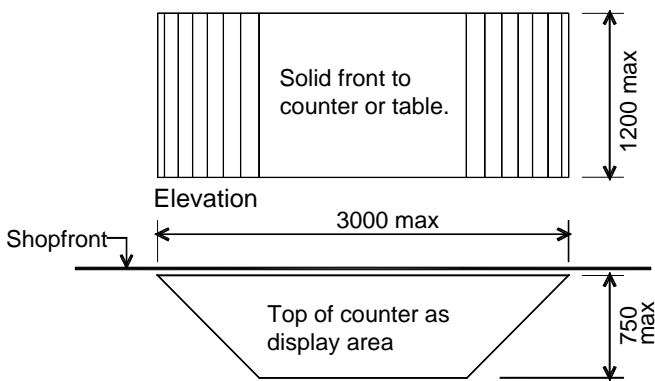
Note: The application of this style of angled advertising board is intended for Cronulla Street South which is Subject to a one-way-traffic system and angle parking.



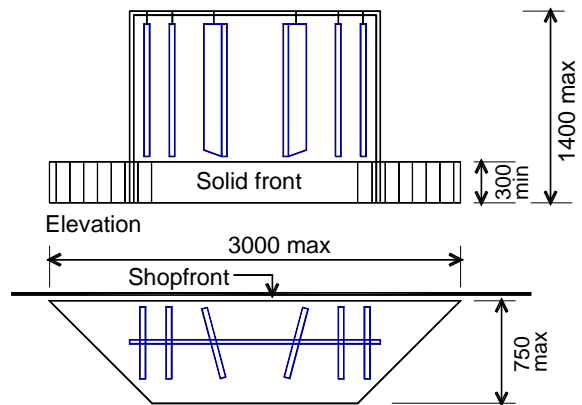
Elevation
Sign Type A 'A' Frame sign



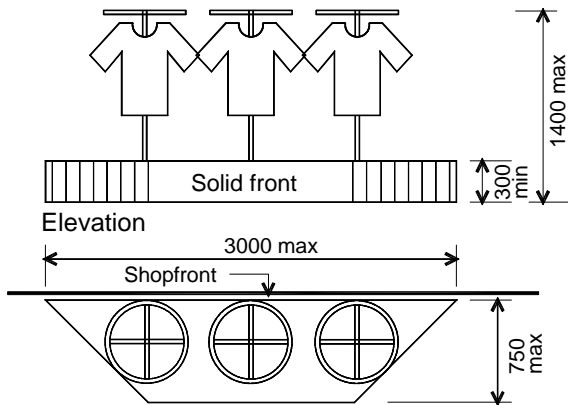
Elevation
Sign Type B - Fixed Sign



Plan
Shopfront Displays Type C



Plan
Clothing Displays Type D



Plan
Clothing Displays Type E

7.2 What Type of Furniture and Finishes are Required?

Objective

- (a) All 'A' frames and shopfront displays must achieve design harmony with overall Centre standards and consistency within each shopping centre.
- (b) Other forms of advertising or display will be considered on the merit of the proposal and the objectives of this Plan.

Standards

1. The colour of 'A' frames and shop front displays must reflect individual Centre colour schemes. A range of colours as per the Centre colour range will be permitted for lettering set upon a standard backdrop colour commensurate with the awning colour.
2. Shop front displays must be solid frontage with a return to the shop front to assist sight impaired persons.
3. 'A' frames and shop front displays may be constructed either of metal or timber provided that they comply with AS1170.
4. All 'A' frames and shopfront displays must have a Council sticker indicating the approval of the item.
5. All furniture must comply with the following colours:-

Centre	'A' Frames Advertising & Shopfront Displays	
	Shopfront Display Board & Frame and 'A' Frame	Lettering
Bundeena	Dark Green (Pascol)	Off White/Cream (Pascol)
Cronulla	Nimbus (Dulux)	December Frost (Taubmans)
Caringbah	Horizon Blue (Pascol)	Oriental Blue (Pascol)
Engadine	Caster Gray (Pascol)	Withered (Pascol) Joshua Tree (Pascol)
Gymea	Mid Brunswick Green (Dulux)	Off White (Dulux) Wallaby (Dulux)
Heathcote	Needle Work (Pascol)	Luke Warm (Pascol)
Jannali	Dark Crimson (Pascol)	Rose Pink (Pascol) Manilla (Pascol) Biscuit (Pascol)
Kirrawee	Dark Blue (Pascol)	Off White/Cream (Pascol)
Menai	Mid Brunswick Green (Dulux)	Alabaster (Dulux) Timeless Pink (Dulux) Rainfall (Dulux)
Miranda	Miranda Green (Taubmans)	Sandalwood (Taubmans) Grey Shadow (Taubmans) Moon Frost (Taubmans)
Sutherland	Brunswick Green (Pascol)	Starch (Pascol) Apricot (Pascol) Poplar Green (Pascol)
Sylvania (Tom Uglys)	Light Blue/Green (Pascol)	Black (Pascol)
Sylvania Heights	Gray (Pascol)	Light Green (Pascol)
Como	Fern Leaf (Pascol)	Venetian Red (Pascol)

7.3 Hours of Operation

Objective

Advertising and displays that are only located on pedestrian areas during the approved operating times of the adjoining premises.

Standards

The advertising and displays shall only be located on the pedestrian areas during the hours of operation in the development consent for the adjoining premises. If not stated they shall be between 7.00am and 10.00pm.

7.4 Public Risk Requirements

Objective

A safe shopping centre for all users.

Standards

The applicant/owner will be required to provide indemnification and insurances to the satisfaction of Council.

7.5 Advertising on and Painting of Facades

Objective

Advertising signage that is in visual harmony with the overall centre standards to achieve good urban design.

Standards

1. Commercial sponsorship advertising will not be permitted. Only the name of the adjacent business premises and the specific goods/services available is permitted.
2. Advertising of companies or organisations not located on the site and of a general nature will not be permitted e.g. Coca Cola, Streets etc.
3. All existing advertising on the premises will be reappraised in conjunction with the proposal for the 'A' frame or for a shop front display. Advertising that is not approved must be removed prior to implementing any approval under this development control plan.
4. The facade and awning of the shop must be painted in accordance with the relevant development control plan prior to implementing any approval under this development control plan.

8. Origin

Reference: 98/0774

Edition 1:

Adopted by Council on 12 October 1998
(E.P.C.Minute No.437-98).

Action	Date
Council Endorse Plan	6 July 1998 (EHC 437-98)
Public Notice (draft)	21 July 1998
Exhibition - Start	21 July 1998
Exhibition - Finish	17 August 1998
Council Decision	12 October 1998 (EHC 075-99)
Public Notice (final)	20 October 1998
In Effect	20 October 1998

- (a) Amended to upgrade standard of presentation.
- (b) Minor alterations which make the document consistent with the Sutherland Shire Local Environmental Plan 1993 as amended and other Development Control Plans
- (c) Status of code amended to a Development Control Plan

*9.3 Other Development
9.3-13 "A-frame Advertising Boards &
Shopfront Display
Edition 1 20 October 1998*