

## 2.14 Signage and Advertising

### Overview

This section establishes a comprehensive framework for the design, placement, and operation of *signage* within the Inner West Local Government Area. It ensures that advertising remains a functional tool for business identification while protecting the visual integrity, *heritage significance*, and residential amenity of the LGA. See Figure 2.14.1 for details of the preferred *signage* types.

*Signage* in NSW is regulated by a hierarchy of instruments. This DCP is to be read in conjunction with:

- State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (the Codes SEPP): This is the first point of reference. If a proposed sign meets the criteria for "Exempt Development" under this SEPP, a Development Application (DA) is not required, and the proposed signage does not need to comply with the specific controls in this DCP chapter
- State Environmental Planning Policy (Industry and Employment) 2021 (Chapter 3): This SEPP sets the state-wide quality standards and assessment criteria for outdoor advertising. All *signage* assessed under this DCP is to also satisfy relevant aims and assessment criteria (Schedule 5) of this SEPP.

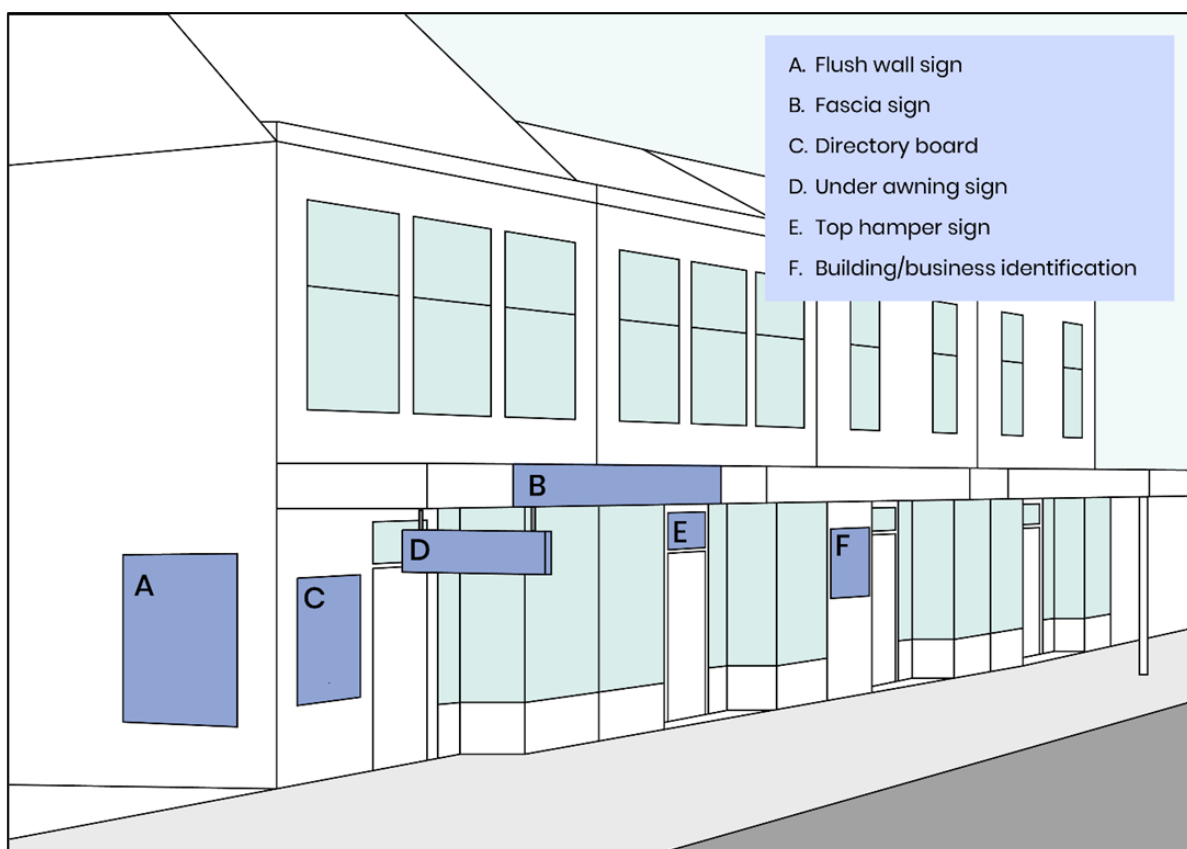


Figure 2.14.1 Signs and advertising types

## 2.14.1 Requirements for Signs and Advertisements

### Objectives

- O1. **Design Excellence and Innovation:** To ensure *signage* is designed as an integral part of the *building's* architectural form, maintaining proportionality with the facade and preserving the established skyline and *building* silhouettes.
- O2. **Heritage and Environmental Integrity:** To ensure *signage* is sympathetic to the significance of *heritage items, heritage conservation areas*, and sensitive environments, protecting them from intrusive or inappropriate visual impacts.
- O3. **Public Domain and Amenity:** To improve the legibility and visual quality of the public domain while protecting the amenity of surrounding properties by preventing clutter, excessive illumination, and the obstruction of views.
- O4. **Safety and Accessibility:** To ensure the placement and design of *signage* does not create hazards or obstructions for motorists, cyclists, or pedestrians.
- O5. **Active Streetscapes:** To promote interesting and active frontages that enhance the pedestrian experience and support the commercial viability of the area.

### Controls

- C1. All signs are to be integrated into the site's context without compromising the safety or character of the surrounding area.

#### *Site Integration and Aesthetics*

- C2. Signs are to relate specifically to an existing/approved use or tenancy on the site.
- C3. Design is to be visually appealing, complementing the *building's* architectural features and the broader streetscape.
- C4. Proposals are to avoid visual clutter. All redundant or defunct signs are to be removed prior to the installation of new *signage*.
- C5. *Signage* is not to obstruct significant views or outlooks from public or private land, nor interfere with the integrity of rooflines.

#### *Environmental and Neighbourhood Amenity*

- C6. Signs are not to emit sound, vibration, or odours that negatively impact the surrounding area.
- C7. The projection of images or words via light onto public spaces or neighbouring properties is not supported.
- C8. Signs are not to display explicit, offensive, or inappropriate content.

*Public Safety*

- C9. Signs are to be positioned so they do not obstruct sightlines for motorists, cyclists, or pedestrians.
- C10. Installation is not to interfere with the visibility or effectiveness of traffic lights, signals, or regulatory signs.
- C11. *Signage* is not to be located in a position, or at a height, that interferes with safe pedestrian or vehicle movement.

*Signs on Classified Roads and Transport Corridors*

- C12. *Advertisements* on classified roads and transport corridors are to be consistent with NSW Transport Corridor Outdoor Advertisement and Signage Guidelines and Inner West Assessment of Proposals for Outdoor Advertising and Signage in Transport Corridors Policy.

*Sign Types Not Supported*

- C13. The following are not allowed (except when replicating original heritage signs):
  - a) Above awning signs
  - b) Parapet signs
  - c) Signs above the parapet or gutter line

*Signs on heritage items and within heritage conservation areas*

- C14. These controls apply to all *heritage items* and properties within a *Heritage Conservation Area*

*Integration and Placement*

- a) Signs are to be integrated into the existing architectural elements of the façade (such as traditional sign panels) and are not to obscure windows, doors, or decorative openings.
- b) *Signage* is not to protrude above the parapet line, eaves, or gutter line of the *building*.

*Physical Impact and Fabric*

- c) Signs are to be attached with minimal impact to the *building's* fabric. Mounting methods are to be reversible, allowing the *building* to be restored to its original state upon removal.
- d) Painting over unpainted face brick, stone, or other original heritage features on *heritage items* or on buildings and places within heritage conservation areas is not supported.
- e) Where evidence of original historic *signage* exists, the reinstatement of those signs is encouraged.

*Visual Compatibility*

- f) Materials, colours, and typography are to be compatible with the *heritage significance* and period of the *building*.

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- g) For *signage* on glazed shopfronts, cut-out letters or images are to be used to ensure the background remains transparent and internal architectural features remain visible.

### *Under awning signs*

C15. Under awning signs are to:

- a) Have a lower edge at least 2.6m above existing ground level
- b) Be set back a minimum of 600mm from the kerb and not extend beyond the awning
- c) Be spaced at least 3m apart

C16. One under awning sign is permitted for every six metres of frontage that relates to a *shop*, provided there is a minimum separation of three metres between signs, including those on adjoining premises.

C17. Under awning signs are allowed for *basement* and upper-level tenancies where they have a ground floor entrance.

### *Window Signs*

C18. The combined area of all window *signage* is not to exceed 30% of the window surface.

### *Top hamper signs*

C19. One top hamper sign is permitted per entry to a premises. This sign is not to project more than 15cm from the surface it is attached to.

### *Flush wall signs*

C20. Only one flush wall sign is permitted per *building*.

C21. Flush wall signs are to:

- a) Not face a residential property or residential street
- b) Be floodlit only (internal illumination is not permitted)
- c) Occupy no more than 20% of the associated wall area, with a maximum *signage* area of 8m<sup>2</sup>
- d) Not project beyond the wall to which they are attached

### *Directory Board Signs*

C22. Directory board signs are to:

- a) Be no higher than five metres above natural ground level
- b) Have a maximum area of 10m<sup>2</sup> per face
- c) Have a combined advertising area across all faces of no more than 25m<sup>2</sup>

C23. Directory board signs may be freestanding or integrated into the *building* façade.

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### *Pylon signs*

C24. Pylon signs are only permitted on sites with a primary street frontage greater than 25 metres.

C25. Only one pylon sign is permitted per eligible site.

C26. Pylon signs are to:

- a) Be fully contained within the property boundary
- b) Have a maximum height of six metres above existing ground level
- c) Have a maximum area of 3.5 m<sup>2</sup>

C27. The advertising area is to be of a simple, regular shape and dimension.

### *Digital advertising screens*

C28. Replacement of an existing, lawfully approved and erected *advertising structure* with a digital advertising screen is permitted if:

- a) It is located within zones E1, E2, E3, or E4
- b) It is not attached to a *heritage item* or within a *heritage conservation area*
- c) It does not cause light spill that adversely impacts nearby residential dwellings

C29. The size of the structure, including support components and the screen face, remains unchanged

### *Dimensions and Integration*

C30. The total depth of a digital sign (including the screen, housing, and mounting brackets) is not to exceed 200mm.

C31. Digital screens are to be contained within a high-quality, purpose-designed frame or "shroud" that conceals all internal components, cooling vents, and wiring.

C32. The finish and colour of the housing is to be non-reflective and colour-matched to the *building's* primary facade materials.

C33. The digital sign is to be scaled to fit within the existing architectural "bays" or lines of the *building* (e.g. between windows or within a parapet line).

C34. It is not to overlap or obscure architectural mouldings, cornices, or significant decorative features.

### *Operational Performance*

C35. Each *advertisement* is to be displayed for a minimum of 90 seconds before transitioning. Transitions are to be instantaneous (no fading or animation).

C36. All signs are to be fitted with a light sensor that automatically adjusts brightness to the following maximum levels:

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- a) Daylight: 6,000 cd/m<sup>2</sup> (or 600 cd/m<sup>2</sup> on cloudy days)
- b) Twilight: 600 cd/m<sup>2</sup>
- c) Night-time: 200 cd/m<sup>2</sup>

C37. Screens are to be programmed to default to a black screen in the event of a software or hardware malfunction.

### *Additional requirements for illuminated signs*

C38. Under awning signs and projecting signs in non-residential zones may be illuminated.

C39. Signs located within E3 or E4 zones may be illuminated.

C40. Illuminated signs are not to directly face a residential *dwelling*, except when located under an awning in a commercial zone.

C41. Internally illuminated signs are not to exceed a maximum night-time luminance of 300 cd/m<sup>2</sup>.

C42. Illumination is to be turned off between 10 pm and 7 am if the sign is visible from a residential *dwelling* within 50 metres of the site.

C43. Illuminated signs are not to flash, pulsate, flicker, or be animated.

C44. All cabling and conduits for illuminated signs are to be completely concealed.

C45. Externally lit signs are to use downward-pointing lights focused directly on the sign and designed to prevent or minimise light spill beyond the sign.

### *Signs in residential zones*

C46. To preserve the character and amenity of residential areas, *signage* is restricted to high-quality, low-impact business identification.

C47. A maximum of one *business identification sign* is permitted per property, with a total advertising area not exceeding 1.5m<sup>2</sup>.

C48. Signs are to be designed as a professional nameplate, avoiding bulky structures or heavy framing.

C49. The sign is to be discreetly integrated into the site—ideally mounted on a fence, gate post, or near the primary entrance—ensuring the style, materials, and colours respect the surrounding residential setting.

### *Advertising for Employment, Waterfront and Mixed-Use Zones*

C50. Controls C51–C55 apply to all *signage* within the following zones: E1, E2, E3, E4, MU1, and W4.

C51. The total advertising area permitted for any tenancy is governed by the maximum total *signage* area in Table 2.14.1.

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- C52. When calculating the total advertising area for the purposes of Table 2.14.1, all permitted under-awning signs (as defined in Section 3.9.2) are excluded from the total tally.
- C53. Percentages are calculated based on the horizontal length of the tenancy's glass or wall frontage facing the *public domain*.

Table 2.14.1. Maximum Advertising Area

Interface Type	Maximum Total Signage Area
Standard Street Frontage	25% of the total tenancy frontage to that road.
Corner Sites (Dual Frontage)	25% per frontage (calculated independently).
Residential Interface (Adjoining or visible from residential land)	10% of the total tenancy frontage to that road/lane.

### *Residential Interface*

- C54. Where a tenancy adjoins a residential area or is visible from a predominantly residential street, the following "Protective Limits" apply to preserve local character:
- Any individual sign visible from a residential development is not to exceed 1.2m x 0.6m
  - Signage* is not to utilise high-intensity illumination or flashing elements if it is directly oriented toward residential windows
- C55. The size and area limits for residential interfaces may only be varied if the applicant provides a *Visual Impact Assessment* demonstrating that the *signage*:
- Is compatible with the scale of the residential streetscape
  - Does not result in light spill or "visual bulk" when viewed from private open spaces