



**CANTERBURY CITY COUNCIL**

*City of Cultural Diversity*

# Development Control Plan No. 24 Advertising Sign

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Jim Montague  
GENERAL MANAGER

Environmental Services Division



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# **1 INTRODUCTION**

## **1.1 Where does the Code apply?**

This code applies to all land in the City of Canterbury.

## **1.2 What is the purpose of the Code?**

The purpose of this code is to control the visual impact of advertising development on the environment and to provide adequate opportunities for the display of goods and services.

## **1.3 When is Council's approval required?**

Council approval is required for all advertising sign development unless otherwise stated in this code.

Where advertising sign development requires Council consent each application will be considered on merit in accordance with the provisions of Section 90 of the Environmental Planning and Assessment Act, 1979.

## **1.4 How to make an advertising sign application**

If the proposed advertising development requires Council approval you must submit a development application and include three copies of plans which show the proposed advertising sign(s). This could be supplemented with photographs to illustrate the location of the sign(s) on the building or land.

## **1.5 What is the fee for an advertising sign application?**

\$215.00 plus \$70.00 for each advertising sign development in excess of one.

## **1.6 What is Council's Notification Policy?**

Council will notify in writing, surrounding property owners of any advertising sign development which is likely in the view of Council to have a significant impact on residential properties.



### **1.7 Advertising signs in languages other than English**

Advertisements in a language other than English are to include an English translation of a sufficient size to be legible to the public.

### **1.8 Unsafe advertising signs**

Council may direct the owner of an advertising sign which is unsafe or likely to threaten public safety, to take any necessary action to remove the threat.

### **1.9 Removal of objectionable signs**

Council may direct the owner of any advertising sign which is offensive and/or objectionable to remove the offending or objectionable sign regardless of whether or not the sign has Council consent.



## 2 DEFINITIONS

**“above awning sign”** means a sign attached to the top side of an awning (other than the fascia or return end of an awning).

**“advertising panels”** means a structure used or to be used principally for the display of an advertisement and includes bill boards, hoardings.

**“advertisement”** means the display of symbols, messages or other devices for promotional purposes or for conveying information, instructions, directions or the like, whether or not the display includes the erection of a structure or the carrying out of a work.

**“area”** of an advertisement in the form of a sign means:

- (a) For a sign with only one side occupied by the matter displayed, the area within the outline of that sign; or
- (b) For a sign with two sides occupied by the matter displayed, the area within the outline of that sign or, where one side is larger than the other, the area within the outline of the larger side; or
- (c) For any other sign, one third of the total surface area of the sign.

**“bracket style flag sign”** means a sign suspended from a wall mounted bracket or pole at/or under awning level;

**“business identification sign”** means a sign being an advertisement that displays any of all of the following information relating to the place or premises to which it is fixed.

- (a) The identity or a description of the place or premises;
- (b) The identity or a description of any person residing or carrying on an occupation at the place or premises;
- (c) Particulars of any occupation carried on at the place or premises;



- (d) Such directions or cautions as are usual or necessary relating to the place or premises or any occupation carried on there;
- (e) Particulars or notifications required or permitted to be displayed by or under any State or Commonwealth Act;
- (f) Particulars relating to the goods, commodities or services dealt with or provided at the place or premises;
- (g) Particulars of any activities held or to be held at the place or premises;
- (h) A reference to an affiliation with a trade, professional or other association relevant to the business conducted at the place or premises.

**“cold air balloons & images”** means a sign made of materials which permit the sign to be inflated by means of cold air;

**“drop awning sign” (or weather protection blind sign)** means a sign displayed on a roll down blind, or the like secured to the awning of a building;

**“fascia sign”** means a sign, that is either attached to or painted on the fascia or return of an awning;

**“flush wall sign” (or painted wall sign)** means a sign attached to or painted on a wall of a building (other than transom of a doorway or display window);

**“pole or pylon sign”** means a sign erected on a single pole or on a pylon which is independent of any building or other structure;

**“projecting wall sign”** means a sign, that is attached to the wall of a building (other than the transom of a doorway or display window);

**“top hamper sign”** means a sign attached to the transom of a doorway or display window of a building.

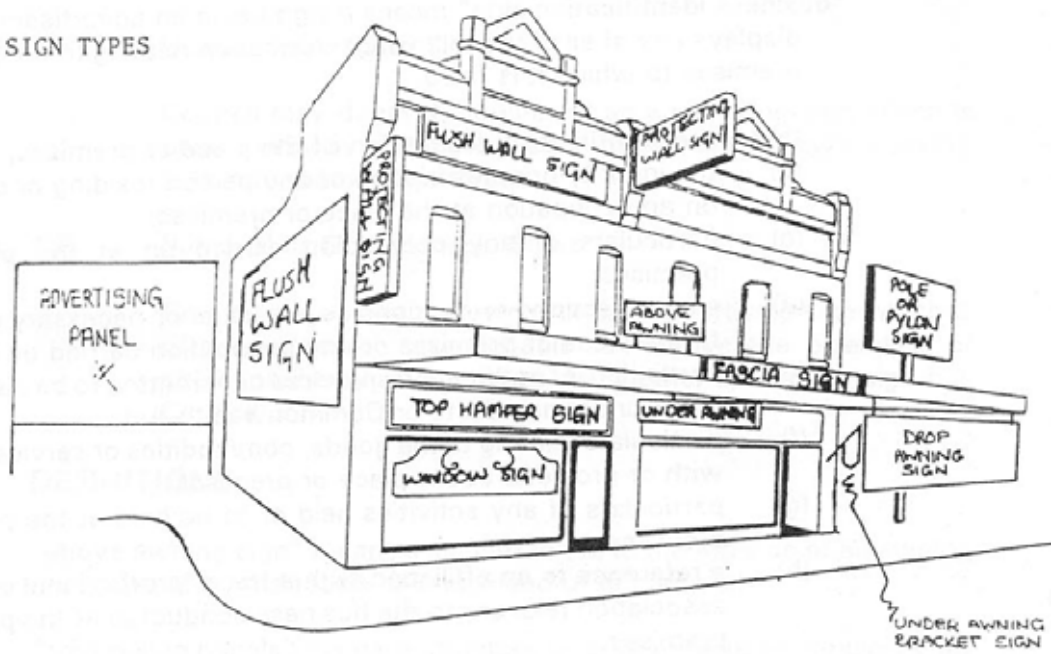
**“under awning sign”** means as sign attached to the underside of an awning (other than fascia or return end);

**“window sign”** means a sign attached to or painted on either side of a shop window.

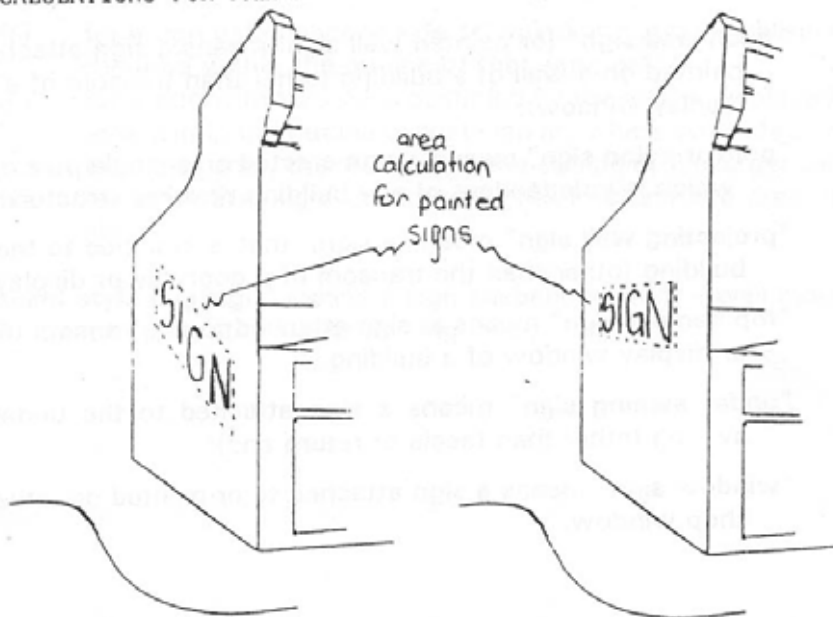


# DIAGRAM 1

## SIGN TYPES



## AREA CALCULATIONS FOR PAINTED SIGNS



### **3 ADVERTISING SIGN DEVELOPMENT IN RESIDENTIAL ZONES – 2(a), 2(b), 2(c1), 2(c2), 2(c3), 2(c4)**

Council consent is not required for a business identification sign in a residential zone which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not exceed 0.5 metres in width x 0.25 metres in height, and
- ❖ Is not located forward of a dwelling except for standard illuminated gate lightboxes, which identify the professional practice of doctors, dentists or other health care professionals;

Council consent is required for any business identification sign in a residential zone other than that listed above.

Signs erected on premises approved for retailing should comply with the sign requirements for Business Zone (refer Section 4).

Signs erected on premises approved for industrial purposes should comply with the requirements for Industrial Zones (refer Section 5).

### **4 ADVERTISING SIGN DEVELOPMENT IN BUSINESS ZONES – 3(a), 3(a1), 3(a2), 3(a3), 3(a4), 3(a5), 3(b), 3(c), 3(d), 3(e), 3(f)**

#### **4.1 Above Awning Sign**

Council consent is required for all above awning signs, and the following criteria should be satisfied:

Above awning signs:

- ❖ Shall be parallel to the fascia or return end of the awning, and
- ❖ Shall not project beyond the edge of the awning, and



- ❖ Where of a skeleton letter type, shall not exceed 0.9 metres in height, and
- ❖ Where of a skeleton letter type, shall have a base:
  - ≈ Affixed directly to the awning; and
  - ≈ Not exceeding 0.2m in height.
- ❖ Where of a solid type, shall have a maximum advertising area of 2.2m<sup>2</sup>; and
- ❖ Where of a solid type, shall not:
  - ≈ Exceed 1.5m in height; or
  - ≈ Be more than 2.4m above the roof of the awning, and
- ❖ Is either non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

#### **4.2 Advertising Panel**

Council consent is not required for an advertising panel sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not exceed 1.2 metres in length and 1.8 metres in height, and
- ❖ Does not involve more than one advertising panel per premise; and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Council consent is required for any advertising panel sign other than that listed above, and the following criteria should be satisfied:



### Advertising panels

- ❖ May have a border not exceeding 0.5m in width if the border is of one colour and contains no advertising material; and
- ❖ Where it is erected on the wall of a building:
  - ≈ Shall not extend laterally beyond the wall;
  - ≈ Shall not project above the top of the wall more than:
    - 2.4m; or
    - 50 per cent of its height,whichever is the lesser;
  - ≈ Shall not project more than 0.5m from the wall;
  - ≈ Where it is less than 2.6m above the ground, shall not project more than 0.5m over a public place, and
  - ≈ Shall not cover any window or architectural projection.

### **4.3 Bracket Style Flag Sign**

Council consent is not required for an under awning bracket style sign which:

- ❖ Is not on an item of environment heritage, unless using existing approved fittings, and
- ❖ Is a minimum of 2 metres above the ground, and
- ❖ Does not project more than 0.75 metres from the wall on which it is mounted, and
- ❖ Does not involve more than two under awning bracket style signs per premise.

Council consent is required for any bracket style flag sign other than that listed above.



#### **4.4 Business Identification Sign**

Council consent is not required for a Business Identification Sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not exceed 1.2 metres in length and 0.6 metres in height, and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Council consent is required for any other Business Identification Sign other than that listed above.

#### **4.5 Cold Air Balloons and Images**

Council consent is required for all cold air inflated balloons and images other than those permitted without consent in Section 9 and the following criteria should be satisfied:

- ❖ The device is not erected on an item of environmental heritage, and
- ❖ Does not extend beyond the boundaries of the site, and
- ❖ Is secured to the satisfaction of Council, and
- ❖ The maximum height of the device generally being 6 metres or less.

Council will only approve cold air balloons and images for a maximum of 16 days and no more than three approvals will be given in respect of any site during each calendar year.

#### **4.6 Drop Awning Sign**

Council consent is not required for drop awning signs that cover up to a maximum of 25% of the total area of the roll down blind (drop awning).

Council consent is required for any drop awning sign other than that listed above.



#### **4.7 Fascia Sign**

Council consent is not required for a fascia sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not project above or below the fascia or return end of the awning to which it is attached; and
- ❖ Does not extend more than 300mm from the fascia or return end of the awning, and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Council consent is required for any fascia sign other than that listed above.

#### **4.8 Flush Wall sign (or painted wall sign)**

Council consent is not required for a flush wall sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not project above the height of the wall to which it is attached; and
- ❖ Does not project more than 300mm from the wall; and
- ❖ Does not obscure or detract from any architectural feature of a building; and
- ❖ Is the only flush wall sign to a wall or elevation for one occupancy of the of the premises; and
- ❖ Does not occupy in total more than 20% of the area of the wall/elevation on which it is displayed; and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.



Council consent is required for any flush wall sign other than that listed above.

#### **4.9 Pole or Pylon Sign**

Council consent is required for all pole or pylon signs and the following criteria should be satisfied:

- ❖ The maximum number of pole or pylon signs shall be one per 15 metres or part thereof street frontage, and
- ❖ With the exception of one pole or pylon sign which is intended to be the principal site identification, all pole or pylon signs shall have a vertical configuration with a maximum area of 1.5 square metres, a maximum overall height of 3.5 metres; and a minimum clearance of 2 metres between the underside of the sign and the finished ground surface, and
- ❖ With the exception of one pole or pylon sign which is intended to be the principal site identification, all pole or pylon signs shall be of a uniform design and spacing upon the site, and
- ❖ The pole or pylon for the principal site identification sign shall not be used to display any ancillary sign or device, and
- ❖ Provided that signboards or other advertisements, of a type and design approved by the Council and having a maximum area of 0.75m<sup>2</sup> may be displayed between the building alignment and the street alignment in lieu of the pole or pylon signs.

#### **4.10 Projecting Wall Sign**

Council consent is not required for a projecting wall sign development which does not involve more than two projecting walls signs per premise and satisfies the following criteria:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Is a minimum of 2.6m above the ground, and
- ❖ Is at right angles to the wall to which it is attached, and



- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Depending on the configuration of the Projecting Wall Sign the following criteria should also be satisfied:

#### Projecting Wall Signs (Vertical)

Where the height of a projecting wall sign is not less than its width, the projecting wall sign may project from the wall to which it is attached in accordance with the following scale:

<b>Lowest part of sign above ground level</b>	<b>Maximum allowable projection (height)</b>
2.6 metres and not more than 3.7m	0.8 metres
Exceeding 3.7m and not more than 4.6m	0.9 metres
Exceeding 4.6m and not more than 5.5	1.2 metres
Exceeding 5.5m	1.5 metres

#### Projecting Wall Signs (Horizontal)

Where the height of a projecting wall sign is less than its width, the projecting wall sign:

- ❖ Shall be erected at right angles to the wall of the building to which it is attached;
- ❖ Shall be at least 2.6m above the ground;
- ❖ Shall not project beyond a point within 0.6m of the vertical projection of the kerb alignment.
- ❖ Shall have its maximum height determined in accordance with the following scale:

<b>Lowest part of sign above ground level</b>	<b>Maximum allowable projection</b>
2.6 metres and not more than 3.7m	0.5 metres
Exceeding 3.7m and not more than 6.1m	1.2 metres
Exceeding 6.1m	1.5 metres

Council consent is required for all projecting wall signs other than those listed above.



#### **4.11 Top Hamper Sign**

Council consent is not required for a top hamper sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not extend more than 200mm beyond any building alignment; and
- ❖ Does not extend below the head of the doorway or window to which it is attached, and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Council consent is required for any top hamper sign other than that listed above.

#### **4.12 Under Awning Sign**

Council consent is not required for an under awning sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not exceed 2.5m in length and 0.5m in height; and
- ❖ Is erected horizontal to the ground; and
- ❖ Is not less than 2.6m from the ground; and
- ❖ Does not project beyond the awning; and
- ❖ Is erected so that the outside edge of the sign is a minimum of 600mm inside the vertical line of the kerb; and
- ❖ Is securely fixed by metal supports; and
- ❖ Is a minimum of 3m from another under awning sign, and



- ❖ Is not illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Council consent is required for any under awning sign other than that listed above.

#### **4.13 Window Sign**

Council consent is not required for a window sign which:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ Does not cover more than 50% of the total area of all shop windows on a premise, and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the signs remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Council consent is require for any window sign other than that listed above.

## **5 ADVERTISING SIGN DEVELOPMENT IN INDUSTRIAL ZONES – 4(a), 4(b), 4(c), 4(d)**

### **5.1 Business Identification Sign**

Council consent is not required for business identification signs in industrial zones where the sign:

- ❖ Is not on an item of environmental heritage, unless using existing approved fittings, and
- ❖ The total business identification sign does not exceed 1 square metre per 2 metres of street frontage; or 10 square metres in area, whichever is the lesser, and
- ❖ The total permissible signage is divided equally (by floor area) between all occupants of the site; and



- ❖ The business identification sign is in the form of:
  - ≈ Fascia sign(s) (which satisfy the same criteria listed under 4.6).
  - ≈ Flush walls sign(s) (which satisfy the same criteria listed under 4.7)
  - ≈ Projecting wall sign(s) (which satisfy the same criteria listed under 4.9); and
  - ≈ Under awning sign(s), (which satisfy the same criteria listed under 4.12) and
- ❖ Is non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

In addition to the above, Council consent is not required for a business identification sign which:

- ❖ Has a maximum area of 0.5 square metres for each occupant, and
- ❖ Is attached to or painted on an advertising panel or pylon located at the front of the site.

Council consent is required for any business identification sign in industrial zones other than those listed above.

Signs erected on premises approved for retailing in Industrial zones, should comply with the sign requirements for Business zones (refer Section 4).

## **6 ADVERTISING SIGN DEVELOPMENT IN SPECIAL USE ZONES 5, 5(a), 5(b)**

Council consent is required for all advertising sign development unless stated in Section 9 as not requiring Council consent.



## **7 ADVERTISING SIGN DEVELOPMENT IN OPEN SPACE ZONES 6(a), 6(b), 6(c)**

Council consent is required for all advertising sign development unless stated in Section 9 as not requiring Council consent.

## **8 ADVERTISING SIGN DEVELOPMENT IN ROAD ZONE 9 AND ADVERTISING SIGN DEVELOPMENT ON UNZONED LAND**

Council consent is not required for sign development which:

- ❖ Is attached to or painted on street furniture including:
  - ≈ Public seating
  - ≈ Planter pots and similar
  - ≈ Garbage receptacles
  - ≈ Safety fencing and barricades
  - ≈ Public toilets, and amenities
  - ≈ Bus shelters
  - ≈ And similar
- ❖ Is a traffic management sign (including combined traffic management and advertising signs such as “identi lights”);
- ❖ Is included in Section 9 as not requiring Council consent.

Council consent is required for any advertising sign other than that listed above.

## **9 SPECIAL ADVERTISING SIGNS THAT DO NOT REQUIRE COUNCIL CONSENT**

The following advertising signs do not require Council consent in any zone:



- ❖ Advertisements on a motor vehicle used principally for conveying goods or passengers.
- ❖ Advertisements within a site being an advertisement which is not visible from outside the site on which it is displayed (except for advertisements on a heritage item).
- ❖ Advertisements displaying a message changed from that displayed by a previously lawful advertisement.
- ❖ Advertisements displayed behind the glass line of a shop window.
- ❖ Public notices being a notice for public information displayed by a public authority giving information or directions about services provided.
- ❖ Real estate sign being an advertisement that contains only a notice that the place or premises to which it is fixed is or are for sale or letting (together with particulars of the sale or letting) and that is not displayed for more than 14 days after the letting or completion of the sale and providing the following criteria is satisfied.

### Real Estate Signs

- ≈ Do not exceed 2.5 square metres in area; and
- ≈ Do not have any returns exceeding 180mm; and
- ≈ In a business or industrial zone do not exceed 4.5 square metres, and
- ≈ In non illuminated, internally illuminated or flood lit providing the intensity of the illumination and colour of the sign remains unchanged while illuminated and there is no adverse affect on the amenity of surrounding properties.

Temporary advertising sign being an advertisement of a temporary nature that:

- ❖ Announces any local level event of a religious, educational, cultural, political, social or recreational character or relates to any temporary matter in connection with such an event; and



- ❖ Does not include advertising of a commercial nature except for the name(s) of an events sponsor.
- ❖ Must not be displayed earlier than 28 days before the event to which it relates is to take place and removed within 14 days after the event.

(Temporary signs may consist of advertisements in the form of banners, bunting, posting, inflatable structures and similar things).

Advertisements which direct the public to or inform the public about places of scientific, historic or scenic interest, providing that:

- ❖ The principal purpose of the advertisement is to provide direction or inform the public about the building or place, and
- ❖ The advertisement relates to the specific building or place; and
- ❖ The dimensions and overall size of the advertisement are not larger than would reasonably be required to direct or inform the public.

