

Appendix 2 - Strathfield DCP Assessment

Criterion

Compliance

**Part J Erection and display of advertising signs and structures**

**Part A General**

1.1 Objectives of Part J

1. To encourage signage which complements the dominant urban character of an area, including the built and landscape character.

**Complies**

The size, design and materials of proposed signs are considered to be consistent with the approved building and surrounding context. The signage fronts the heavily trafficked, mixed-use urban Parramatta Road corridor on an approved multi-storey mixed-use development, where it is not unreasonable to expect prominent business identification signage.

The proposed pylon sign will enrich the current urban character of the area, which includes similarly sized pylon signs to the east of the subject site in car sale yards, as shown below.



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	<p>The high quality, distinctive and minimal pylon sign is therefore considered acceptable in its proposed location and will contribute to the creation of a unique streetscape.</p> <p>To the rear, minimal wayfinding and business identification signage is proposed to Loftus Lane. The internally lit signs will produce a life 'glow', minimising potential light spill whilst providing appropriately lit vehicular and pedestrian wayfinding signage.</p> <p>Overall, the proposed signage will contribute positively to the setting of surrounding land uses by providing an effective business identification signage along a heavy trafficked road corridor. The scale and form of the proposal is consistent, appropriate and sympathetic to the existing streetscape.</p>
<p>1.6 Matters for Consideration</p>	
<p>An application seeking approval for an advertisement will be determined having regard to Section 4.15 of the Environmental Planning and Assessment Act, 1979 the matters listed below and Part B - Special Provisions to Part J.</p> <p>(a) The design of the sign including size, type of lettering and the language the sign is written in.</p>	<p><b>Complies</b></p> <p>All proposed signage consists of sleek, high quality, legible, English business identification and wayfinding signage pertaining to the approved ground floor pub. The signage is not considered unreasonable and is not expected to result in any adverse impacts upon the locality.</p>
<p>(b)</p> <p>(i) The visual appearance of the advertisement and whether it is appropriate to the general character of the area.</p> <p>(ii) whether the advertisement will dominate or obscure other advertisements.</p> <p>(iii) whether the advertisement is in proportion to the architectural features of the adjoining development.</p>	<p><b>Complies</b></p> <p>As discussed above, the proposed signage is considered compatible with the heavily trafficked, urban mixed-use Parramatta Road corridor.</p> <p>The proposed signage will not dominate or obscure other advertisements.</p> <p>The discrete pole signs and wall mounted signs have been architecturally designed to maintain the prominence of the architectural features and general dominance of the approved mixed-use development.</p>

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(iv) whether the advertisement will dominate the building and whether the building would be a background frame for the proposed advertisement.

(v) whether the colours of the advertisement complement the colours of the building.

(vii) whether the supporting structure of the advertisement will be visually obtrusive and contribute to the streetscape clutter.

(viii) whether the advertisement would unduly attract a motor vehicle driver's attention.

(ix) whether the advertisement would dominate or obscure direction signing or identification signing.

(x) whether the advertisement would obscure a scenic view.

(xi) whether the advertisement would be an obstruction to vehicles and pedestrians.

(xii) whether the advertisement complies with traffic safety requirements.

(xiii) whether the advertisement is structurally safe

The proposed signs will not dominate the approved building but rather provide sleek, well positioned business identification and wayfinding signage for the general public.

The proposed pylon sign represents an iconic and distinctive attraction to the site. Its east-west orientation ensures continual dominance of the building when viewed from Parramatta Road, to the north.

The subtle green, red and yellow color scheme adopted by the signage will respect the neutral white and grey color scheme of the approved development, adding a 'splash' of color to the relatively neutral backdrop. Accordingly, the proposed signage is not expected to contribute to general streetscape 'clutter'.

The proposed signage is not expected to unduly attract passing motorist attention. The proposed LED screen on the pylon sign will be designed in accordance with relevant illuminance standards, which are expected to be enforced as a condition of consent.

Given the location of all signage on the ground floor level, no scenic views are expected to be obscured. Signs that aren't wall mounted have been located to ensure no obstruction to either pedestrian or vehicle flow on the site.

The proposed signage consists of typical business identification and wayfinding signage, similar to other pylons and signage located along the Parramatta Road corridor. Given they are unlikely to be confused with road traffic signage, no adverse traffic impacts are expected.

The proposed signage and associated structures are designed to be structurally sound.

As demonstrated above, the proposed signage complies with the relevant matters of consideration for determining signage applications in the Strathfield LGA. The signs have been designed to complement the existing urban character of the locality and are not expected to adversely impact upon the amenity of the surrounding area.

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<p>(c) For a Class of Advertising Structure referred to in Schedule 1 take into consideration whether the structure complies with the requirements of Schedule 2.</p>	<p><b>Generally complies</b></p> <p>The relevant advertising structures identified in Schedule 1 generally comply with the relevant requirements provided in Schedule 2. This is discussed further below in this DCP compliance assessment table.</p>
<p>(d) The number of existing signs on the building and adjacent buildings.</p>	<p><b>Complies</b></p> <p>There are currently no signs on the yet to be constructed approved mixed-use development. This DA represents the 'signage DA' for this development.</p> <p>The immediate locality features a number of signs, principally focused on the 'Pauls Direct Outlet' located opposite the site and the car yards to the south. The proposed signage is significantly less intrusive and smaller in nature than surrounding signage and is not expected to clutter the locality. It is also noted that as these two under-utilised sites develop, the number of signs, and associated clutter, will be significantly reduced.</p>
<p><b>Part B – Special Provisions</b></p>	
<p>2.1 Signs in all areas</p>	
<p>i) Zoning</p> <p>Table A indicates the types of signage which are permissible without development consent, permissible only with development consent and prohibited within various zones under the Strathfield Local Environmental Plan 2012 . Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.</p>	<p><b>Noted</b></p>
<p>ii) General Appearance, Content and Maintenance Provisions</p> <p>Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&amp;A Act for the removal of signage which is redundant, dilapidated, unsightly or objectionable.</p>	<p><b>Complies</b></p> <p>All signs have been architecturally designed and will be constructed from high quality, durable materials.</p>

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<p>iii) Traffic and Pedestrian Safety</p> <p>Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign, in colour, size, shape or wording.</p> <p>Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.</p>	<p><b>Complies</b></p> <p>None of the signs proposed resemble road traffic signs and are not expected to distract passing motorists.</p>
<p>v) Language</p> <ul style="list-style-type: none"> <li>• All advertising signage must be displayed in English but may be translated in another language</li> <li>• All translations must be accurate and complete</li> <li>• Wording and/or numbers should be no greater than the English message.</li> </ul> <p>Reason: To ensure effective communication</p>	<p><b>Complies</b></p> <p>All signs will be in English.</p>
<p>vii) Prohibited Advertisements</p> <p>Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited:</p> <p>a) roof sign or wall sign projecting above the roof or wall to which it is affixed;</p> <p>b) flashing or moving signs or advertisements;</p> <p>c) signs, not defined as a temporary sign, made of canvas, fabric, similar sheet material, or any type of airborne sign except a temporary sign;</p> <p>d) fly posters;</p> <p>e) signs affixed to the surface of a public footway or public roadway;</p>	<p><b>Complies</b></p> <p>No prohibited signs under this clause are proposed.</p>

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- f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;
- g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act;
- h) signs other than a business identification sign, directional sign, real estate sign or temporary sign within the R2 – Low Density Residential, R3 – Medium Density Residential and R4 – High Density Residential zones .

### 6.6 Guidelines for the erection and display of advertisements along Parramatta Road

The following performance criteria will be taken into consideration when assessing an application to erect or display an advertisement and advertising structure along Parramatta Road:-

- (i) advertisements, in general, should be to identify the building and its function but not to advertise the products sold on the subject premises.
- (ii) roof advertisements are not permissible.
- (iii) in general, advertisements are restricted to the side of awnings and below awnings.
- (iv) advertisements painted onto the facade of buildings are permissible provided they enhance the building's appearance and address Item 15 within Schedule 2.
- (iv) illuminated advertisements at night are permissible provided they comply with the guidelines set out elsewhere in the DCP.

#### **Complies**

All signs consist of business identification and/or wayfinding content.

Given the building is setback from and does not provide awnings to the Parramatta Road frontage, a range of pole, pylon and above awning signs are proposed.

As discussed throughout this DCP, these signs are considered acceptable on merit given their compliance with the aims, objectives and controls of the DCP, and are not considered unreasonable on the heavily trafficked, mixed use Parramatta Road corridor.

All illuminated signage will be provided and operated in accordance with the relevant Australian Standards. It is expected that these will be enforced as conditions of consent.

### 4.0 Schedule 2

**ITEM 2B - Awning signs (advertisements displayed above awnings) - Prohibited**

**Complies with intent**

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	<p>Whilst proposed Sign 3 sits above the awning, in this instance it is considered acceptable given the awning does not function as a typical street frontage awning. The approved building is setback 10m from Parramatta Road, resulting in the awning functioning more as a component of the building rather than a portion of the streetscape.</p> <p>The proposed letters only extend 400mm above the awning and serve as the principal business identification sign for the pub to Parramatta Road. Accordingly, the well-designed, sleek letters will not obscure or diminish the architectural features of the building façade and are considered acceptable on merit.</p>
<p><b>ITEM 6 - Flush wall signs</b></p> <p>A flush wall sign –</p> <p>(a) where it is illuminated, shall not be less than 2.6m above the ground;</p> <p>(b) shall not extend laterally beyond the wall of the building to which it is attached;</p> <p>(c) shall not project above the top of the wall to which it is attached more than -</p> <p style="padding-left: 40px;">(i) 2.4m; or</p> <p style="padding-left: 40px;">(ii) 50% of its height,</p> <p style="padding-left: 40px;">whichever is the lesser;</p> <p>(d) unless Council otherwise approves, where of a skeleton letter type, shall not have an advertising area greater than 4.6 times the distance (to the nearest whole metre) between the lowest part of the sign and the ground; and</p> <p>(e) unless Council otherwise approves, where not of a skeleton letter type, shall not have an advertising area, in square metres, greater</p>	<p><b>Minor variation proposed</b></p> <p>Signs 6 &amp; 7 are considered 'flush wall signs' for the purpose of the DCP.</p> <p>All flush wall signs will be 2.6m above ground level, except for Sign 6, which will be located approx. 2.4m above the ground. The sign is appropriately located above the rear entrance door to the ground floor pub. Given its location adjoining residential development to the rear, the lower height is considered desirable in terms of reducing any potential lighting impacts.</p> <p>No signs project above the top of the wall that they are attached to.</p> <p>Both signs are located approx. 2.6m above the ground level and can therefore have a permissible area of 7.2sqm.</p> <p><u>Sign 6:</u> Is located approx. 2.4m above the ground level and can therefore have a permissible area of 7.2sqm. The sign has an area of 9.6sqm. This minor variation is considered acceptable given it is the only business identification sign located on the rear elevation, ensuring its size won't contribute to potential sign clutter or other visual impacts.</p>

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than three times the distance (to the nearest whole metre) between the lowest part of the sign and the ground.

Sign 7: Is located approx. 3m above the ground level and can therefore have a permissible area of 9sqm Has an area of 7.2sqm.

**ITEM 10 - Pole or pylon signs**

A pole or pylon sign -

- (a) shall not project more than 1.2m over any road alignment;
- (b) if it projects over any road alignment, shall be not less than 2.6m above the ground where it so projects;
- (c) shall have a maximum advertising area of 44.6m<sup>2</sup>; and
- (d) shall be not more than 15.2m above the ground.

**Complies**

Signs 1, 2 & 9 are considered 'pole or pylon signs' for the purpose of the DCP.  
 The proposed pylon sign and three (3) pole signs do not project over the road corridor.  
 All three signs will have a display area of less than 44.6sqm.  
 No sign will be 8m above the ground.

**ITEM 11A - Projecting wall signs (Horizontal)**

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

- (a) shall be erected at right-angles to the wall of the building to which it is attached;
- (b) shall be at least 2.6m above the ground;
- (c) shall have its maximum height determined in accordance with the following scale -

Lowest part of sign above ground level	Maximum allowable projection
2.6m and not more than 3.7m .....	0.5m
Exceeding 3.7m and not more than 6.1m.....	1.2m
Exceeding 6.1m .....	1.5m

- (d) shall not project beyond a point within 0.6m of the vertical projection of the kerb alignment; and
- (e) development application required

**Minor variation proposed**

Sign 8 is considered a 'projecting wall sign (horizontal)' for the purpose of the DCP.  
 The sign is attached to the wall at a right angle.  
 The sign is located 2.6m above ground.  
 The sign is located between 2.6m and 3.7m above the ground level and has a maximum height of 0.8m, a minor departure from the maximum height of 0.5m. This variation is not considered to have any adverse visual or amenity impacts as it is discreetly located under a building overhang and behind the front building line.  
 The sign is located on the side elevation and will not extend beyond a kerb.

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**ITEM 15 - Unclassified signs**

(a) other signs not identified in this Schedule will be considered by council on the merits of each application; and

**Complies.**

Signs 4 and 5 are considered unclassified signs for the purposes of this DCP assessment. Sign 4 consists of two identification signs for the approved outdoor food stand. They will be constructed of high-quality materials and are not considered unreasonable in their location.

Sign 5 is located on a small canopy and its most similar to a 'flush wall mounted sign'. Its location at the rear of the development serves as an important identification function.