
PART C: General development controls

Section C9 Advertising and signage

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1.0 Introduction

Advertising and signage that is well designed, positioned and detailed plays an important role in supporting local businesses and assisting residents and visitors find their way around our city. Signage generally refers to a business or building identification sign, where advertising is commercial signage, generally for a third party that does not have a tenancy in the property.

Signage and advertising should be compatible with its locality. As such, this section promotes development of this nature to respect characteristics of buildings, vistas and streetscapes while maintaining a high level of safety and amenity for residents, pedestrians and road users.

The impact of advertising and signage to heritage items and heritage conservation areas is also recognised as an important consideration. Identified advertising and signage precincts are commercial areas within heritage conservation areas that have been planned for to ensure signage proposed is considerate and complementary to the surrounding area.



Map C9.01: Advertising and signage precincts across Newcastle LGA

All development should meet the general criteria, and any applicable criteria for each specific signage type and/or identified precinct where relevant. It must consider relevant provisions within *State Environmental Planning Policy (Industry and Employment) 2021* and the Transport Corridor Outdoor Advertising and Signage Guidelines.

Unless specified as exempt development under an environmental planning instrument, such as *Newcastle Local Environmental Plan 2012* ([LEP 2012](#)) or a *State environmental planning policy*, all signage requires development consent. Signage placed or installed within the road reserve may require separate approval under the *Roads Act 1993*.

2.0 Application

This section applies to all advertisements and signage, except that which is exempt development under an environmental planning instrument that applies to it.

Signage not covered by this section will be assessed against Chapter 3 of the *State Environmental Planning Policy (Industry and Employment) 2021* and the objectives of this section.

3.0 Related sections

The following sections may also apply to development:

- C10 Street awnings and balconies
- E1 Built and landscape heritage
- E2 Heritage conservation areas

4.0 Additional information

Additional information:

- Department of Planning and Environment, *Transport Corridor Outdoor Advertising and Signage Guidelines*, November 2017

Applicable environmental planning instruments and legislation:

The provisions of the following listed environmental planning instrument/s also apply to development applications (DA) to which this section applies:

- LEP 2012
- *State Environmental Planning Policy (Industry and Employment) 2021*
- *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*

5.0 Objectives

1. Ensure that signage and advertising is well designed, appropriately sized and positioned in a consistent manner.
2. Ensure signage and advertising, including prospective signage and advertising, is considered, integrated, and positively contributes to the overall design and presentation of buildings.
3. Ensure that signage and advertising does not intrude into, or detract from the architectural merit and heritage significance of existing buildings, significant views, vistas, or streetscapes.
4. Ensure that signage and advertising does not compromise pedestrian, cyclist or vehicle safety and amenity.
5. Maximise the positive contribution that signage and advertising makes to the vibrancy, legibility and commercial viability of businesses.
6. Ensure that signage and advertising does not compromise the amenity of active street frontages in commercial areas.
7. Minimise visual clutter caused by the proliferation of signage and advertising and encourage the rationalisation of signage through fewer more effective signs.

6.0 Definitions

A word or expression has the same meaning as it has in [LEP 2012](#), unless otherwise defined. Other words and expressions include:

- **Advertisement** – means all signage aside from business identification signs and building identification signs as defined in the *State Environmental Planning Policy (Industry and Employment) 2021*. See *State Environmental Planning Policy (Industry and Employment) 2021* for a more detailed definition.
- **Advertising area** – is the entire surface area of a sign face, including any margin, frame or embellishment which forms an integral part of the sign. In the case of an advertising structure with more than one sign face, the maximum surface area of the combined faces. The area of skeleton letter signs shall be the total area within which the letters and associated graphics are displayed and not the area of the individual letters added together.
- **Advertising panel** – is any other advertising structure which is unilluminated, including a hoarding or bulletin board.
- **Advertising sign** – is a sign, notice, device or representation in the nature of an advertisement, whether illuminated or not, which is visible from any public place or public reserve, or from any navigable waterway, and is not a road traffic signal or sign.
- **Freestanding advertisements** - is an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports as defined in the *State Environmental Planning Policy (Industry and Employment) 2021*.
- **Road reserve** – is the area 'reserved' for facilities such as roads, footpaths, and associated features that may be constructed for public travel. It is the total area between property boundaries. This is the land that is referred to as the “public road” within the *NSW Roads Act 1993*. It can include the public roadway or footpath, including the nature strip or verge.
- **Signage** – is any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following -
 - a. an advertising structure,
 - b. a building identification sign,
 - c. a business identification sign,
 - d. but does not include a traffic sign or traffic control facilities.
- **Temporary mural** – means a piece of visual art created on an appropriate, publicly visible wall or surface with the permission of the property owner for a time limited period.

7.0 Application requirements

Development category	Application requirements	Explanatory notes
A signage strategy will be provided by all development requiring signage aside from home business, home industry and home occupation.	A signage strategy is to address the controls and acceptable solutions in this section and include details regarding: <ol style="list-style-type: none"> a. sign locations on dimensioned plans b. colours and finishes c. any proposed illumination. 	A signage strategy will ensure adequate signage space for all tenancies is considered in the building design.

8.0 Signage types


Signage type / definition	Control
 <p>Figure C9.01: Above awning signage</p> <p>Signage which is displayed above an awning.</p>	<p>C-1. Above awning signage is not supported throughout the Newcastle local government area (LGA).</p>
<p>Billboards (advertisements with display area greater than 45 square metres)</p>	<p>C-2. Billboards with an advertising display area greater than 45m² are not permitted unless they are on transport corridor land as reflected in <i>State Environmental Planning Policy (Industry and Employment) 2021</i>.</p>
<p>Billboards (advertisements with display area greater than 20 square metres or higher than 8 metres above ground)</p>	<p>C-3. Billboards are discouraged and:</p> <ol style="list-style-type: none"> must not contain any advertising relating to a person, business, product or event that does not carry out business at the premises or place. should be avoided if there is ability to be placed on the building and will not be supported where signs are able to be placed on a building within 5m of a primary road frontage. are kept to a maximum of one per site are to be contained wholly within the property boundary. should support the existing and future character of the area and not detract from the streetscape amenity. may be lit by external lights, but not light emitting. Where it is proposed for a sign to be lit, a curfew on the lights will be considered. will generally not host electronic signage.
<p>Building identification signage</p>	<p>C-4. A building identification sign is limited to naming or identifying the building owner or tenant occupying the largest amount of floorspace relative to other occupants within the building.</p> <p>Note: Refer to <i>State Environmental Planning Policy (Exempt and Complying Development Codes) 2008</i> for minimum requirements.</p>



Figure C9.02: Building wrap and special promotional advertisements (including temporary murals)

C-5. Building wrap signage and special promotional advertisements (including temporary murals) are:

- a. limited to signage for community and civic events
- b. not to be erected more than one month before the event and must be removed within one week of the conclusion of the event
- c. limited to the period of three months
- d. not to be illuminated
- e. limited to one building wrap sign or temporary mural on a building at any time
- f. not to cover more than two adjacent facades
- g. not to obscure any prominent architectural features of the building
- h. to conserve the environmental heritage
- i. mounted flush with the external facade of the building.

C-6. In addition to C -1 (a-i) a temporary mural is to:

- a. use materials and mediums that can be easily removed
- b. use mediums that will not affect the original fabric of a heritage item or contributory building in a heritage conservation area (e.g. a temporary mural may be painted on removable ply boards - approval will not be granted for painting over exposed brick)
- c. be accompanied by a public art strategy, prepared by a suitably qualified person, and considered and approved by the Public Art Reference Group. The strategy is to address the below:
 - If the artwork is suited to a diverse audience?
 - Does the mural add to the character and integrity of the location?
 - Is the artwork a temporary mural as defined in NDCP 2023 or does it meet the definition of signage?



Figure C9.03: Building wrap signage – on scaffolding/hoardings

This includes advertising and signage used in association with a building that is under construction, renovation, restoration or demolition.

C-7. Building wrap signage – on scaffolding/hoardings is:

- a. contains content that is not to be changed over the life of the building work without prior approval from CN
- b. to be removed as soon as the relevant works have been completed
- c. limits commercial signage to 20% of the extent of the scaffolded elevation
- d. restricted to images of the proposed building being constructed / refurbished, or a similar appropriate image in heritage conservation areas. Business identification may be considered where it is limited to 5% of the extent of the scaffolded elevation and is located at ground level.







Figure C9.04: Electronic signage

Electronic signs include signs that contain mechanical, digital or electronic moving images or displays, including LED, neon and electronically projected images (including but not limited, to portable LED signs, video/tv screens, projected laser signs and other intermittently illuminated or sequenced lighting signs).

C-8. Electric signage is generally not supported. If a proposal is considered to have merit, the following apply:

- a. consent will be limited to a period of 12 months or may be granted on a temporary basis in association with a related event
- b. an application is to include details of the proposed messages and/or images to be displayed. Excessive use of illumination and/or animated schemes is not supported.
- c. the signage does not impact on the safety or amenity of the locality and is in accordance with the applicable illumination controls for general signage.

 <p>Figure C9.05: Flush wall signage</p>	<p>C-9. Signage attached to or painted on the wall of a building projects horizontally no more than 300mm from the wall.</p> <p>C-10. Flush wall signage is:</p> <ol style="list-style-type: none"> no more than one sign per building elevation. In the case of multiple occupancies, one sign per occupant may be considered (in such cases a directory board is preferred) to be attached to the building in which the business identified in the sign is located. not more than 10% of wall area in commercial zones not more than 20% of wall area in industrial zones (including land to which Chapter 5 Three ports of <i>State Environmental Planning Policy (Transport and Infrastructure) 2021</i> applies) for all other land use zones, size to be considered on merit not to extend laterally beyond the wall, to which it is attached, in any direction.
<p>Home Business / Industry / Occupation signage includes a sign at a dwelling that advertises a home business, home industry or home occupation at the premises.</p>	<p>C-11. Home Business / Industry / Occupation signage is:</p> <ol style="list-style-type: none"> for business identification only a flush wall sign with a maximum size of 1m² not illuminated.
 <p>Figure C9.06: Pole or pylon signage (freestanding advertisements under 20 square metres and less than 8 meters off the ground)</p>	<p>C-12. Pole or pylon signage is:</p> <ol style="list-style-type: none"> not to contain any advertising relating to a person, business, product or event that does not carry out business at the premises or place to be avoided if there is ability to be placed on the building and will not be supported where signs are able to be placed on a building within 5m of a primary road frontage not more than 8m above the ground level. a maximum area of 20m² limited to one per site to be contained wholly within the property boundary to support the existing and future character of the area and not detract from the streetscape amenity lit by external lights, but not light emitting. Where it is proposed for a sign to be lit, a curfew on the lights will be considered generally, not electronic signage.
<p>Portable signage can be readily moved and includes A-frame signs, portable flags, trailers and any similar device.</p>	<p>C-13. Portable signage is considered as an element of outdoor trading. Refer to CN's Outdoor Trading Policy (as amended or replaced) for portable signage requirements.</p>

 <p>Figure C9.07: Projecting wall signage</p>	<p>C-14. Projecting wall signage is not supported throughout the Newcastle LGA, except as identified within identified advertising and signage precincts.</p>
 <p>Figure C9.08: Roof or sky signage</p>	<p>C-15. Roof or sky signage is not supported throughout the Newcastle LGA.</p>
<p>Temporary signs include signage of a temporary nature (such as flyers, posters, or corflute) that is lightweight & weather resistant fixed to power poles, bus shelters or other public property, fences, buildings shop fronts, shop front windows or hoarding. Refer to exempt development schedule of LEP 2012 for allowable temporary signage.</p>	<p>C-16. Temporary signage is not supported throughout the Newcastle LGA.</p>
<p>Under awning sign</p> 	<p>C-17. Signage that is attached to and hangs below an awning is:</p> <ol style="list-style-type: none"> Limited to a maximum of one sign per shopfront. In the case of multiple occupancies, one sign for each use may be considered, provided that the horizontal distance between signs is at least 3m not to exceed 2.5m in length not to exceed more than 1.5m² in advertising area erected approximately horizontal to the ground and at no point less than 2.6m from the ground erected at right-angles to the building to which the awning is attached securely fixed to the awning by means of durable and structurally sound support systems not projected beyond the edge of the awning to which it is attached.

<p>Window signage includes both business identification and advertising inside the area of a window. It should encourage interactivity and cross movement and not restrict opportunities for surveillance between the public and private domains.</p>	<p>C-18. Window signage:</p> <ul style="list-style-type: none">h. does not occupy more than 15% or 6m² (whichever is the lesser) of the glazed surface of the window in which it is displayedi. is not illuminatedj. does not contain LED/Electronic messagesk. is located at ground level.
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Signage type	Development zones			
	Residential	Commercial	Industrial	Heritage conservation area / item
Above awning signage	x	x	x	x
Billboard	x	x	x	x
Building identification signage	✓	✓	✓	✓
Building wrap sign (completed buildings)	x	✓	x	x
Building wrap sign (on scaffolding/hoardings)	✓ (as temporary use only)	✓	✓	✓
Directory board	x	✓	✓	x
Electronic signage	x	x	x	x
Flush wall sign	x	✓	✓	✓
Home business/ home industry / home occupation sign	✓ (as exempt development)	✓	✓	✓
Illuminated sign	x	✓	✓	x
Portable signage	✓	✓	✓	✓
Pole or pylon sign	x	✓	✓	x
Projecting wall signage	x	x	x	x
Roof or sky signage	x	x	x	x
Temporary sign	x	x	x	x
Under awning sign	x	✓	x	✓
Window sign	x	✓	✓	✓

Note: Signs within special use, recreation and environmental zones will be considered having regard to the general controls and the surrounding context.

Table C9.01: Development zones and supported signage types (general guidance only)

Key	
Symbol	Meaning
✓	Generally supported in zone (check relevant environmental planning instruments)
x	Generally not supported in zone

9.0 Signage – General

Objectives		
1. Apply a consistent and co-ordinated approach to the design, size and positioning of signage to enhance the streetscape.		
Controls (C)	Acceptable solutions (AS)	Explanatory notes
C-1. Signage must only advertise the lawful use of the building or site (except for temporary signs) on which the sign is located.		
C-2. A consistent and co-ordinated approach is applied to the design, size and positioning of signage to enhance the streetscape.	<p>AS-1. A signage strategy is submitted with all DAs proposing signage. A signage strategy may be required to be submitted with any development proposing multiple signs.</p> <p>AS-2. Proposals for new or amended signs on existing buildings will be considered in relation to the cumulative impact of visual clutter within the vicinity.</p> <p>AS-3. The total number of signs on a property is to be limited to those needed to reasonably identify the business or building.</p> <p>AS-4. To minimise clutter, composite or directory signs are preferred where there are multiple businesses located on a property.</p>	A composite sign, or directory sign identifies multiple uses in a development on a single sign.

<p>C-3. Signage and advertising achieves a high level of design quality that is compatible with the use and architectural style of the building and the character of the streetscape.</p>	<p>AS-1. Consistent signage design is applied to larger developments with multiple occupancies fronting the public domain.</p> <p>AS-2. Signage and advertising is designed and built so that it is structurally and electrically sound.</p> <p>AS-3. The composition, proportions, finishes, colours and features of signage and advertising are compatible with the built form and public domain in the nearby vicinity.</p> <p>AS-4. Colours, logos and other graphics are compatible with the architecture, materials, finishes and colours of the building and the streetscape and must not conceal architectural features.</p>	<p>Flashing, moving or LED/changeable signs, other than identification, interpretive, direction and advance warning signs, as constructed and installed by, or on behalf of CN or another transport authority are not encouraged and are unlikely to be supported.</p>
<p>C-4. Materials used for signs must be durable, low maintenance and of a high aesthetic quality compatible with other lawfully erected signage and advertising in the locality.</p>		
<p>C-5. Signage and advertising does not obscure significant architectural features of buildings, vistas or streetscapes.</p>		
<p>C-6. External lighting of signs is to be down lighting and focused directly on the sign and is to minimise the escape of light beyond the sign. Up lighting of signs is not permitted.</p>		
<p>C-7. Illumination designed for the purpose of promoting the business, activity or product, both on and within buildings, including windows and doorways and sites, is not permitted.</p>		

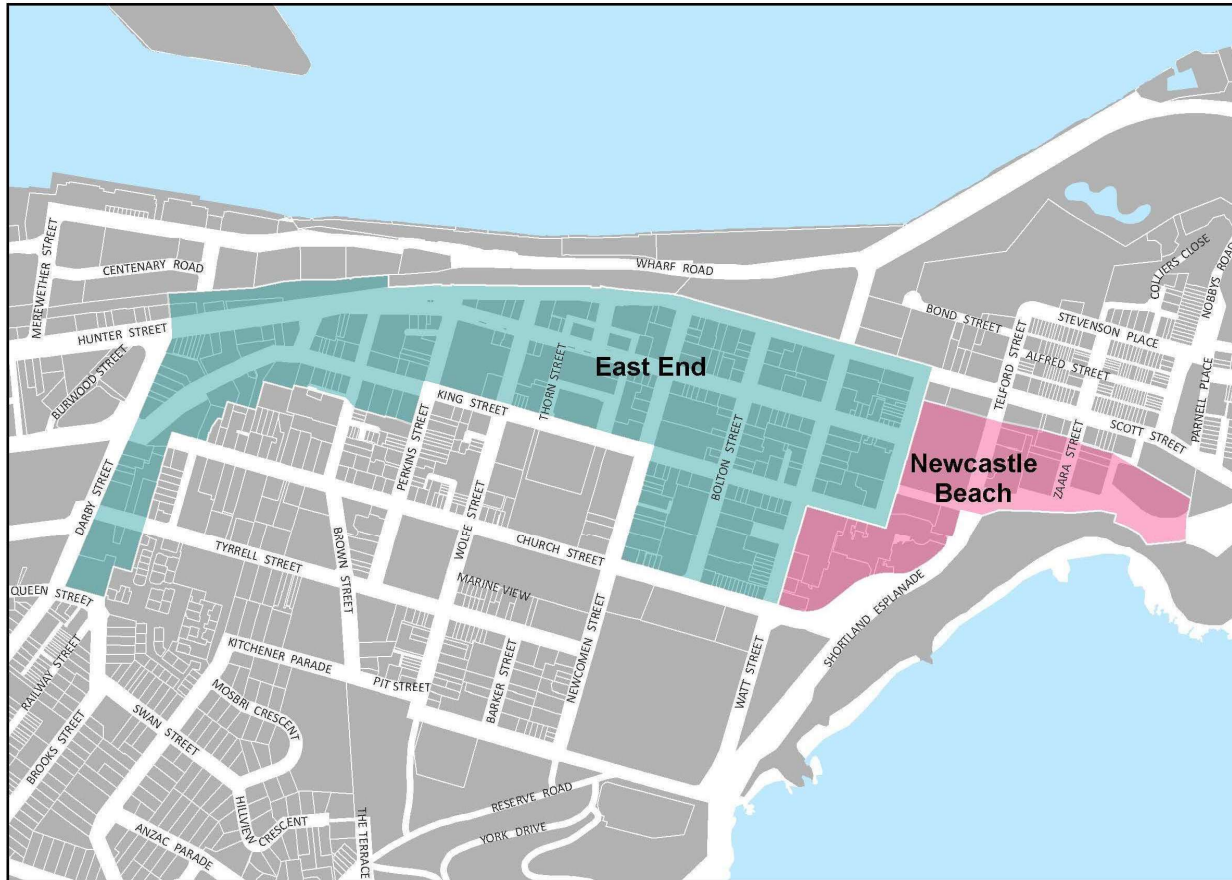
10.0 Heritage items and heritage conservation areas – General

Objectives		
1. Recognise signage as an important element that contributes to the promotion of a business activity and identification of a building. 2. Prevent inappropriate or excess signage that detracts from the appearance of a heritage item, heritage conservation area or streetscape. 3. Ensure signage is sensitive to the character and heritage significance of heritage items and/or heritage conservation areas.		
Controls (C)	Acceptable solutions (AS)	Explanatory notes
C-1. Signage on heritage items or in heritage conservation areas is designed and located in a manner which protects and enhances what is valued about the building or the place.	AS-1. Design and locate signage to minimise visual clutter and complement and maintain the significance of heritage items and/or heritage conservation areas. The signage type is to reflect the period of the building and complement its architectural style and colour of the heritage place. This may mean altering its positioning, size and proportion, corporate colours and lettering when the site is in a heritage conservation area or on a heritage item. AS-2. Signage is for business identification and/or building identification only. AS-3. Illumination of signage is generally not supported on heritage items or in heritage conservation areas. A back lit below awning sign on a commercial building may be acceptable. AS-4. Signage is not fixed (by any means) to sandstone or face brickwork but may be fixed into mortar joints. AS-5. Signage is not painted directly onto exposed stone or brickwork. AS-6. A signage strategy is to be submitted for large developments that propose multiple tenancies in heritage items and/or in properties within heritage conservation areas.	<i>State Environmental Planning Policy (Industry and Employment) 2021</i> prohibits the display of an advertisement in a 'heritage area', except for a business identification sign or building identification sign as defined in the LEP 2012. Corporate colours and logos may need to be altered where they do not achieve a high degree of compatibility with the architecture, materials, finishes and colours of the building and streetscape. Refer to Section E1 Built and Landscape Heritage.

11.0 Heritage items and heritage conservation areas - Identified advertising and signage precincts

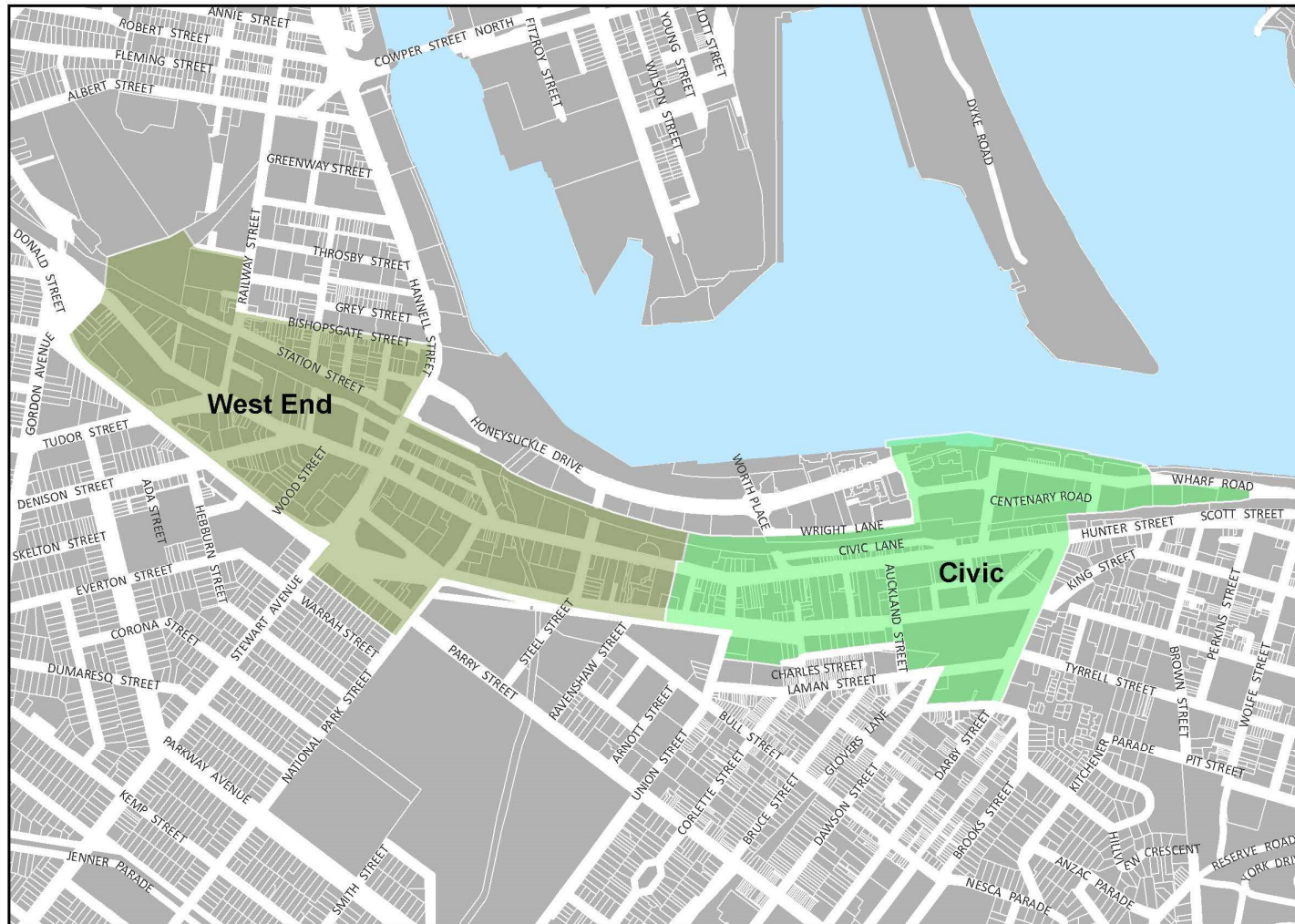
Objectives

1.Reduce signage in commercial areas that is not visually compatible or detracts from the amenity of a heritage conservation area.



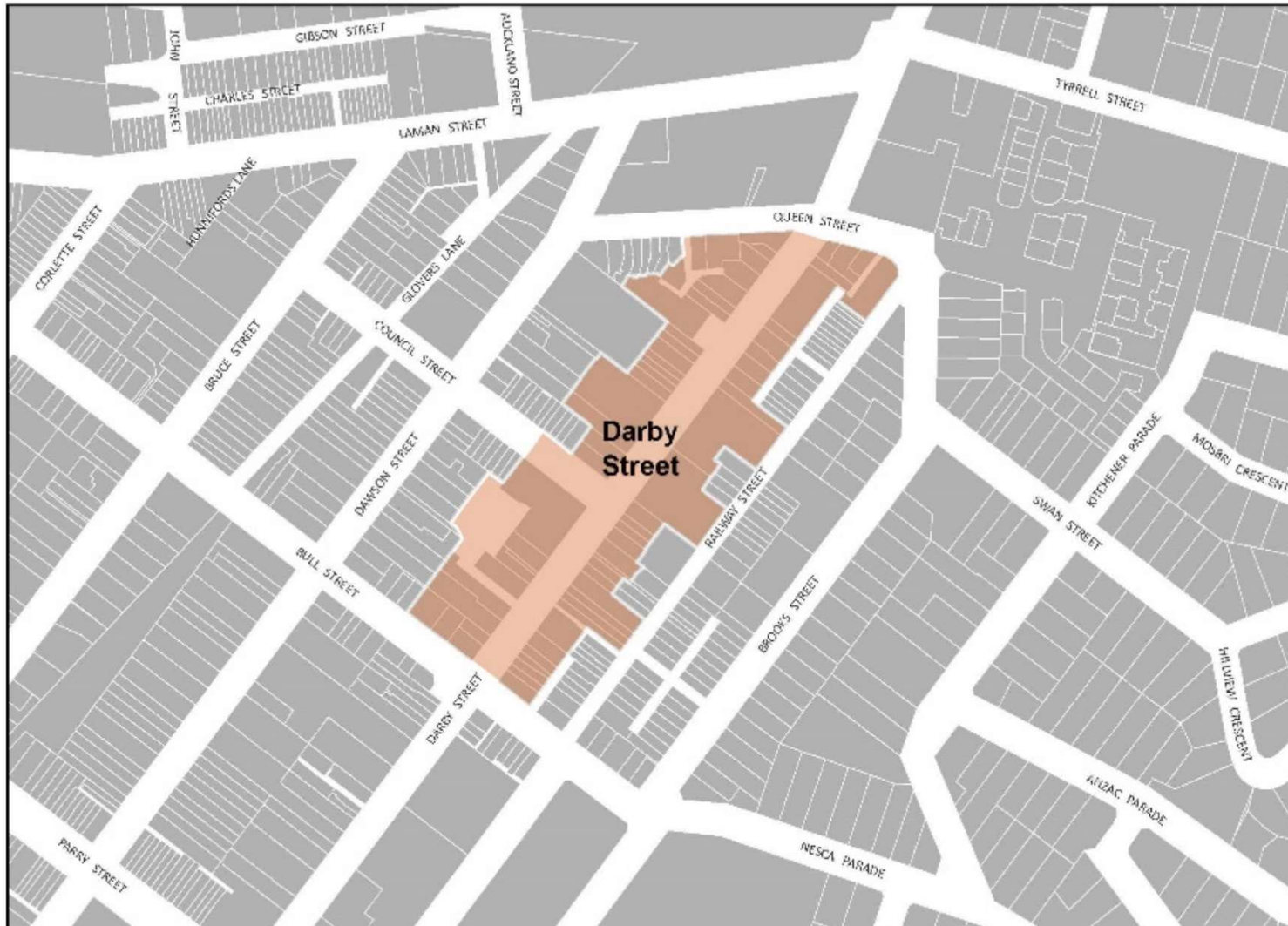
Map C9.02: Newcastle East End and Newcastle beach

Controls (C)	Acceptable solutions (AS)	Explanatory notes
<p>C-1. The extent of signage on a site within the Newcastle East End and Newcastle Beach advertising and signage precincts allows a reasonable form of identification (business / building), while:</p> <ol style="list-style-type: none"> a. taking a form which is subservient to the desirable characteristics of the built and natural environment of the site and its immediate surrounds b. not having a significant adverse effect on the desired or established character, streetscape and environmental values of the area. 	<p>AS-1. Acceptable signage types within the Newcastle East End and Newcastle Beach advertising and signage precincts include:</p> <ol style="list-style-type: none"> a. fascia signs b. under awning sign c. window signs d. projecting wall signs, where there is no awning. <p>AS-2. Signage is for business identification and/or building identification only.</p> <p>AS-3. Projecting wall signs are:</p> <ol style="list-style-type: none"> a. limited to one sign per business, per elevation b. located at ground level only (consistent with location of adjacent awnings) c. not to exceed 2.5m in length d. not to exceed more than 1.5m² in area e. erected horizontal and at no point less than 2.6m from the ground f. not to extend to within 0.6m of the vertical projection of the edge of the vehicular carriageway, including any parking space g. erected at right-angles to the building h. in accordance with the applicable illumination controls for general signage. <p>AS-4. Signage within shopfront windows is minimised. Painted skeletal business identification signage may be considered.</p> <p>AS-5. Signage reflects the character and heritage significance of the identified precinct by way of style, colour, format and materials.</p> <p>AS-6. Signage is constructed from high quality materials, particularly metals such as bronze, brass and stainless steel.</p> <p>AS-7. The restoration of original painted signs and construction of new signs using traditional designs is encouraged.</p> <p>AS-8. Signage is to be at or below awning level. In the absence of any shop front awnings signage is to be kept at or below the height of awnings on adjacent buildings. In these circumstances, projecting wall signs (in a heritage compatible design) may be considered.</p> <p>AS-9. Illumination (with the exception of under awning/projecting wall signs) is not supported.</p>	<p>Refer to Section E2 Heritage conservation areas.</p>



Map C9.03: Newcastle West End and Newcastle Civic

Controls (C)	Acceptable solutions (AS)	Explanatory notes
<p>C-2. The extent of signage on a site within the Newcastle West End and Newcastle Civic advertising and signage precincts allows a reasonable form of identification (business / building), while:</p> <ol style="list-style-type: none"> a. taking a form which is subservient to the desirable characteristics of the built and natural environment of the site and its immediate surrounds b. not having a significant adverse effect on the desired or established character, streetscape and environmental values of the area. 	<p>AS-1. Signage is for business and/or building identification only.</p> <p>AS-2. Signage reflects the character and heritage significance of the area by way of style, colour, format and materials.</p> <p>AS-3. Flush wall signs are:</p> <ol style="list-style-type: none"> a. located below first floor level on a frontage with public access only b. not more than 20% of the building elevation c. not illuminated if on a heritage item. <p>AS-4. Pole/pylon signs are supported for civic buildings only. In such cases, pole/pylon signs are:</p> <ol style="list-style-type: none"> a. limited to a maximum of one per site b. no higher than 4m above ground, have a minimum area of 3m² per face, and not more than two faces c. preferably compromised of simple and clearly displayed details on a white background. <p>AS-5. Projecting wall signs are only supported in the absence of an awning. In such cases, projecting wall signs are:</p> <ol style="list-style-type: none"> a. limited to one sign per elevation b. located at ground level only (consistent with location of adjacent awnings) c. not exceed 2.5m in length d. not to exceed more than 1.5m² in area e. erected horizontal and at no point less than 2.6m from the ground f. not to extend to within 0.6m of the vertical projection of the edge of the vehicular carriageway, including any parking space' g. erected at right-angles to the building. <p>AS-6. Minimise window signage, with shopfronts being primarily used for the display of goods and services.</p> <p>AS-7. Lifestyle graphics, tv screens and the like are not a supported form of window signage.</p> <p>AS-8. Signage illumination is in accordance with the applicable illumination controls for general signage.</p> <p>AS-9. LED/Changing message signs (internal and external to premise) are not supported.</p>	<p>Refer to Section E2 Heritage conservation areas.</p>



Map C9.04: Darby Street, Cooks Hill



Map C9.05: Beaumont Street Hamilton

Controls (C)	Acceptable solutions (AS)	Explanatory notes
<p>C-3. The extent of signage on a site within the Darby Street, Cooks Hill and Beaumont Street, Hamilton advertising and signage precincts allows a reasonable form of identification (business / building), while:</p> <ol style="list-style-type: none"> a. taking a form which is subservient to the desirable characteristics of the built and natural environment of the site and its immediate surrounds b. not having a significant adverse effect on the desired or established character, streetscape and environmental values of the area. 	<p>AS-1. Signage types in the Darby Street, Cooks Hill Map C9.04 and Beaumont Street, Hamilton Map C9.05 advertising and signage precincts are to comprise of:</p> <ol style="list-style-type: none"> a. fascia sign b. under awning sign c. window sign d. projecting wall sign where there is no awning. <p>AS-2. Signage is for business identification only.</p> <p>AS-3. Signage reflects the heritage significance of the area by way of style, colour, format, and materials.</p> <p>AS-4. For projecting wall signs the following controls will apply:</p> <ol style="list-style-type: none"> a. limited to one sign per elevation b. located at ground level only (consistent with location of adjacent awnings) c. does not exceed 2.5m in length d. does not to exceed more than 1.5m² in area e. erected horizontal and at no point less than 2.6m from the ground f. is not to extend to within 0.6m of the vertical projection of the edge of the vehicular carriageway, including any parking space g. erected at right-angles to the building. <p>AS-5. Window signage is to be minimised, with shopfronts being primarily utilised for display of goods and services. Lifestyle graphics, tv/video screens and the like are not a supported form of window signage.</p> <p>AS-6. Illumination is limited to the hours of 7am to 10pm/close of business (whichever is the lesser).</p> <p>AS-7. LED/Changing message signs (internal and external to premise) are not supported.</p>	<p>Refer to Section E2 Heritage conservation areas.</p>