

## Advertising and signage

This information sheet explains the requirements for the Advertising and Signage Exempt Development Code which allows certain signage types as exempt development and larger signage that requires complying development approval.

### Important note

This information sheet is for guidance only and may not contain all the information relevant to every property in NSW. Applicants should refer to the [relevant planning controls](#)<sup>1</sup> before beginning work, or seek professional advice on how the planning controls apply to their property.

The majority of the development that can be done as exempt or complying development in NSW is identified in the State wide exempt and complying development policy (the policy). View the policy at the [Exempt and Complying Development Policy website](#)<sup>2</sup>.

**Exempt development** is minor building work that does not need planning or building approval. [Information sheet 1.1](#)<sup>3</sup> provides more information about exempt development.

**Complying development** is a joint planning and construction approval that can be granted by council or a private certifier. [Information sheet 1.2](#)<sup>4</sup> provides more information about complying development.

Note: As identified in Information Sheets 1.1 and 1.2 exempt and complying development cannot be carried out on certain land.

### Exempt development Advertising and signage

Commonly used types of signs for businesses and other purposes are provided for as Exempt Development in the Advertising and Signage Exempt Development Code.

To be exempt development, the sign must:

- have consent in writing from the owner of the land on which the sign is located; if the sign is located over adjoining land the consent of the owner of the adjoining land is also required,
- be approved under section 138 of the Roads Act 1993 if the sign or part of the sign projects over a public road (including a footpath),
- not be carried out on or in relation to a building being used as a restricted premises,
- not cover any mechanical ventilation outlets located on any building in which the business is carried out, and
- not obstruct or interfere with any traffic sign.

All signage must be securely fixed to the building in accordance with the relevant Australian Standards.

If the sign is illuminated it:

- must conceal all cables in the frame of the sign,
- must not have animation or moving/flashing images, and
- must comply with the Australian standards for the control of outdoor lighting.

For illuminated signs that are situated on or within 50m of a residential, rural or environmental protection zone, they can only be illuminated:

- in the approved hours of operation, or

<sup>1</sup> <https://maps.planningportal.nsw.gov.au/Terms>

<sup>2</sup> [www.planning.nsw.gov.au/exemptandcomplying](http://www.planning.nsw.gov.au/exemptandcomplying)

<sup>3</sup> [www.planning.nsw.gov.au/exemptandcomplyingoverview](http://www.planning.nsw.gov.au/exemptandcomplyingoverview)

<sup>4</sup> [www.planning.nsw.gov.au/exemptandcomplyingoverview](http://www.planning.nsw.gov.au/exemptandcomplyingoverview)

- if no specified hours of operation then between the hours of 7am and 10pm on any day.

No sign must obstruct the visibility sight lines of, or interfere with, any traffic control device, including traffic control lights.

If the removal or pruning of a tree or other vegetation is required you must contact your local council before carrying out any work.

### Number of business identification signs

There is a maximum limit on the number of business identification signs that can be installed on any premises. There must not be more than:

- 3 signs to a building if the building only has one commercial tenant,
- 6 signs in total on any building, and
- 1 sign being constructed or installed in relation to a home business, home industry or home occupation in a residential zone.

### Exempt development standards for signage

Development standards have to be complied with when constructing, installing or displaying the various types of signs identified in the policy.

**Figure 1: Typical signage on a commercial property**



### Building identification signs

These are signs that identify or name the building and are located on the building façade. The following standards apply:

- signs must not be located on a heritage item or draft heritage item or on a heritage conservation or draft heritage conservation area,
- only one sign per street frontage,
- size of sign must not be more than 2.5m<sup>2</sup> in area,
- sign must be mounted flat against the exterior wall or parapet and not protrude more than 300mm from the face of the building, and
- if sign is illuminated it must comply with requirements on illumination.

### Wall signs

These are a type of business identification sign (including for a home business) that is either flat mounted or painted on the exterior wall of an existing building or on an existing boundary fence or wall. The wall signs must:

- not be located on a heritage item or draft heritage item or on a heritage conservation or draft heritage conservation area,
- have only four business signs per building and one sign per elevation,
- use the following maximum sizes: home business - 1m<sup>2</sup>, business zones - 2m<sup>2</sup>, 5m<sup>2</sup>, industrial zone 16m<sup>2</sup> or not more than 20% of the surface area of the wall, and
- if illuminated, the sign must comply with requirements on illumination.

### Fascia signs

These are business identification signs located on an existing fascia or the awning of a building. Fascia signs must:

- be mounted flat and securely fixed in place,
- be on a rigid signboard,
- fit wholly within the current fascia, and
- not be illuminated.

## Under awning signs

These are a type of business identification sign that is suspended below the existing awning of a building. Standards for under awning signs are:

- one per business for a ground floor street frontage,
- the maximum size is 1.5m<sup>2</sup> in area, and 2.5m in length,
- have a clearance of 2.6m above ground level,
- must be at right angle to the building, and
- not project beyond the awning fascia.

## Top hamper signs

These are business identification signs located above a display window or attached to the transom of a doorway in an existing building. The development standards for top hamper signs are:

- they cannot be installed on a heritage item or draft heritage item,
- maximum area is 2.5m<sup>2</sup>,
- maximum of 600mm high,
- have a clearance of 2.1m above existing ground level,
- only one of these signs for each ground floor tenancy, and
- if illuminated, the sign must comply with requirements on illumination.

## Window signs

These are business signs located on the inside of any window of an existing building. The standards are:

- maximum size of the sign is 20% of the window surface or 6m<sup>2</sup> (whichever is smaller),
- sign must not be illuminated, if for a home business, industry or home occupation, and
- only one sign per premise.

## Replacement of identification signs

For the replacement of existing building identification or business identification signs or the

content of such a sign, the development standards are:

- replacing only an existing lawful sign,
- exactly the same size as the existing sign,
- signage must not change the structure or vessel on which the sign is attached, and
- must not block or interfere with traffic signs.

## Internal signs

For advertisements or signs within a building (for example, a sports stadium or shopping centre), the development standards are that the signs must not be seen from outside the site or the building.

## Community notice and public information signs

For a sign providing information on, or advertising services or activities on a site for a public or community institution or organisation, the development standards are:

- only one sign facing any road frontage,
- maximum area of 3.5 m<sup>2</sup>,
- no higher than 5m above ground level,
- be wholly located within the boundaries of the site, and
- must not be illuminated.

If the site is a heritage item or draft heritage item the sign cannot be attached to the building.

## Temporary event signs

For signage or banners advertising a commercial, community or retail event or a private function (including sponsorship of the event or function), the development standards are:

- only one banner and one other type of temporary sign facing any road frontage,
- maximum area of 6m<sup>2</sup>,
- must be located within the property boundary, or if on a building, wall or fence not project more than 100mm,
- no higher than 5m above ground level, and
- must not be permanent.

If the banner is for a commercial or retail event not in a residential zone:

- must not be illuminated and cannot be displayed earlier than 14 days before the event, and
- must be removed two days after the event.

## Real estate signs

Temporary signs advertising properties for sale or rent must be placed within the property for sale or rent.

The development standards for developments of between one to nine dwellings:

- only one sign per parcel of land or dwelling,
- maximum size of 1.5m<sup>2</sup> in area,
- no higher than 3m above ground level,
- must not be illuminated, and
- the sign must be removed within 14 days of the sale or before construction starts on the land.

In any other case:

- only one sign per road frontage,
- maximum size 10m<sup>2</sup>,
- no higher than 5m above ground level,
- must not be illuminated, and
- the sign must be removed within 14 days of the sale.

For heritage items or draft heritage items signs must not be attached to the building.

For land subdivision of lots more than 10:

- maximum size 10m<sup>2</sup>,
- no higher than 5m above ground,
- correctly installed, and
- the sign to be removed when 90% of lots are sold or by end of 2 years.

## Election signs

The display of any poster that contains electoral matters is permitted. The signs can cover electoral matters and show the name of the candidate and the party as well as a picture of the candidate.

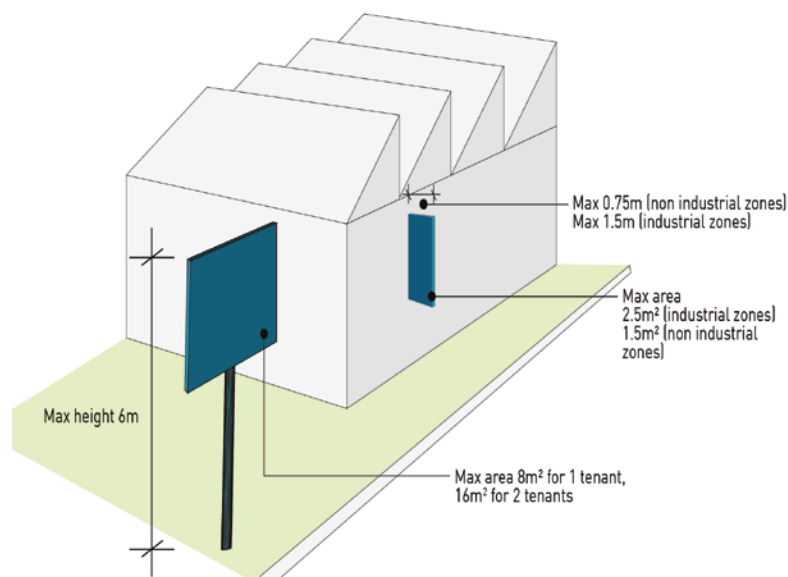
## Complying development Advertising and signage

Development under the Commercial and Industrial Alterations Code for projecting wall signs and freestanding pylon and directory board signs can only be carried out on land that is in a business, industrial or special purpose zone.

## Complying development standards for signage

The Commercial and Industrial Alterations Code requires the following development standards to be met for the construction or installation of business identification signs. Refer to Figure 2.

**Figure 2: Signage that can be complying development for industrial buildings**



## Projecting wall signs

For signs that project from the exterior wall of an existing industrial or commercial building, the signage development standards are:

- only four business signs per building,
- one sign per elevation,
- the sign cannot project beyond the parapet or eave of the building,
- maximum size of 2.5m<sup>2</sup> for industrial zones, and

- not project more than 1.5m horizontally from the walls of the building.

In any other zone the sign must:

- be a maximum size of 1.5m<sup>2</sup> in area, and
- not project more than 0.75m horizontally from the walls of the building.

If the sign is over a public road, approval under the *Local Government Act 1993* and *Roads Act 1993* is required.

### Freestanding pylon and directory signs

These are signs displayed on a freestanding structure that are mounted on the ground on one or more supports. The development standards to comply with are:

- only one freestanding sign for each street frontage,
- the lot must be wider than 15m,
- no higher than 6m above ground level,
- maximum size of 8m<sup>2</sup> unless the premise has more than one commercial tenant where an area of 16m<sup>2</sup> is allowed, and
- the sign must be at least 3m from any protected tree.

### What else do I need to consider?

- Works must comply with the Building Code of Australia and be installed in accordance with the manufacturer's specifications.
- If you propose to remove or prune any existing trees or vegetation, you should contact your council first to make sure you don't need approval for this.
- Any structures that would be located on public land or on or over a public road (including temporary structures) require separate approval from the relevant council or Roads and Maritime Services under the *Roads Act 1993* and the *Local Government Act 1993*.

If your proposal doesn't meet the required standards for either exempt or complying development, you may still be able to do the work, but you must get development approval first. In

this case, you should contact your local council to discuss your options.

### Further Information

For more information visit the [Exempt and Complying Development Policy website](#)<sup>5</sup> or contact the Department's Exempt and Complying Development Team on 1300 305 695 or by [email](#)<sup>6</sup>.

### Electronic Housing Code

The Electronic Housing Code website helps applicants determine whether the proposed development qualifies as exempt or complying development and the standards that must be met.

Applications for complying development can also be lodged and tracked online for those council areas that are using the Electronic Housing Code. Visit the [Electronic Housing Code website](#)<sup>7</sup> to find out if it is used by your local council or for more details.

<sup>5</sup> [www.planning.nsw.gov.au/exemptandcomplying](http://www.planning.nsw.gov.au/exemptandcomplying)

<sup>6</sup> [codes@planning.nsw.gov.au](mailto:codes@planning.nsw.gov.au)

<sup>7</sup> [www.electronichousingcode.com.au/](http://www.electronichousingcode.com.au/)