

Sydney Olympic Park Commercial Signage Policy

Purpose of this policy

Commercial signage plays an important role in identifying and advertising businesses within Sydney Olympic Park. Signage can have a significant impact on the visual quality, amenity and safety of the built environment.

The Sydney Olympic Park Authority (the Authority) has a responsibility to residents, workers and visitors to Sydney Olympic Park to ensure that the impacts of commercial signage are properly assessed and managed.

This Policy seeks to encourage business identification signs, on-premises and third-party advertising (commercial signage) in a manner that contributes positively to the legibility of the public domain and is of a high design quality, discouraging excessive commercial signage and advertising which can cause cluttering, impact visual amenity and become a potential safety hazard.

Commercial signage should be designed to protect the characteristics of buildings, public domain, streetscapes, vistas and skyline.

This Policy has been prepared in accordance with the following planning instruments. These instruments may also apply to signage applications to which this Policy applies:

- Olympic Insignia Protection Act 1987
- Sydney Olympic Park Authority Act 2001
- State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (Codes SEPP)
- State Environmental Planning Policy (Precincts — Central River City) 2021
- State Environmental Planning Policy (Industry and Employment) 2021
- Sydney Olympic Park Master Plan
- Parklands Plan of Management

Land where this policy applies

This Policy applies to all neighbourhoods and precincts within Sydney Olympic Park to which the Sydney Olympic Park Master Plan applies.

The Policy will be considered by the Authority in assessing all development applications to erect or display all signage, except if classified as *exempt and complying development* under an environmental planning instrument.

This Policy does not apply to wayfinding or regulatory and directional signage within Sydney Olympic Park.



Figure 1 Satellite image showing the extent of Sydney Olympic Park (yellow) and delineates the town centre and parklands with a white line.

Policy objectives

This Policy seeks to:

1. Provide a consistent approach to the design and location of commercial signage and advertising structures in Sydney Olympic Park.
2. Ensure commercial signage and advertising structures erected or displayed are compatible with architectural style, scale of building, surrounding built form and streetscape.
3. Ensure commercial signage and advertising structures are not intrusive or create adverse impact on the visual amenity of Sydney Olympic Park.
4. Protect residents, open space, parkland, heritage items and conservation areas from the adverse impacts of inappropriate commercial signage.
5. Ensure commercial signage is well designed and located so as not to create a hazard for residents, workers and visitors to Sydney Olympic Park.
6. Ensure commercial signage is designed and located not to create a road safety risk or compromising the safety of all road users.
7. Encourage commercial signage that makes a positive contribution to both day and night time activities within Sydney Olympic Park.
8. To minimise visual clutter through excessive commercial signage and advertising structures by encouraging fewer, more effective signs.

1 General Provisions

General requirements for all signage

- a. Commercial signage must satisfy the definitions in this policy.
- b. Business identification signs are restricted to one (1) top of building sign, one (1) wall sign and one (1) under awning sign per building elevation.
- c. Where a building is occupied by more than one (1) business, the number of signs is limited to those necessary to identify each business. Visual clutter must be minimised by the use of composite signs where possible.
- d. Signs must be well designed, appropriate in colour and scale so as to complement the building and streetscape and mitigate the cumulative impact of signage within the vicinity.
- e. Signage must respect the character of heritage items and conservation areas and accord with the relevant Conservation Plan of Management.
- f. Signage must not visually impact on key views and vistas within major transport and pedestrian corridors in Sydney Olympic Park as identified in the Sydney Olympic Park Master Plan 2050.
- g. Signage must not obscure views or sightlines along Australia Avenue leading into and out of Sydney Olympic Park.

- h. Signage must not obscure views or sightlines or distract road users and/ or pedestrians through high levels of illumination or form of advertising. Signs must be consistent with the National Light Pollution Guidelines for Wildlife 2023.
- i. Signage must not detract from the environmental significance and character of the Parklands.
- j. Signage must be installed and maintained in accordance with the relevant Australian Standards.
- k. Any signage on or within the vicinity and visible from a classified road is to be consistent with the road safety criteria in the NSW Transport Corridor Advertising and Signage Guidelines.
- l. A Road Safety Report may need to be submitted if the special promotional sign is visible from a classified road or may in the opinion of the Authority reduce the safety of any road user.
- m. Signage in accordance with this policy must be clearly differentiated from wayfinding signage in Sydney Olympic Park.

Sign content

- a. Sign content is to comply with the Advertising Code of Ethics, Outdoor Media Associations Code of Ethics, the Tobacco Advertising Prohibition Act 1992 and Liquor and Gaming NSW regulations.
- b. Sign content is to relate directly to a business, use, or activity carried out on or associated with the premises, except where the sign:
 - i. is incorporated with a bus shelter and street furniture;
 - ii. is in conjunction with the provision of public infrastructure;
 - iii. incorporates sponsorship acknowledgements.
- c. All advertising signs are to be displayed in English. Any translation into another language must not be larger than the English letters or characters. All translations must accurately reflect the English messaging.
- d. Sponsorship acknowledgement is limited to the sponsor's name and logo and must not exceed 10% of the display area of the sign.
- e. Third party advertising signage shall only be permitted in limited locations within Sydney Olympic Park where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the Sydney Olympic Park.
- f. Third party advertising content shall only be permitted on a sign facing or located within a public space and where the Authority is satisfied that the sign:
 - i. is consistent with the policy objectives and general requirements of this Policy;
 - ii. is compatible with the desired precinct description as outlined in the Sydney Olympic Park Masterplan 2050;
 - iii. promotes a service, activity or event within Sydney Olympic Park;
 - iv. will enhance the visual quality of the public domain;

- v. will contribute to the vibrancy and night life activity of the public domain;
- vi. will provide public benefit as outlined in Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021.

Illumination of signs

- a. The intensity and hours of illumination must not unreasonably impact the amenity of existing and future residents, visitors, wildlife or ecosystems in Sydney Olympic Park.
- b. Illuminated signs must comply with the relevant Australian Standards (AS4282 Control of the Obtrusive Effects of Outdoor Lighting) regarding night-time luminance.
- c. Subject to the location of an illuminated sign and its impact on the amenity of residents, future residents or wildlife in Sydney Olympic Park, the Authority may require illumination to be controlled/ reduced between the hours of 11pm and 7am.
- d. Illuminated signs must limit the light spill beyond the subject sign and must not compromise safety of pedestrians, cyclists, motor vehicles, or aircraft.
- e. Flashing, pulsating, or flickering lights are not permitted.
- f. Electric wiring or cabling to illuminate signs must be adequately concealed.
- g. Where an illuminated sign or advertisement is expected to generate high levels of energy use based on size, hours of operation or illumination source, the signage is to be powered by:
 - i. onsite renewable energy of a capacity to provide the energy required to illuminate the sign;
 - ii. the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.

Digital signage

- a. Digital signage is generally only permitted at the ground floor level of a building within Sydney Olympic Park.
- b. Digital signage is not encouraged above ground level of a building unless the Authority is of the opinion that the proposal demonstrates a superior design outcome that meets all of the development controls in this Policy.
- c. Digital signage must not result in a visual impact that detracts from the desired character of a building, precinct, streetscape, open space or public domain.
- d. Digital signage is not to result in obtrusive light that will create unacceptable glare, affect the safety of public domain users or detract from the amenity of the Parklands, residential accommodation, serviced apartments or hotel accommodation.
- e. Digital signage that is visible to motorists or from a road corridor must be consistent with the digital sign criteria in the Transport Corridor Outdoor Advertising and Signage Guidelines 2017.
- f. Digital signage is not to result in a negative safety impact for road users. A traffic safety impact assessment may be required if a digital sign is:

- i. greater than 10m²
- ii. located in an area of Sydney Olympic Park that may impact on road or pedestrian safety
- g. Digital signage is not to detract from the significance of a heritage item or conservation area.
- h. All new digital signage should demonstrate energy efficiency through a renewable energy source or be off set with green power.
- i. Digital signage is to provide a public benefit in accordance with State Environmental Planning Policy (Industry and Employment) 2021. Unless otherwise specified by the Authority, the public benefit is to be satisfied by making 5% of advertising time available free of cost for use by the Authority to display public information, messages and promote events.

Sponsor Signage and Naming Rights

- a. Sponsor signs are restricted to one (1) top of building sign, one (1) wall sign and one (1) under awning sign per building elevation. Logos are not to be larger than 10% of the mounting wall or surface.
- b. Sponsor signs are to be well designed and appropriate in colour and scale so as to complement the stadium/ building and streetscape.
- c. Sponsor signs are to be carefully positioned in locations between architectural elements such as awnings, windows, doors and parapet lines. Signs are not to conceal, partially or totally cover, or detract from significant architectural features.
- d. Sponsor signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.
- e. Naming of stadia/ buildings is to avoid conflict and/ or confusion with wayfinding signage in Sydney Olympic Park.
- f. All sponsor signage is to be removed and made good at the end of naming rights period.
- g. Sponsor signage is to avoid confusion with the name of the facility.

Wayfinding

- a. This Policy does not apply to wayfinding and directional signage within Sydney Olympic Park.
- b. Wayfinding and directional signage within Sydney Olympic Park are to comply with the current Sydney Olympic Park Wayfinding Signage Strategy.
- c. Signage is not to include directional arrows or features that could be misinterpreted as wayfinding.
- d. Signage is not to obscure or block any views towards wayfinding or directional signage.
- e. Signage is to give regard to wayfinding signage in terms of its location, design and size to ensure it does not impact on the purpose and design of wayfinding signage in accordance with the current Sydney Olympic Park Wayfinding Signage Strategy.

Signage and Public Art

- a. Signage and public art are to be clearly distinguishable in accordance with the definitions provided in **Attachment 1** of this Policy.
- b. Public art is not to include any features or elements that could be considered as advertising content with the exception of an event endorsed by the Authority.
- c. Public art is not to include any features or elements that could be misinterpreted as wayfinding or directional signage.
- d. Public art must be relevant and appropriate to the context of its site.
- e. Public art must not adversely impact public safety or the public's access to and use of the public domain.
- f. Public art must be consistent with the current planning, heritage and environmental policies at the time of completion.
- g. The installation of public art must be undertaken in accordance with a Plan of Management approved by the Authority. The Plan of Management must address maintenance and durability of the public art.

Signage in the Parklands

- a. Signage is permitted in the Parklands subject to the Authority's approval.
- b. Wayfinding or directional signage within the Parklands must be consistent with the current *Parklands Plan of Management* or to the satisfaction of the Authority.
- c. Signage is not to result in obtrusive light that will create unacceptable glare towards the Parklands.

Signage on heritage buildings

- a. Signage must not alter the character of heritage buildings.
- b. Signage must be subservient to the architecture of the heritage building.
- c. Signage must be carefully positioned in locations between architectural elements such as awnings, windows, doors and parapet lines. Signs are not to conceal, partially or totally cover, or detract from significant architectural features.
- d. Signage is to be removable and is not to alter the structure or facades of heritage items.
- e. Signage is to have regard by the Conservation Management Plan and heritage significance of the building or conservation area.
- f. The Authority may consider the use of A-frame and banner signs at heritage buildings and areas in order to avoid intrusive signage that could detract from the building's character.

2 Signage types and controls

Signage – Exempt Development

The State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 identifies certain types of advertising and signage that can be carried out under certain circumstances without the need for planning or building approval. Types of signage that may be undertaken via this planning pathway include, but are not limited to, certain types of:

- building identification signs
- wall signs
- fascia signs
- under awning signs
- top hamper signs
- window signs
- internal signs
- scaffolding, hoarding and temporary construction site fences
- real estate signs
- temporary event signs.

Refer to the current version of the Codes SEPP for full details prior to the erection of any signage via exempt development as the signs and requirements may change over time.

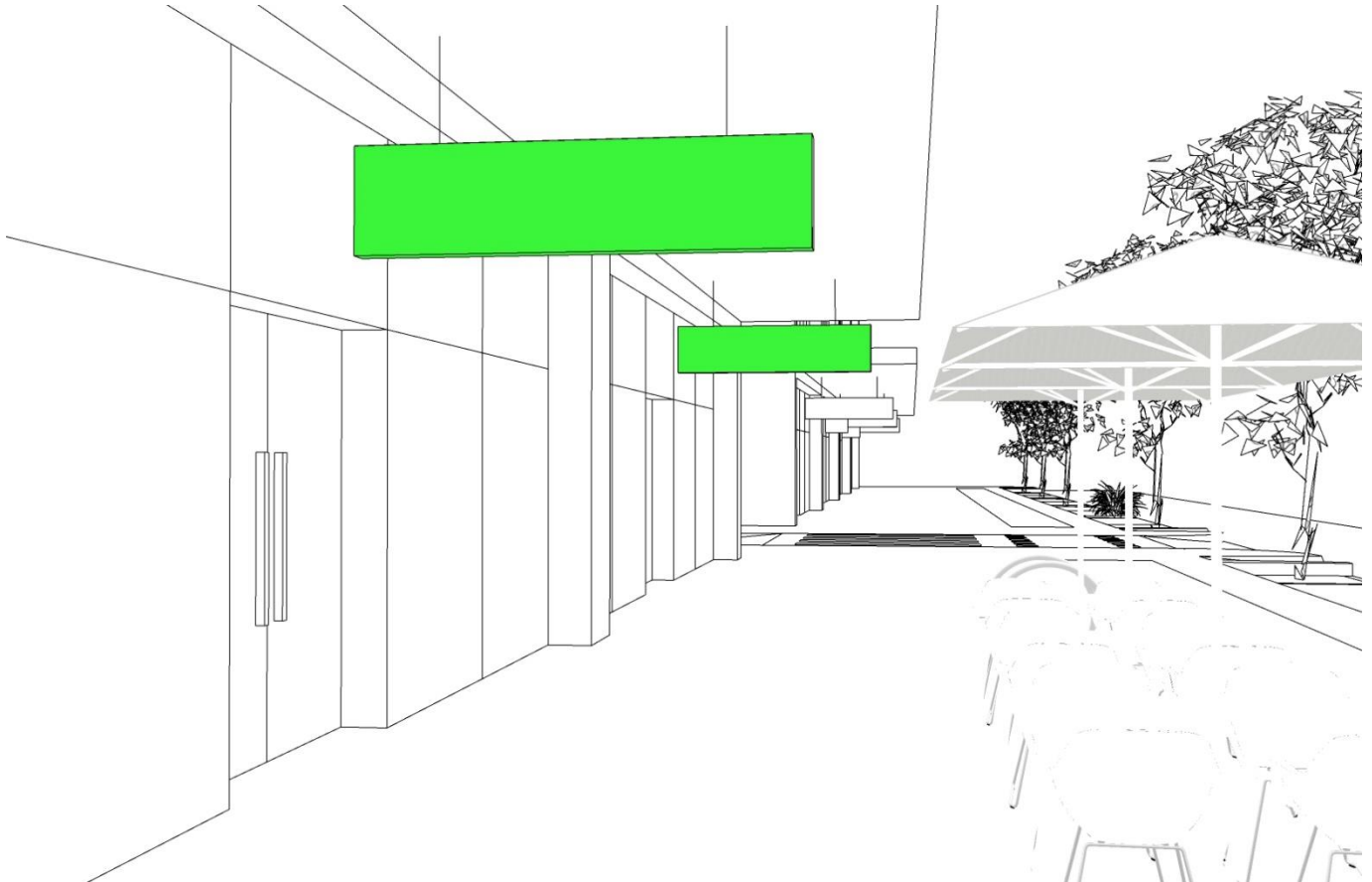
Note: further information in relation to signage outcomes can be found in **Attachment 2** and **Attachment 3**

Signage – Permissible with Consent

Signage that is permissible with consent requires the preparation and submission of a Development Application. The proposed signage must satisfy the provisions of this policy.

Note: further information in relation to signage outcomes can be found in **Attachment 2** and **Attachment 3**

Under Awning Signs



Controls

Under awning signs:

- are restricted to one (1) sign per business elevation.
- are for the purpose of business identification only. Any form of advertisement including third party advertisement is not permitted.
- are to be rectangular in form and have a maximum dimension of 1.5m².
- are to be suspended horizontally to the ground plane and at no point be less than 2.6m from ground level.
- are to have a minimum separation distance of 3m from any other under awning sign.
- are to be set back a minimum of 0.6m from the alignment of a kerb within a public road.
- may be internally illuminated, however must satisfy the requirements for sign illumination in this Policy.

Automatic Teller Machine (ATM) Signs



Controls

ATM signs:

- a. are to be contained within the structure of the ATM.
- b. are not to be used for third party advertisements.
- c. with static illumination are permitted however must satisfy the requirements for sign illumination in this Policy.

Top of Building Signs

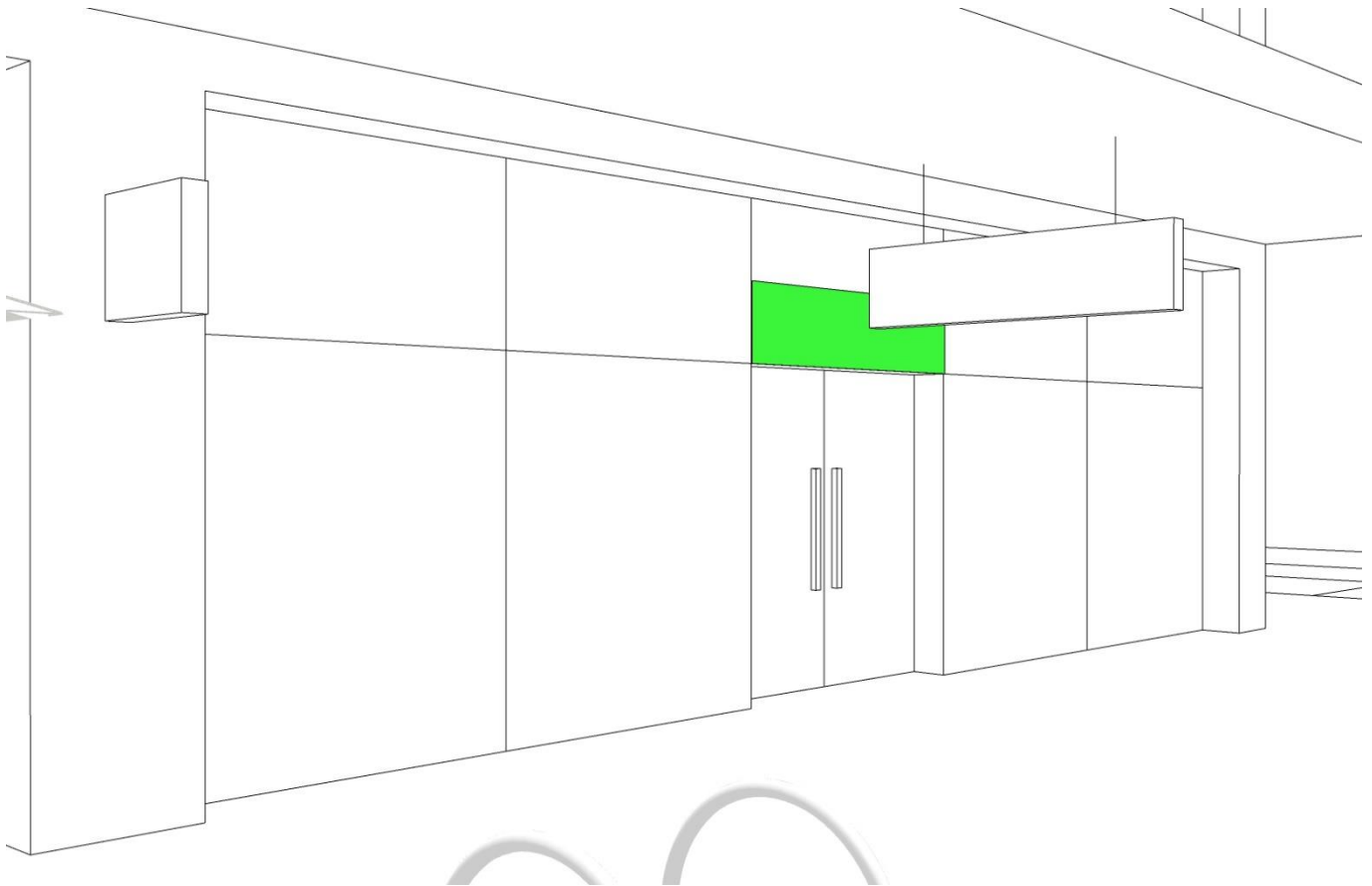


Controls

Top of building signs:

- a. are permissible on sites identified for the purpose of hotels, serviced apartments and commercial use as identified in the Sydney Olympic Park Master Plan 2050.
- b. are restricted to one (1) sign per building elevation.
- c. are to achieve a high degree of integration and compatibility with the architectural design, materials, finishes and colours of the building.
- d. are only to be allocated to a major tenant of the building or the building owner and can incorporate the name and corporate logo.
- e. may be located anywhere within the top 20% section of a building, cannot exceed 5% of the total building elevation.
- f. are not to be located within 500mm from the lot boundary or building edge.
- g. must have a maximum vertical height of 3m.
- h. are not to be used for on-premises advertising or third-party advertisement.
- i. on elevations facing parklands or conservation areas are not to be illuminated.
- j. must be removed within 2 months if the major tenant or building owner changes.
- k. must not project vertically above the roof of a building (sky signs).

Top Hamper Signs

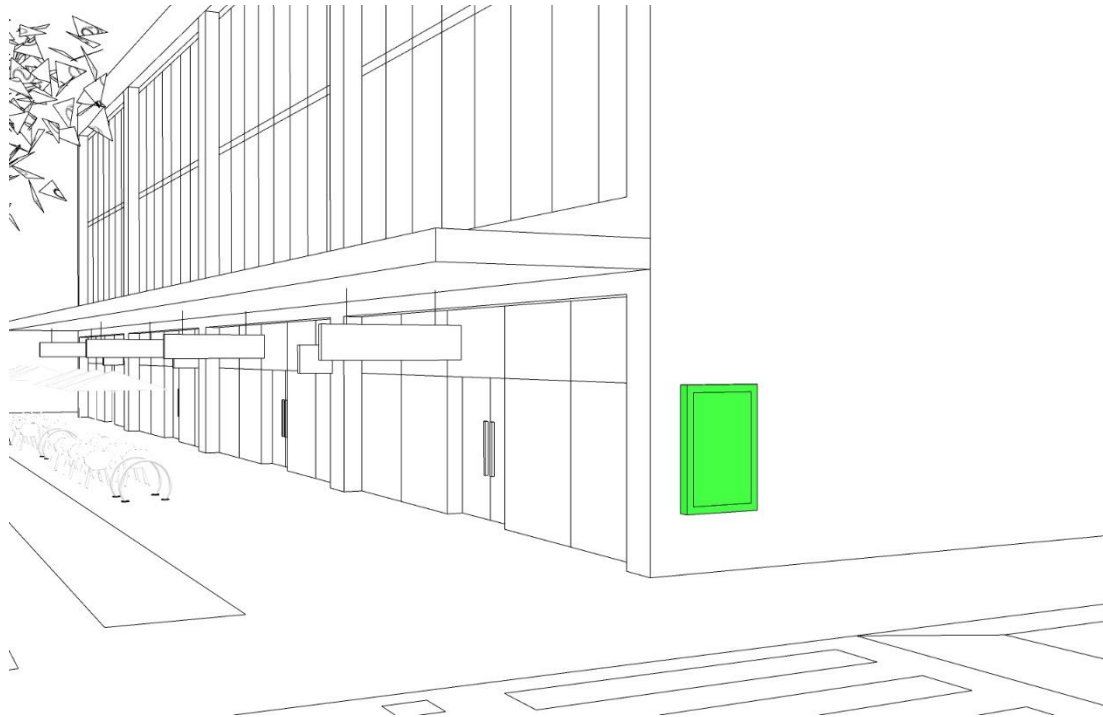


Controls

Top hamper signs:

- must relate to the use of the premises, product or service.
- must not extend beyond any wall, or below the head of the doorway or window above which it is attached.
- are not to be more than 2.5m² in area.
- are not to be more than 600mm in height
- may be illuminated, in accordance with the requirements for sign illumination in this Policy.

Flat Mounted Wall Signs

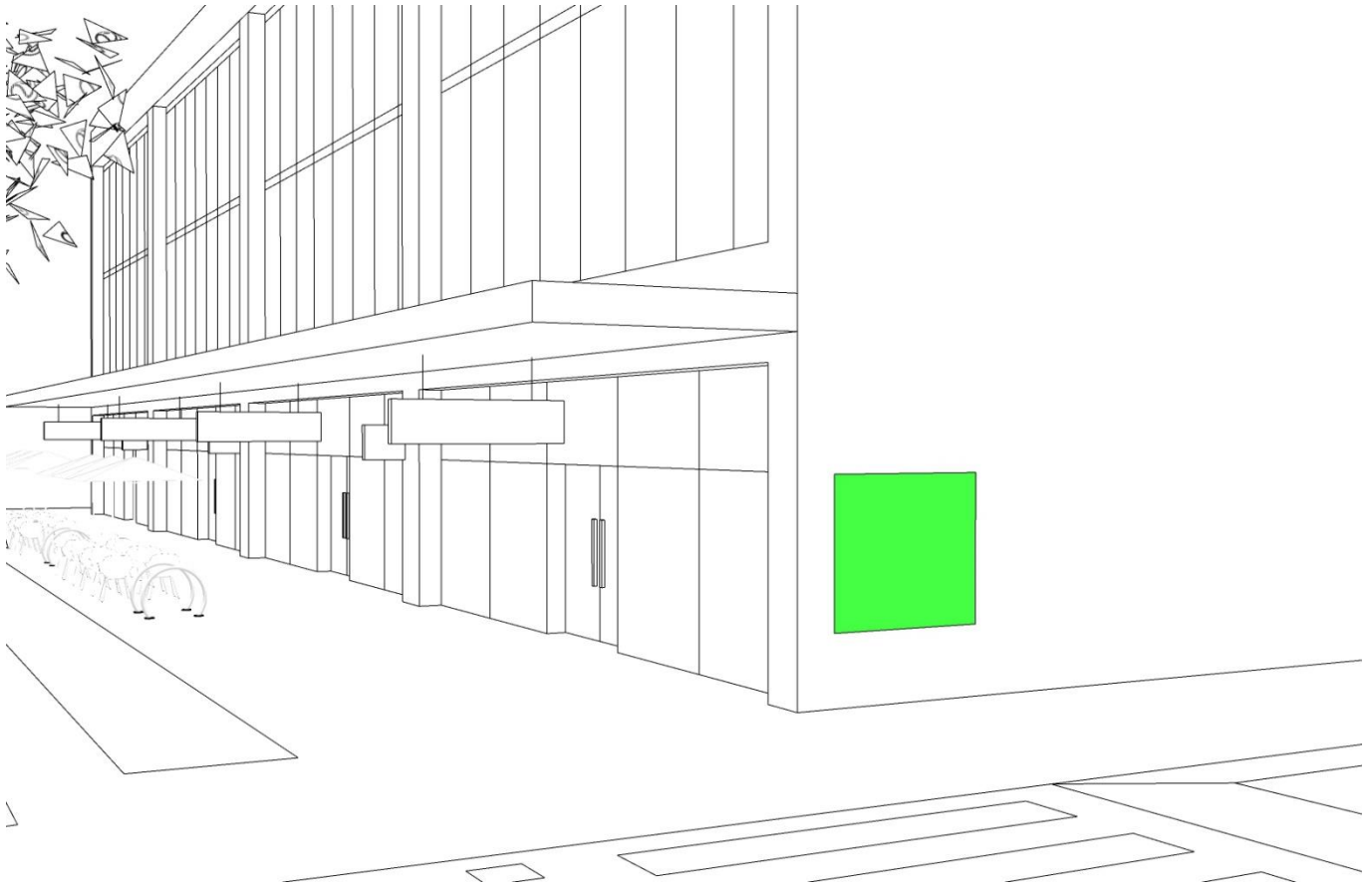


Controls

Flat mounted wall signs:

- a. are restricted to one (1) sign per elevation.
- b. are to be positioned taking into regard any architectural features of the host building.
- c. may be permitted on a blank elevation of an existing building if the Authority is of the opinion that the sign improves the appeal of the building, contributes positively to the precinct and does not create unnecessary signage clutter.
- d. are not permitted above the parapet or eaves of a building.
- e. for business identification or on-premises advertising is restricted to:
 - i. an above ground elevation of 100m² or less, the sign must not exceed 10% of the above ground elevation
 - ii. an above ground elevation of more than 100m² but less than 200m², the sign must not exceed 10m²
 - iii. an above ground elevation of 200m² or more, the sign must not exceed 5% of the above ground elevation
- f. may protrude a maximum of 0.3m from the wall unless health and safety standards require a shorter distance.
- g. are not to span across window openings.
- h. may be illuminated, however must satisfy the requirements for sign illumination in this Policy.

Painted Wall Signs



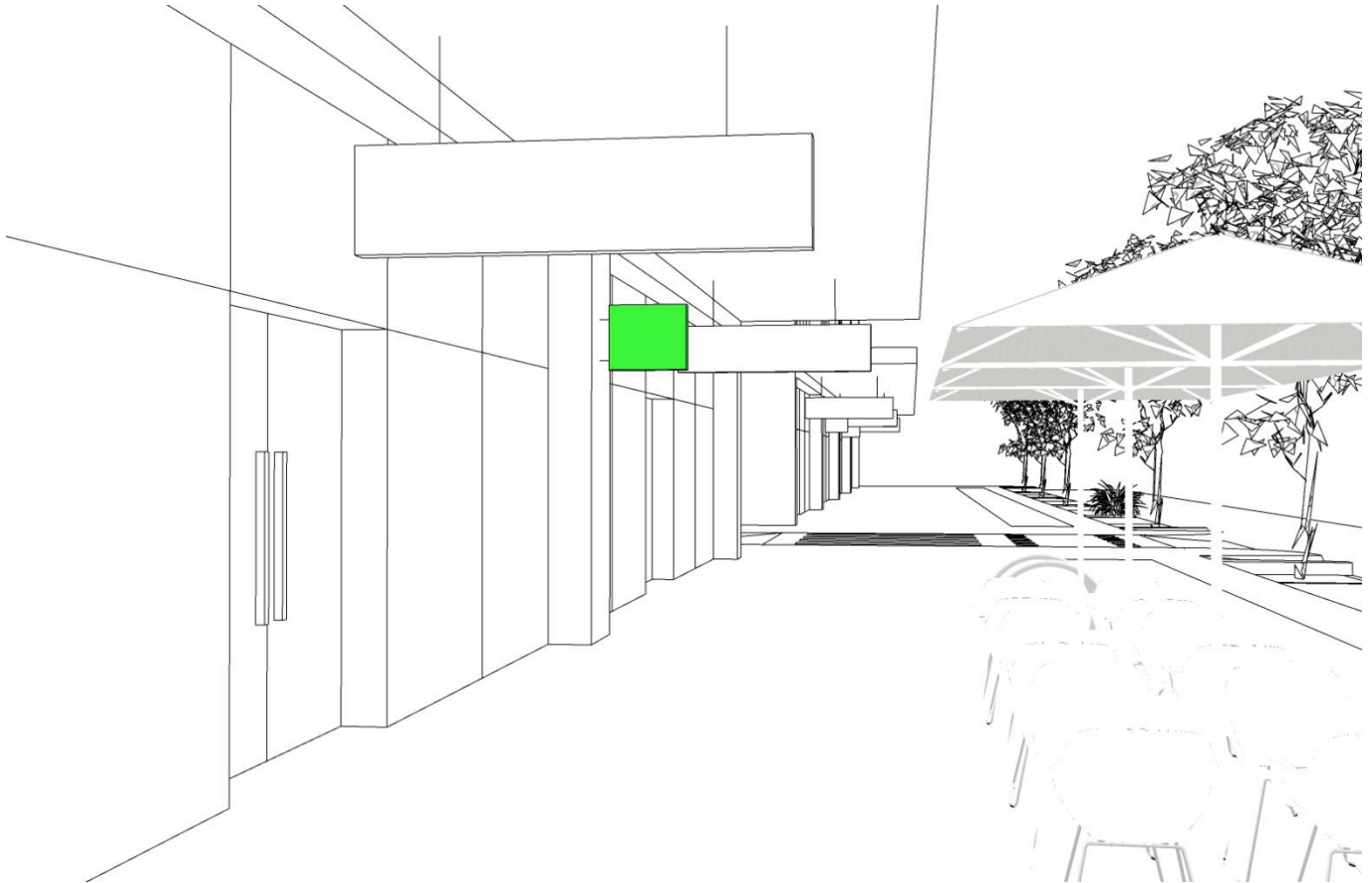
Controls

Painted wall signs:

- a. are not permitted at any heritage item or conservation area.
- b. must be sympathetic to the built form and character of the building on which they are attached and with surrounding built form.
- c. must have a minimum separation distance of 3m from any other painted sign.
- d. are not permitted to be illuminated.

Note: the external painting of building may constitute a painted wall sign where the painting uses corporate colours and can be reasonably considered as business identification or on-premises advertising.

Projecting wall signs



Controls

Projecting wall signs:

- a. are only to be used for the purpose of business identification.
- b. are to be orientated horizontally.
- c. are not to be used for any form of advertisement including third party advertisements.
- d. are to be located at ground floor level, be of high-quality materials and be compatible with the character of the building and surrounding area.
- e. are to have a maximum dimension of 0.5m².
- f. are to have a minimum height above ground level of the footpath below of 2.6m.

Window Signs and Decals

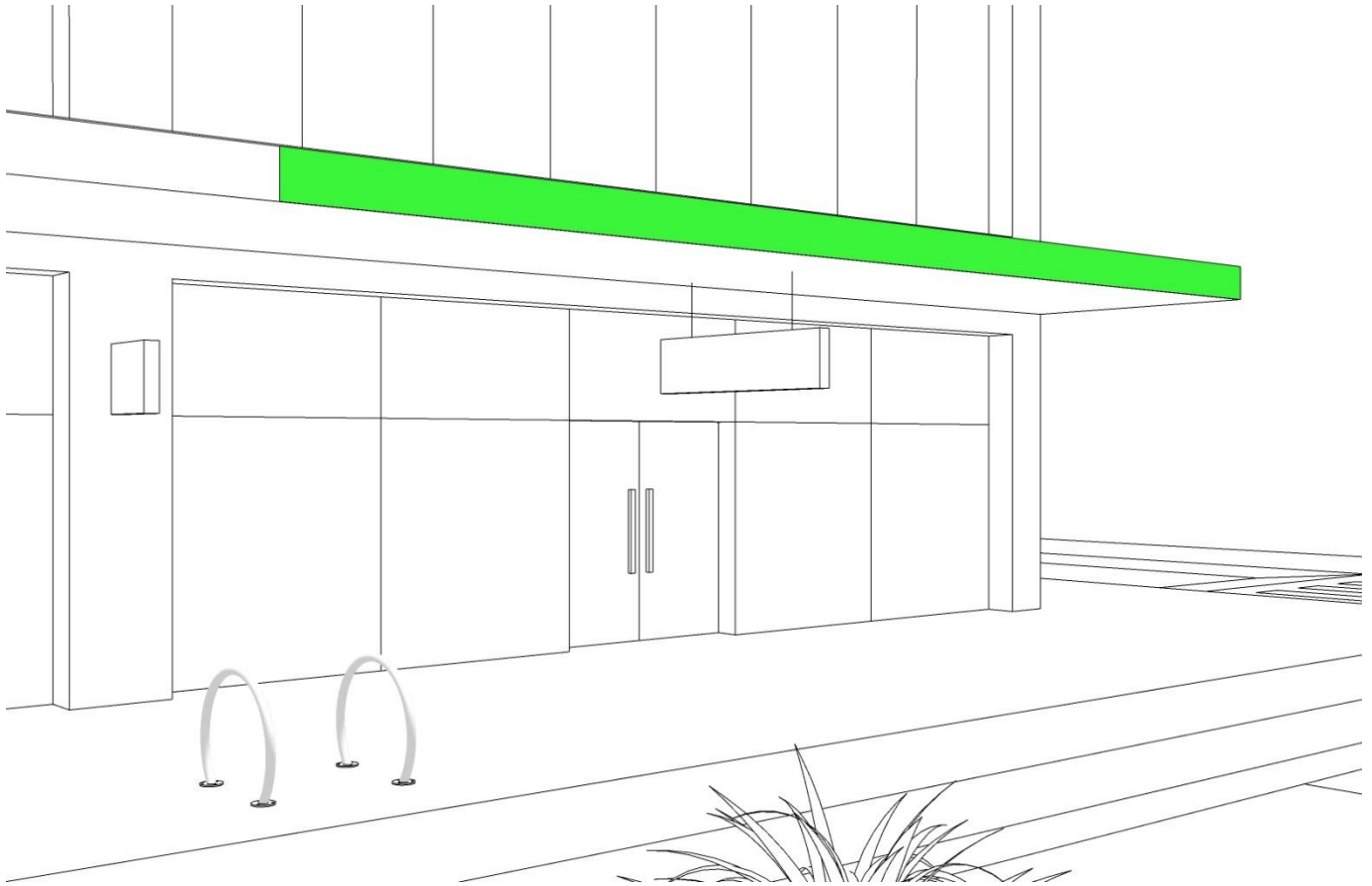


Controls

Window signs and decals:

- a. are not permitted above ground floor and must directly relate to the business, product or service provided.
- b. are to maintain an active frontage by not fully restricting views into and out of premises.
- c. are to ensure that a minimum of 80% of each window, door or glass panel remains free from covering.
- d. may advertise a 'sale' on the window of a tenancy for a maximum of 7 continuous days and no more than 4 times a year; additionally, a 'sale' sign may be advertised on the window of a tenancy for an extended period of maximum 30 days during Christmas and the End of Financial Year.
- e. are to be arranged so that the area of each window between 1m and 2m above ground level is predominantly open to views into and out of the premises.
- f. may be illuminated, however must satisfy the requirements for sign illumination in this Policy.

Awning Fascia Signs



Controls

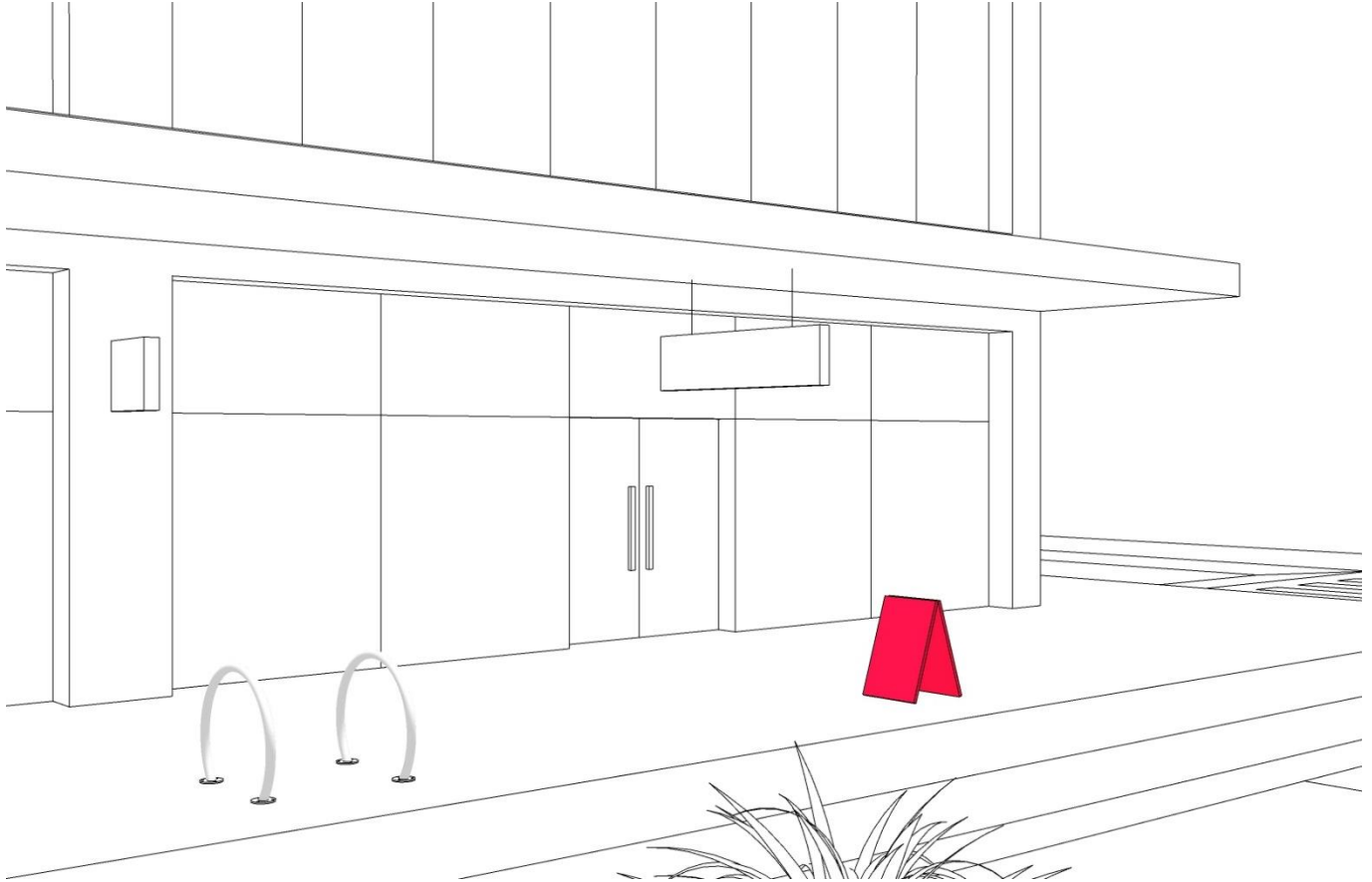
Awning fascia signs:

- a. are only permitted to be used for on-premises advertisements.
- b. are not to project below, above or beyond the surface of the fascia.
- c. are to be flat mounted and are not to project outwards from the awning.
- d. are to have a minimum setback from the kerb within a public road of 0.6m.
- e. are not to be illuminated.

Signage – Prohibited

Note: further information in relation to signage outcomes can be found in **Attachment 2** and **Attachment 3**

A-frames

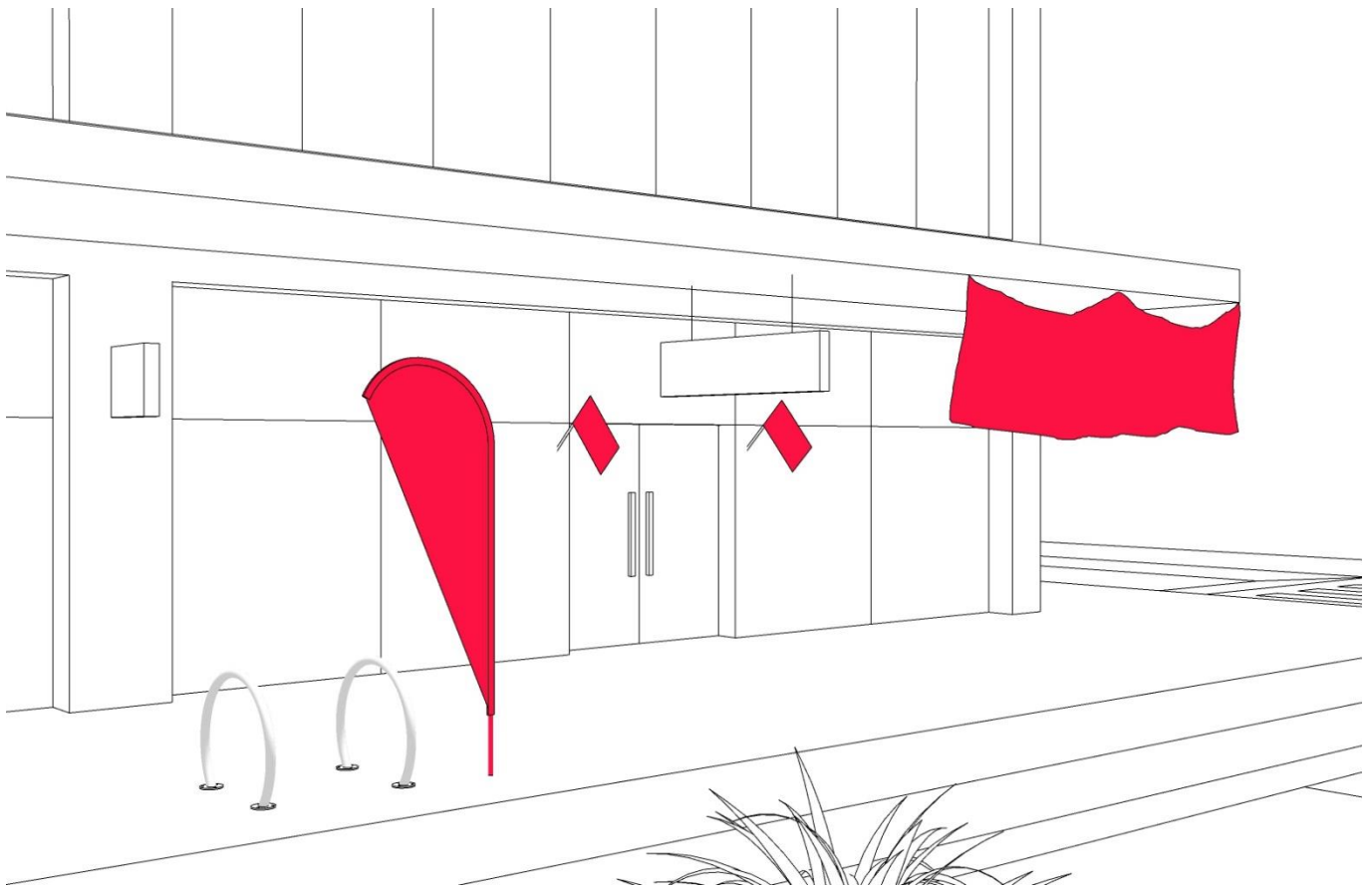


Note: The Authority may consider the use of A-frame and banner signs at heritage buildings and areas in order to avoid intrusive signage that could detract from the building's character.

Above awning signs



Banners, flags and fabric signs



Note: The Authority may consider the use of A-frame and banner signs at heritage buildings and areas in order to avoid intrusive signage that could detract from the building's character.

Freestanding signs



Sky signs



3 Signage requirements for advertising and special event promotional signage

This section contains additional provisions that are applicable to specific types of advertising signs.

General requirements

- a. The duration of advertising signage consents is limited to a maximum period of 15 years, in accordance with Clause 3.12 of Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021.
- b. The duration of advertising signage may be reduced below 15 years to correspond with a specified operational period.
- c. Should not have a detrimental impact on the amenity of residents or the surrounding environment and habitat.
- d. Should enhance the visual quality of the public domain.
- e. Should not contribute to or create a cumulatively unacceptable visual clutter.
- f. Should provide a public benefit in accordance with this policy to the satisfaction of the Authority.

Special event promotional signage

- a. Will only be permitted under this policy where the Authority is of the opinion that the signage is in the public interest or provides public benefit.
- b. Is to be related to a major event or community event in the Town Centre or Parklands.
- c. Is to be of high visual quality and compatible with the character of the building.
- d. Must be compatible with the significance of any heritage item or conservation area and consistent with any relevant Conservation Management Plan if located near a heritage item or within a heritage precinct.
- e. Where attached to an occupied building, is not to restrict access to sunlight, outlook or ventilation, or access to and from the building.
- f. Must not include corporate markings, logos, branding or similar, being more than 5% of the total sign area, in accordance with Section 3.23 of Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021.
- g. The display of special promotional signage for an activity or event shall not be permitted:
 - i. earlier than 14 calendar days prior to the activity or event
 - ii. more than 2 calendar days following the activity or event.
- h. May be illuminated, however must satisfy the requirements for sign illumination in this policy and be turned off between 11pm and 7am if the sign is visible from a residential premise or adjacent to Parklands or a sensitive receiver.
- i. Is not to reduce the safety of road and/or pedestrian users.
- j. Is to be installed and secured in accordance with relevant Australian Standards.

Note: Special promotional signage may include A-frames, banners, flags and fabric signs securely fixed to existing buildings or pole infrastructure provided by the Authority.

Public Benefit Test

- a. Any proposed advertising or special promotional signage must demonstrate an appropriate public benefit.
- b. Public benefits must be considered and agreed upon by the Authority before approval can be given for the signage.
- c. Public benefit can be provided as a monetary contribution or as an 'in-kind' contribution in accordance with the provisions of the Environmental Planning & Assessment Act 1979.
- d. Both monetary and in-kind contributions must be linked to improvements in local community services and facilities including benefits such as:
 - i. free advertising time to promote a service, event, community information or emergency message on or behalf of the Authority or other government agency;
 - ii. demonstrates improved public amenity within Sydney Olympic Park;
 - iii. demonstrates improved road/ pedestrian safety;
 - iv. supports an awareness or environmental program within Sydney Olympic Park.

Light projection signage

- a. Light projection signage is not permitted, except:
 - i. when part of the Authority's Public Art Program, or
 - ii. as a special promotional advertisement compliant with the requirements for special promotion signage in this Policy.
- b. Light projection signage must not have a detrimental impact on the amenity of residents, surrounding environment, sensitive habitats or road safety.
- c. Light projection signage is not to be displayed during day time hours, and not after 11pm from Sunday to Thursday or at any other time as determined by the Authority.
- d. Light projection signage is to satisfy the requirements for sign illumination in this Policy.

Note: An application for planning approval for a light projection sign must be accompanied by consent of the landowner of the property that contains the source of projection and any property that forms part of the surface for the image to be projected upon.

Signage on construction hoarding and scaffolding

- a. Where hoardings will be visible from the public domain, hoarding signage must enhance the appearance and amenity of the site and surrounding streetscape
- b. Third party advertisements on construction hoardings and scaffolding may be permitted subject to development approval where:
 - i. the third party advertising is designed as an integrated component of an artwork that occupies the entire surface of the hoarding fence or scaffolding for the development. The aggregate area of corporate branding and product impact is not to exceed 10% of the surface area of the hoarding or scaffolding of the development;

- ii. the artwork and third party advertising is, in the opinion of the Authority, designed to be integrated, consistent in presentation and of high visual quality;
- iii. a portion of the content incorporates graphics or information in relation to Sydney Olympic Park; and
- iv. a minimum of 5% of the content is reserved for promotional content for the Authority.
- c. Signage is not to extend beyond, or project outwards from the hoarding or scaffolding to which it is attached.
- d. Illumination is permitted subject to compliance with the requirements for sign illumination in this Policy.

Amendments

The Authority retains the right to amend this Policy as required and as approved by the Chief Executive Officer.

Review timeframe

Sydney Olympic Park Authority will review this policy no later than 3 years from the date the document is approved. The document may be reviewed earlier in response to post-implementation feedback, changes to legislation, or as necessary.

Contact officer

Any enquiries relating to this Policy should be addressed to:

Manager, Planning and Design

Sydney Olympic Park Authority,
5 Olympic Boulevard
Sydney Olympic Park, NSW 2127

Related documents

Other policy documents that should be read in conjunction with this policy:

- Sydney Olympic Park Master Plan 2050

Legislation that should be read in conjunctions with this policy:

- State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (Codes SEPP)

Policy metadata

Table 1. Policy metadata

Category	Description
Status	Final
Date of approval	13 October 2023
Approver	Director Urban Renewal and Environment
Group	Homes, Property and Development
Division	Sydney Olympic Park Authority
Policy owner	Manager Planning and Design
Branch	Urban Renewal and Environment
Document location	SOPHIE (SOPA intranet)
Next review date	October 2026
Associated procedure	N/A
Any additional applicability	N/A
Superseded document	Commercial Signage Policy 2021
Further information	vivienne.albin@sopa.nsw.gov.au
Document Reference	POL 19/12

Version control

Table 2. Version Control

Version	Date issued	Change
1.0	Nov 2019	Original policy
1.1	Oct 2021	Policy update
1.2	Sep 2023	Policy update

Appendices

Appendix 1 – Definitions

Appendix 2 – Desirable signage outcome

Appendix 3 – Undesirable signage outcome

Appendix 1 – Definitions

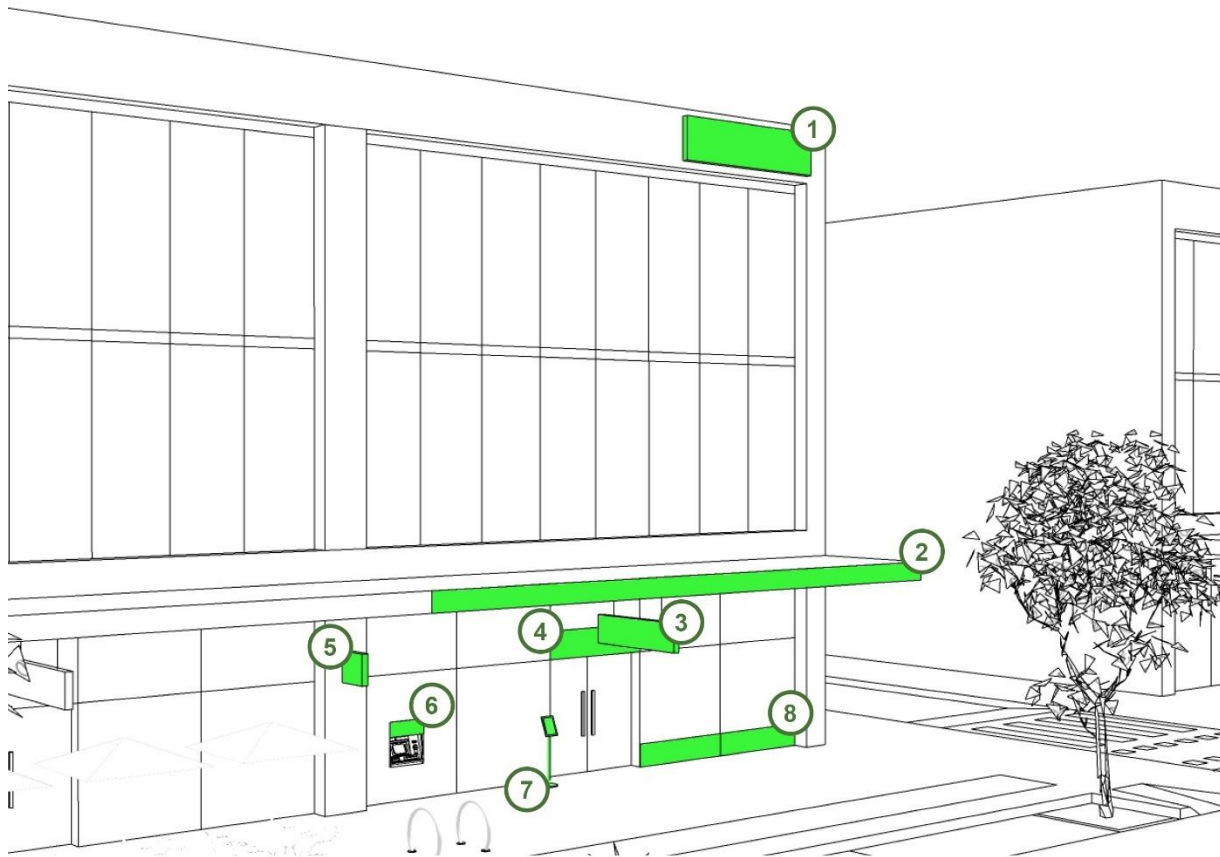
Table 3 - Definitions

Concept	Definition
Advertisement	Has the same meaning as in the Environmental Planning & Assessment Act 1979. Note: The term is defined as a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.
AS	Australian Standard, or Australian/New Zealand Standard.
Building identification sign	Has the same meaning as the Standard Instrument.
Building wrap advertisement	Has the same meaning as in SEPP (Industry and Employment) 2021.
Business identification sign	Has the same meaning as the Standard Instrument.
Commercial signage	A sign which identifies, advertises, or directs attention to a business, or is intended to induce the purchase of goods, property
Composite signage	A single signage structure attached to a building for the display of more than one business sign.
Digital signs	Has the same meaning as special promotional advertisement in SEPP (Industry and Employment) 2021. Note: Devices that use digital technology to display bright, high quality electronic images. A central feature of these devices is the use of LED technology allowing luminance to be controlled and adjusted automatically.
Dynamic	Has the same meaning as special promotional advertisement in SEPP (Industry and Employment) 2021. Note: Electronic display animation, video, flashing and active display change.
Fascia signs	A flat sign that runs parallel to the facade of a building to which it is attached
Freestanding advertisement	Means an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports.
Illuminated signage	Means any sign that incorporates some form of lighting. This can include fluorescent lighting, neon lighting and LED lighting.

Concept	Definition
Light projection signage	Any sign or advertisement that has its content displayed through the protection of light from a light projection device onto a surface.
Naming rights	A type of sponsorship in which a third party purchases the exclusive right to name a whole asset or venue for a period of time.
On-premises advertisement	Any representation that advertises or promotes specific products, goods or services available at the premises where the advertisement is displayed, but does not include the display of a name, logo or profession related to the occupant of the premises.
Painted wall sign	A sign that is painted directly onto or mounted flat against a wall and does not have an outward projection of more than 0.3m.
Public art	In the broadest sense as artistic works or activities accessible to the public. The work may be of a temporary or permanent nature. Located in or part of a public space or facility provided by both the public and private sector, public art also includes the conceptual contribution of an artist to the design of public spaces and facilities. Public Art does not include commercial advertising.
Scaffolding and construction hoardings	Temporary hoardings and scaffolding around archaeological sites and construction sites.
Signage	Has the same meaning as contained in the Standard Instrument. Note: 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; but does not include a wayfinding, directional signage, traffic signs or traffic control facilities.
Special promotional signage	Has the same meaning as special promotional advertisement in SEPP (Industry and Employment) 2021. Note: The term is defined as an advertisement for an activity or event of a civic or community nature but does not include a wall advertisement.
Sponsor signage	Any promotional, or signage associated with a commercial sponsor agreement.
Temporary sign	Has the same meaning as special promotional advertisement in SEPP (Industry and Employment) 2021.
Third party advertisement	Any signage that relates to a business, products, goods or services not available at the premises where the advertisement is displayed.

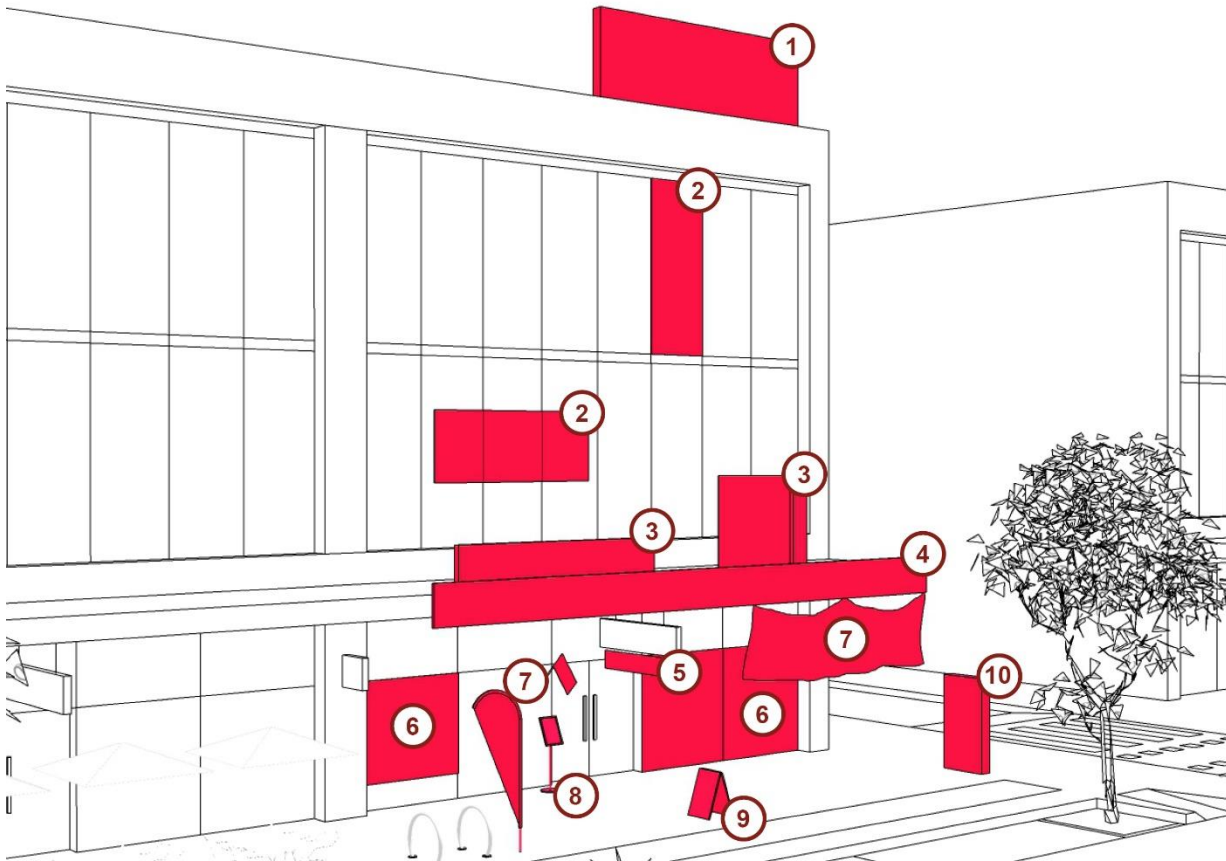
Concept	Definition
Top hamper signs	Any sign erected on the transom of a doorway or wall of a building directly below the awning
Under awning sign	A sign suspended over a sidewalk or pedestrian way by attachment to the underside of a canopy, awning, or similar structure, perpendicular to the wall.
Variable	Has the same meaning as special promotional advertisement in SEPP (Industry and Employment). Note: A variable message displays includes static text message or static graphics
Wall mural	A graphic or artistic design that does not convey a defined advertising message.
Wall signage	Is flush to the external face of the premises where practicable

Appendix 2 – Desirable signage outcome



- ① Top building sign
- ② Awning fascia sign
- ③ Under awning sign
- ④ Top hamper sign
- ⑤ Projecting wall sign
- ⑥ ATM sign
- ⑦ A3 size menu board sign
- ⑧ Window decal sign

Appendix 3 – Undesirable signage outcome



- ① Sky sign
- ② Window sign / decal above ground floor
- ③ Above awning sign
- ④ Oversized awning fascia sign
- ⑤ Under awning extension sign
- ⑥ Extensive window sign / decal
- ⑦ Banners, flags and fabric signs
- ⑧ Menu boards larger than A3 size
- ⑨ A-frames
- ⑩ Freestanding sign