

DEVELOPMENT GUIDE NO. 10 – ADVERTISING SIGNAGE

What is advertising signage?

Advertising signage consists of a structure, logo, symbol, wording or the like that conveys a message or branding. Advertising signage can be free-standing, inflated or attached to another structure.

Is development consent required?

Depending on the proposed signage, development consent may be required.

Council's Development Control Plan No. 22: Exempt and Complying Development makes provisions for certain types of advertising signage to be defined as 'exempt development' which does not require development consent from Council. However, if your proposed signage does not meet the requirements of the exempt development guidelines, you are required to obtain development consent from Council.

Why is development consent required?

Development consent is required for Council to assess any potential impacts that the advertising signage may have on the surrounding locality or passing vehicular traffic.

What is required to be submitted with a DA for advertising signage?

The following is required to be submitted for a DA for advertising signage:

- Completed DA form
- Payment of fees
- Statement of Environmental Effects
- Site plan
- Elevation plan

A detailed list of the information required can be seen in the checklist at the back of this guide.

What standards do I need to comply with?

You will be required to comply with the provisions of the State Environmental Planning Policy No. 64: Advertising and Signage.

Council policies (Advertising – Signs) & (Advertising - Sandwich Board Signs) also regulate advertising signage within the Griffith Local Government Area. Copies of these policies are available from Council's Customer Service

ADVERTISING SIGNAGE APPLICATION CHECKLIST

Statement of Environmental Effects	Applicant Checklist	Council Checklist
Location and description of any existing signage	<input type="checkbox"/>	<input type="checkbox"/>
Location and description of the proposed signage	<input type="checkbox"/>	<input type="checkbox"/>
Compliance with SEPP 64 and Council policies	<input type="checkbox"/>	<input type="checkbox"/>
Method of attachment of signage	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>		
Confirm if illumination is proposed	<input type="checkbox"/>	<input type="checkbox"/>
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Site plan		
North point and scale	<input type="checkbox"/>	<input type="checkbox"/>
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Name and contact details of who prepared the plans	<input type="checkbox"/>	<input type="checkbox"/>
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Location of any existing signage	<input type="checkbox"/>	<input type="checkbox"/>
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Location of any proposed signage	<input type="checkbox"/>	<input type="checkbox"/>
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Elevation Plan		
Scale and elevation	<input type="checkbox"/>	<input type="checkbox"/>
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Details of signage including colours, wording, dimensions, logos, etc.	<input type="checkbox"/>	<input type="checkbox"/>