



# **SUPPLEMENTARY BUSINESS PAPER**

**(Mayoral Minute)  
GENERAL MEETING**

**Wednesday 14 February 2018  
at 6.30PM**



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## 14 SIGNAGE, ADVERTISING AND CORPORATE COLOUR SCHEMES

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### PURPOSE/OBJECTIVE

The purpose of this minute is to present recommendations to seek amendment to State Government and Council policy concerning the painting of commercial buildings in bright corporate colours.

### INTRODUCTION/BACKGROUND

Through the observation of the establishment of various new commercial developments throughout the Shire, it has come to my attention advertising by way of painting a building in the corporate colour scheme is able to be permitted without the need for consent, sometimes resulting in excessive advertising of a business and the deterioration of the visual amenity of the commercial centre.

### DISCUSSION

*State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (Codes SEPP)* permits various signage types as exempt development where they meet the pre-determined development standards. Types of signage that are permitted as exempt development in the *Codes SEPP* include “building identification signs”, “wall signs”, “fascia signs”, “under awning signs”, “top hamper signs” and “window signs”. The *Codes SEPP* also permits “minor non-structural building alterations” as exempt development. This category of exempt development includes the painting of a building any colour, including bright corporate colour schemes. These exemptions are available where they are not proposed on a property listed as a “heritage item”, “draft heritage item” or in a “heritage conservation area” or “draft heritage conservation area”.

The exemption circumstances for the various forms of signage are restricted in location and size on a building to limit the proliferation of signage and advertising. However, there are no restrictions associated with the ability of councils to restrict the colour palette under the painting exemptions. Accordingly, a building owner has the ability to paint a whole building in the corporate colour scheme, disregarding what has been deemed under the *Codes SEPP* to be the suitable threshold for signage and advertising.

It is acknowledged that businesses should be provided with adequate scope to be able to advertise their products and services. However, this should not be at the expense of the visual amenity and cohesiveness of a commercial centre. Accordingly, Council should write to the Minister for Planning seeking amendment to the exemption circumstances for painting under the *Codes SEPP* to only permit the painting of a building where it is consistent with an endorsed colour palette for the area in which the building is located, if an endorsed colour palette exists. Should amendment be made to the *Codes SEPP*, a report should be presented to Council presenting colour palettes for the Shire’s commercial centres for insertion in the *Hornsby Development Control Plan 2013*. This will stop the ability of businesses painting whole buildings in bright corporate colour schemes. Unless a dwelling has heritage status, it will still provide residents throughout the balance of the Shire to paint their properties in their own individual colour schemes without the need for Council approval.

**RECOMMENDATION**

THAT:

1. Council write to the Hon Anthony Roberts Minister for Planning seeking amendment to the exemption circumstances for painting under the “minor non-structural building alterations” category of development in *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008* to painting of a building where it is consistent with an endorsed colour palette for the area in which the building is located, if an endorsed palette exists.
2. Should amendment be made to *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*, a report be presented to Council seeking endorsement for amendment to the *Hornsby Development Control Plan 2013* to include colour palettes for the Shire’s commercial centres.

The Honourable Cr PHILIP RUDDOCK

Mayor

**Attachments:**

There are no attachments for this report.

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