

Fact Sheet 6

Development & Building Services

Business Identification Signs (for *home business* & *home occupation*)

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This Business Identification Sign fact sheet is intended to be read in conjunction with Council's Home Business & Home Occupation fact sheet. It describes the planning provisions related to business identification signs for home business and home occupation and where additional information can be found, should you need it.

Have you identified that your proposal falls under the definition of home business/home occupation and your home is in a zone that permits home business/home occupation without Council consent?

Please see the Fact Sheet 5 – Home Business and Home Occupation for more information.

Can I put up a business identification sign?

A single **business identification sign** for a **home business** or **home occupation** may be permissible without consent, subject to meeting the requirements set out in the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (SEPP). A **business identification sign** is defined as a **wall sign** under the SEPP and the requirements are provided in full overleaf.

What are the restrictions?

Please be aware that there are some restrictions outlined in the SEPP. For example, if your property is a heritage item or draft heritage item, in a heritage conservation area or draft heritage conservation area, the SEPP cannot apply. Please read the requirements in full overleaf.

Of course, you can always seek clarification by contacting Council's Customer Service Advisor - Development Planning.

What are the design requirements?

If a **business identification sign/wall sign** for a home business or home occupation is exempt from Council approval, it must accord with each of the design requirements prescribed below and the development standards overleaf.

Element	Standard	
Maximum No. of signs	One	
Maximum area (per sign)	Residential, rural and environmental zones	A sign for a home business, home industry or home occupation - 1m ²
	Business zones	Please contact Council to discuss
	Industrial zones	Please contact Council to discuss
Installation	Flat mounted or painted against exterior wall of existing building or boundary fence or wall	
Maximum projection	Not to project beyond the parapet or eaves of the building to which the sign is attached	
Illumination	Permitted if not animated, flashing or moving	

Further Information:

Please do not hesitate to contact Council for clarification and guidance. We are here to help.

Customer Service Advisor - Development Planning:
(02) 4780 5499

Hours: 8:30am to 5:00pm Monday to Friday

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Disclaimer

This fact sheet provides an overview of requirements for business identification signs in relation to home business and home occupation uses based on State and Local Government legislation. **Please check www.bmcc.nsw.gov.au to ensure you have the most current version of this document.** As it is not possible to address every scenario/issue a discussion with Council's Customer Service Advisor – Development Planning is highly recommended.



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Definitions

These definitions are from the State Environmental Planning Policy (Exempt and complying Development Codes) 2008 (the SEPP)
<http://www.legislation.nsw.gov.au/#/view/EPI/2008/572/full>

For completeness, we've provided the full clauses from the SEPP that include business identification signs. It's important to note that not all provisions are applicable to home business/home occupation. Please contact Council's Customer Service Advisor - Development Planning if you have any questions or need clarification.

A **business identification sign** is a **wall sign** and is defined under the SEPP:

Subdivision 1 General requirements for advertising and signage

2.83 General requirements

(1) To be exempt development under this code, development specified in this Division must:

- (a) have the consent in writing of the owner of the land on which the sign is to be located and, if the sign or part of the sign projects over adjoining land, the consent of the owner of the adjoining land, and
- (b) 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 footway, and
- (c) not be carried out on or in relation to a building being used as restricted premises, and
- (d) not cover any mechanical ventilation inlets or outlets located on any building on which it is carried out, and
- (e) not obstruct or interfere with any traffic sign, and
- (f) not result in more than 3 business identification signs being constructed or installed in relation to a building if the building houses only one commercial tenant, and
- (g) not result in more than 6 business identification signs being constructed or installed in relation to any building, and
- (h) not result in more than one business identification sign being constructed or installed in relation to a home business, home industry or home occupation in a residential zone.

(2) This clause does not affect any other requirement of this Policy in relation to exempt development.

Note. The Summary Offences Act 1988 regulates or prohibits certain business signs.

Clause 2.86: Specified Development

"The construction or installation of a business identification sign (including a business identification sign for a home business) that is flat mounted or painted on the exterior wall of an existing building, or on an existing boundary fence or wall, is development specified for the purposes of this code if it is not constructed or installed on a heritage item or draft heritage item, in a heritage conservation area or draft heritage conservation area."

Clause 2.87: Development Standards

"The standards specified for that development are that the development must:

- (a) not result in more than 4 business identification signs of this type for the building (which may refer to more than 1

business within the building) so long as only one sign is visible on each elevation of the building, and

- (b) be attached to the building in which the business identified in the sign is located, and
- (c) if it is a sign that is located in a residential, rural or environment protection zone:
 - (i) for a sign for a home business, home industry or home occupation—not be more than 1m² in area, and
 - (ii) for a sign for any other use—not be more than 2.5m² in area, and
- (d) if it is a sign that is located in a business zone or Zone RU5—not be more than 5m² in area, and
- (e) if it is a sign that is located in an industrial zone:
 - (i) not be more than 16m² in area if the sign is a wall sign attached or fixed to a building (other than a wall sign referred to in subparagraph (ii)), or
 - (ii) not be more than 20% of the surface area of the wall of the building if the sign is a wall sign painted or applied by adhesive material on a building, and
- (f) not project beyond the parapet or eaves of the building to which it is attached, and
- (g) not be more than 2.5m above ground level (existing) in a residential zone, and not be more than 8m above ground level (existing) in any other zone, and
- (h) not cover any window, door or architectural feature, and
- (i) be securely fixed to the building in accordance with:
 - (i) AS/NZS 1170.0:2002, Structural design actions, Part 0: General principles, and
 - (ii) AS/NZS 1170.2:2011, Structural design actions, Part 2: Wind actions, and
- (j) if the sign is illuminated:
 - (i) have its means of illumination, including any associated cables, concealed or integrated within the frame of the sign, and
 - (ii) not be animated, flashing or moving, and
 - (iii) comply with AS 4282—1997, Control of the obtrusive effects of outdoor lighting, and
- (k) if the sign is on a building, fence or wall on land within a residential, rural or environment protection zone, or is within 50m of and faces toward land within one of those zones—only be illuminated:
 - (i) if the hours of operation of the business identified on the sign have been approved—during those hours, or
 - (ii) if the hours of operation of the business identified on the sign have not been approved—between 7.00 am and 10.00 pm on any day"