

March 2019

» Background

Signage in the Ballina Shire is regulated by a number of planning controls and legislation which is complex and at times confusing. This factsheet aims to simplify the regulatory framework to make it easier to determine if your business signage needs Council approval.

» Do I need approval for my signage?

Step 1. Your land use zone

Firstly, you need to find out if the sign you are proposing is allowed within the land use zone. If you don't know your zone, you can find it by accessing Council's [Intramaps](#).

Please note: If you are in a deferred matter zone, please contact Council's Planners for further advice.

Step 2. Check your requirements

If the zone permits the display of signage, **the next step** is to determine if the signage meets the criteria for *exempt* or *complying development* under the *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (Codes SEPP)*, *Ballina Local Environmental Plan (BLEP) 2012*.

Use the [Codes SEPP](#) and the BLEP 2012 to determine if your signage is *exempt* or *complying development*.

- If your signage meets the *exempt* criteria no development approval is required.
- If your signage meets the *complying development* criteria you will need a complying development certificate, which can be issued by Council or a private certifier.

Step 3. Development application signage

If your sign does not meet the criteria for *exempt* or *complying development* above, you need to lodge a development application to obtain a development consent from Council. Council's planners will take into consideration the provisions within *State Environmental Planning Policy No 64 - Advertising and Signage (SEPP64 - Schedule 1 Assessment Criteria)* and the *Ballina Shire Development Control Plan 2012 (DCP 2012 - Chapter 8, Section 3.4)*.

Figure 1: Signage Approval Pathways

Exempt (no approval required)

- Codes SEPP (Part 2, Division 2)
- BLEP 2012 (Clause 3.1 and Schedule 2)
- BLEP 1987 (Clause 37 (2))

If your signage is deemed 'exempt' under ANY of the adjacent document's criteria NO approval is required. If not, see below.



Complying (10 day approval process)

- Codes SEPP (Part 5, Division 1, Subdivision 7 and 8)
- BLEP 2012 (Clause 3.2 and Schedule 3)

If your signage is deemed 'complying' under ANY of the adjacent document criteria you WILL need a complying development certificate.



Development Application (merit assessment)

- SEPP 64 (Schedule 1)
- BLEP 2012
- BLEP 1987 (If within a "deferred matter" area)
- DCP 2012 (Chapter 8, Section 3.4)

If your signage is not exempt or complying development, you will need to submit a DEVELOPMENT APPLICATION to Council. Your application will be assessed against the adjacent legislation.

Other considerations

»» Types of signage

Most forms of signage, whether permitted with or without consent, are regulated in terms of **size**, **location** and **number** of signs, as well as other standards.

»» Signage location

All signage (other than billboards and tourist directional advertisements) must be installed entirely on the land or building to which the signage relates.

»» Corporate signage

Corporate brand colours used on buildings or structures may be considered to be signage and subject to Council's planning controls relating to signage.

»» Vehicle signage

Clause 27A of SEPP 64 prohibits the display of advertisements on trailers parked on a road or road related area (e.g. road shoulder, footpath or nature strip), unless the advertisement is associated with the primary use of the trailer (e.g. tradesman's trailer).

Development consent is required for the display of signage on trailers parked on private land that are visible from roads, road shoulders, footpaths and nature strips.

»» Need advice?

Contact Council

For more information please telephone Council's Building and Development Services on 1300 864 444.

Arrange a meeting

You can arrange to meet with one of Council's Duty Planning Officers at our Customer Service Centre, 40 Cherry Street Ballina. To arrange a time please telephone 1300 864 444.



More information

For more information visit ballina.nsw.gov.au



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