

Guidelines for local businesses

Introduction

Georges River Council recognises the contribution made by local businesses to the vitality of the Hurstville City Centre and the local economy. From March 2018 Council is implementing a range of measures to improve the Centre.

Improving the street appeal of your business

As a business owner, enhancing the street appeal of your business can attract more customers and also contributes to improving the overall attractiveness to residents, workers and visitors. In order to make your business look its best Council requires you to:

- ensure that the façade of the building above and below the awning is regularly cleaned and maintained and that the awning is kept in good condition;
- remove posters and graffiti from your shop window and the walls between your shop and the next;
- ensure that the entrance to your shop is kept clear of display goods, clutter and other items to enable easy access for the elderly, people with disabilities and parents with prams;
- ensure that your customers can freely move around the inside of your shop.

Under awnings, doors and windows

- If security is required, open grill /trellis style screens should be considered instead of roller doors;
- If possible, security grills/screens should be installed behind the window;
- Window displays should be visible after trading hours to increase exposure;
- Consider installing appropriate locks, alarms and CCTV and clearly displaying a notice in the shop window;
- Install energy efficient lighting and leave shopfront and under awning lights switched on at night.

Wording and content of signage

All advertising and signage must be displayed in English but may include a translation in another language. Any translated message must be accurate and complete, and use wording and/or numbering that is not larger than the English message.

Building and business identification signs

Building identification signs identify the name of the building and are usually located on the façade of the building below the awning. Signs may comprise wall signs, fascia signs, under awning signs, top hamper signs and window signs. One or more business identification signs must include your shop number (or your address). If you are uncertain about what your correct address is, please confirm your number with Council by submitting an Address Review form on Council’s website.

The following diagram shows the common types of building and business identification signs.

Fig 1. Common types of Building and Business Identification Signs



What is Council’s role in approving building and business identification signs?

Council is responsible for making sure proposed signage complies with NSW Government legislation under the *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (SEPP)*. Where the SEPP does not apply, Council is also responsible for making sure signs comply with standards that are set out in the Hurstville Local Environment Plan and the Development Control Plan No 2 Hurstville City Centre.

What is Exempt and Complying Development?

In the SEPP 2008 Exempt Development refers to minor building works and changes to the premises that do not require planning approval from Council. In order to be exempt development, the proposed signage must satisfy all exemption controls relating to signage type under the SEPP.

If you cannot satisfy the exemption controls of the SEPP, you may be able to lodge a Complying Development application for these works with Council or a private certifier.

Please refer to Figure 2.

Fig 2. Flowchart of the Signage Approval Process

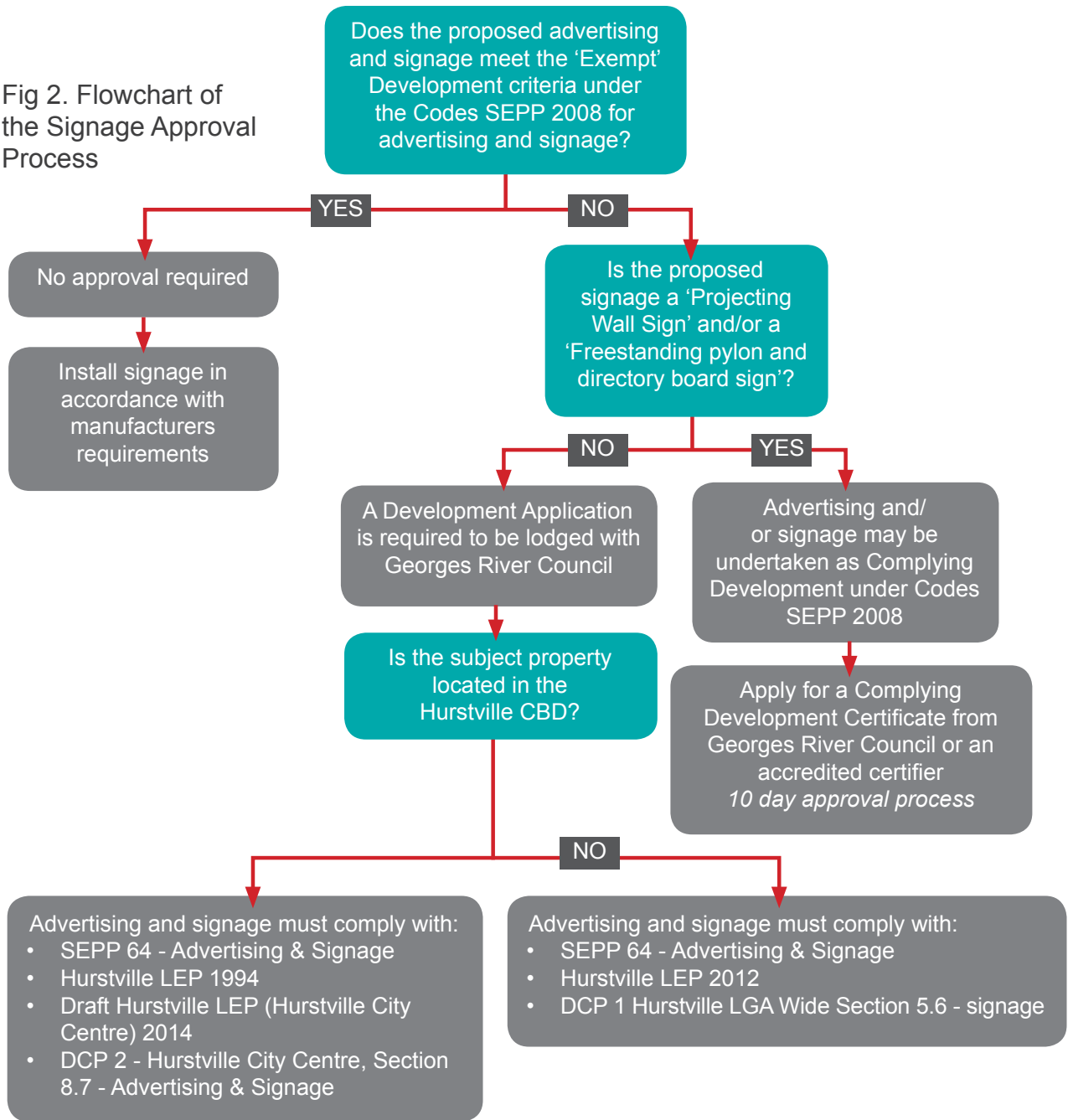
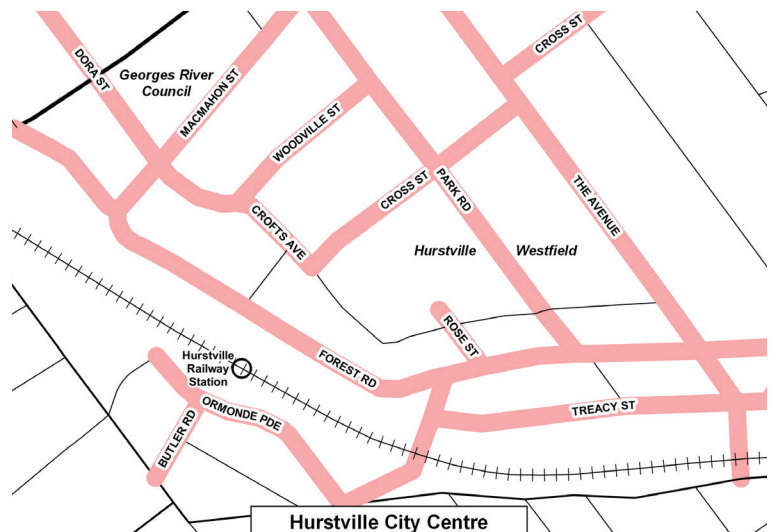


Fig 3. Area covered by this program
The following streets are covered by this program:



Should you have any questions in relation to signage at your property please contact Council's Duty Officer on 9330 6400 or visit Council's website.