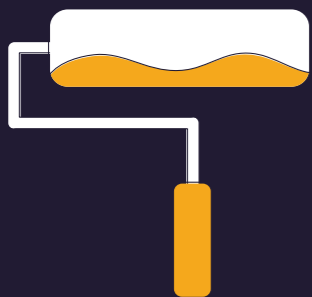




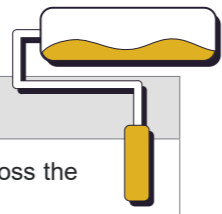
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Burwood Shopfront Improvement Guide



Objectives

General



- To acknowledge and enhance the quality of streetscapes across the Burwood LGA.
- To improve the visual connection between the premises and pedestrians
- To enhance the experience of walking along the street.
- To provide clarity on what is appropriate, for tenants and owners.
- Respect traditional building facades and architectural details.



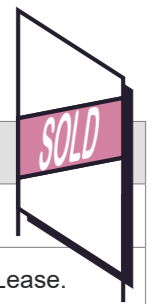
Signage



- Reduce visual clutter.
- Clearly identify the business and the building.
- Enhance recognition of the advertised business.
- Signage to be mainly in English, can also be in an additional language.
- Signage for a particular building is to be co-ordinated and consistent.



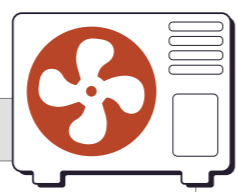
Real Estate Signage



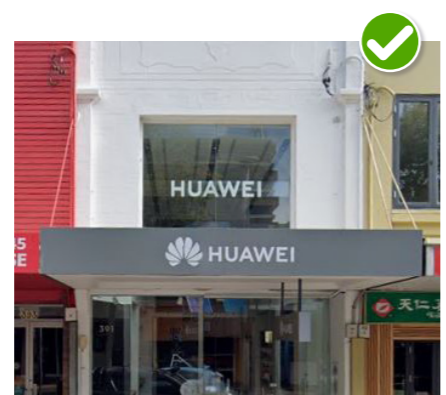
- Reduce visual impacts of temporary signage.
- Provide appropriate advertising of premises that are for Sale or Lease.



Additional objects on the façade



- Reduce visual impact of objects attached to facades.
- To control the noise impacts of external compressor units.
- Ensure structural integrity of awnings.



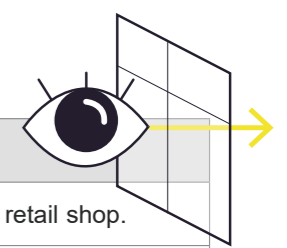
Security & Safety



- Ensure premises are able to be safe and secure.
- Provide a welcoming and safe environment for residents and visitors.
- Provide a deterrent for anti-social behaviour.



Shopfront Transparency



- Retain visibility and connection between the street and the retail shop.
- Provide privacy for occupants if required, ie commercial occupants.
- Provide opportunity for signage at street level.



Signage DOs



- ① **A-Frame signage on footpath:**
Use signage as permitted in the Burwood DCP i.e A-frame sign.
- ② **Awning Fascia signage:**
Promote visibility of the shop with correctly placed, and sized, signage.
- ③ **Under Awning signage:**
Avoid signage above the awning, place signage on or below the awning. English is to be the prominent language.
- ④ **Window covering / signage:**
Make displays attractive during day/ evening hours. Avoid window film obstructing the view into the business.
- ⑤ **Top Hamper / above entry signage:**
Promote business visibility by locating signage on the hamper above the entry.



This guidance is to be read in conjunction with the Burwood Development Control Plan

Find at: <https://www.burwood.nsw.gov.au/Planning-Building/Planning-Controls>



Signage DONTs

- ① Roof signage,
- ② Flush Wall signage,
- ③ Above Awning signage, &
- ④ Building parapet signage:
Remove signage above awning and keep façade clear of items as much as possible.
- ⑤ Oversized Fascia signage:
Signage on awning should maintain the predominant proportions of the rest of the street.
- ⑥ Dynamic Digital signage:
Fast moving bright intermittent signage is not permitted.
- ⑦ Static Digital signage:
Self illuminated, neon or flashing signage is not permitted.
- ⑧ Full Window coverage / signage:
Avoid full window coverage, do not stick temporary signage such as daily menus to shopfront windows. Avoid extensive solid window film, consider film that is partially transparent.
- ⑨ Real Estate signage:
Real estate signage on awning is generally to be avoided. If permitted, signage is to be removed as soon as the property is leased or sold.
- ⑩ Under Awning signage extension:
Additions to under awning signs are not permitted.



This guidance is to be read in conjunction with the Burwood Development Control Plan

Find at: <https://www.burwood.nsw.gov.au/Planning-Building/Planning-Controls>

Other DOs & DON'Ts

Conditional:

- ① A/C unit behind building parapet, &
- ② Dish antenna behind parapet:
Avoid clutter by placing A/C units and dish antennas behind the building parapet away from view. Remove any unused items from the façade, including broken A/C units and old signage.
- ③ Security screen behind windows:
Do not install security bars on windows or solid grills on shopfronts, use non-solid security screens behind window displays, if necessary.
- ④ Digital display behind window:
Make displays attractive during day/ evening hours. Ensure brightness of screen is sufficiently dimmed to not be a problem at night.
- ⑤ Balcony enclosures:
Do not enclose balconies and/or cover windows. These are important elements of a building.
- ⑥ Roller shutter:
Do not install solid security shutters on the shopfront, use non-solid security screens behind window displays if necessary.
- ⑦ A/C units on awnings & windows,
- ⑧ A/C external ducting, &
- ⑨ Dish antenna on awning:
Avoid being visible anywhere on the shopfront or above awning. Proposed text: avoid these elements being visible anywhere on the shopfront or above awning.



This guidance is to be read in conjunction with the Burwood Development Control Plan

Find at: <https://www.burwood.nsw.gov.au/Planning-Building/Planning-Controls>

Burwood DCP References

Signage DOs

- (1) A Frame** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, A-Frame Sign. Provisions 1-5.
- (2) Fascia** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Fascia Sign. Provisions 6-7.
- (3) Under Awning Signage** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Under Awning Sign. Provisions 25-31.
- (4) Window** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Window Sign. Provision 32.
- (5) Top-Hamper** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Top Hamper Sign. Provisions 23 & 24.

Signage DONTs

- (1) Roof** – Section 5.6 Signage and Advertising, Part 5.6.3 Signage in All Areas, Inappropriate Signage Types and Maintenance Provisions. Provision 1.
- (2) Flush-Wall** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Flush Wall Sign. Provisions 8-10. (please note this is permitted in the DCP)
- (3) Above Awning** – Section 5.6 Signage and Advertising, Part 5.6.3 Signage in All Areas, Inappropriate Signage Types and Maintenance Provisions. Provision 1.
- And also Section 5.6 Signage and Advertising, Part 5.6.4 Additional Signage Controls by Zone Type. Provision 14.
- (4) Parapet Sign** – No reference/mention in DCP.
- (5) Oversized Fascia Sign** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Fascia Sign. Provisions 6-7.
- (6 & 7) Digital Sign** – Section 5.6 Signage and Advertising, Part 5.6.3 Signage in All Areas, Traffic and Pedestrian Safety. Provision 6.
- (8) Full Window Coverage** – Section 5.6 Signage and Advertising, Part 5.6.2 Specific Provisions by Signage Type, Window Sign. Provision 32.

Other DOs & DONTs

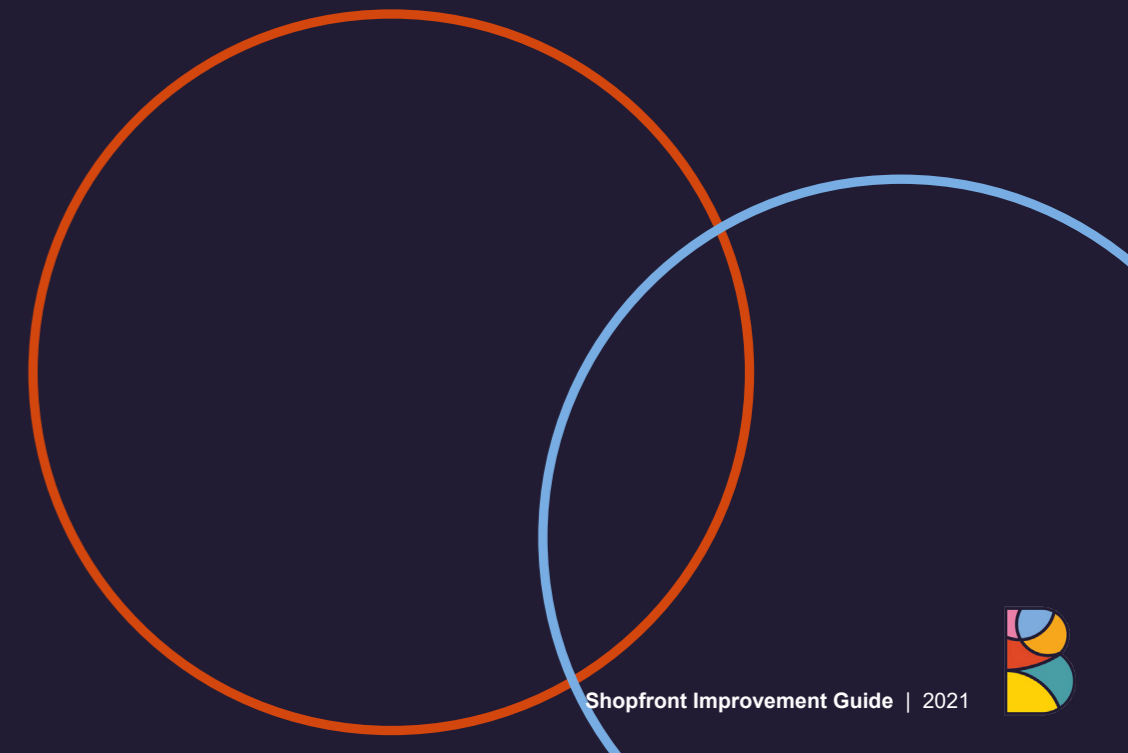
DOs

- (1) A/C Unit Behind Building Parapet** – Section 3.2 General Building Design Controls in Centres and Corridors, Part 3.2.20.2 Awning Dimensions - Attached to Buildings, Mechanical Ventilation Systems. Provisions 7-9.
- And also in relation to heritage items only – Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, Street Fronted Facades, Provision 30.
- (2) Dish Antenna Behind Parapet** – Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, General. Provision 14. (applies to heritage items only)
- And also Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, Roofs. Provision 14. (applies to heritage items only)
- (3) Security Screen Behind Windows** – Section 3.2 General Building Design Controls in Centres and Corridors, Part 3.2.18 Safety and Security, Security Grilles and Shutters. Security Grilles and Shutters. Provisions 9 & 10.
- And also in relation to heritage items only – Section 3.5 Heritage in Centres and Corridors Signage, Visual Presentation and Colour Schemes. Provision 21.
- And also in relation to heritage items only – Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, Street Fronted Facades, Provision 30.
- (4) Digital Display Behind Window** – Section 5.6 Signage and Advertising, Part 5.6.3 Signage in All Areas, Traffic and Pedestrian Safety. Provision 6.

DONTs

- (5) Balcony Enclosures** – Section 4.8 Special Residential Precincts, Part 4.8.2 Malvern Hill, The Strand Shopping Centre. Provision 70. (applies only to the Strand Croydon)
- (6) Roller Shutters** – Section 3.2 General Building Design Controls in Centres and Corridors, Part 3.2.4 Street-Front Activities and Building Access. Provision 1.
- And also Section 3.2 General Building Design Controls in Centres and Corridors, Part 3.2.18 Safety and Security. Provision 9 & 10.
- And also in relation to heritage items only – Section 3.5 Heritage in Centres and Corridors Signage, Visual Presentation and Colour Schemes. Provision 21.
- And also in relation to heritage items only – Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, Street Fronted Facades, Provision 30.
- (7) A/C Units on Awnings and Windows** – Section 3.2 General Building Design Controls in Centres and Corridors, Part 3.2.20.2 Awning Dimensions - Attached to Buildings, Mechanical Ventilation Systems. Provisions 7-9.
- And also in relation to heritage items only – Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, Street Fronted Facades, Provision 30.
- (9) Dish Antenna on Awning** – No reference/mention in DCP, except for heritage:
- Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, General. Provision 14. (applies to heritage items only)
- And also Section 4.7 Heritage in Residential Precincts, Part 4.7.2 Heritage Controls, Roofs. Provision 14. (applies to heritage items only)





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