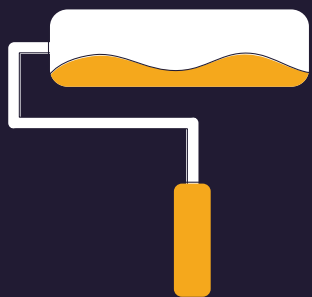




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Burwood Shopfront Improvement Guide



Objectives

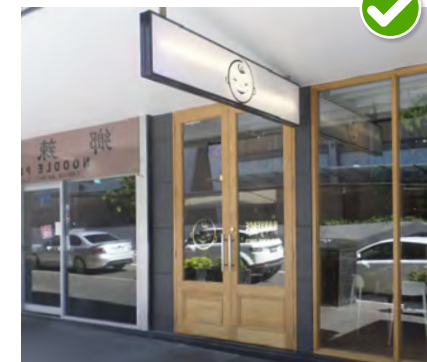
General

- 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.



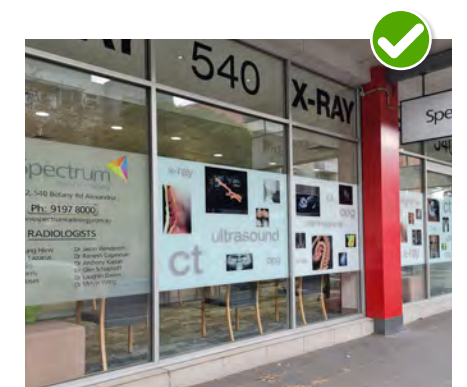
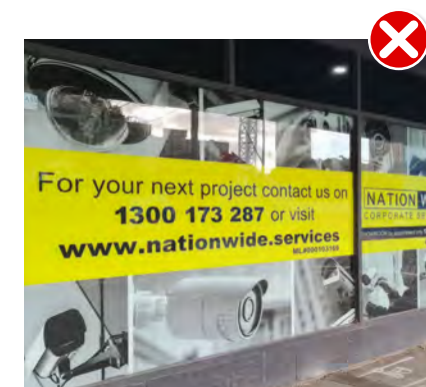
Security & Safety

- 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.



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

Other DOs ✓ & DONTs ✗

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.



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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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