



# Colours of Commercial Buildings Survey Summary of Responses Report 2018



For more information visit  
[hornsby.nsw.gov.au](http://hornsby.nsw.gov.au)



# Table of Contents

Executive Summary.....2

Survey Results.....3

Email Submissions.....13

Facebook Comments.....13

## Executive Summary

Under *State Environmental Planning Policy (Exempt and Complying Development Codes) 2008*, the painting of a building any colour, including bright corporate colour schemes, is permitted without the need for any approval in non-heritage areas.

Council resolved to consult with the community before considering whether to seek a change to planning legislation so that Council is able to prescribe which colours commercial buildings can be painted.

A survey was developed to seek community views on the colours of commercial buildings and whether colour restrictions should be imposed.

The survey was launched on 1 August 2018 and closed on 21 August 2018.

The survey was promoted via the following media channels:

- Newspaper;
- Council's website;
- Enews;
- Council's Facebook page;
- Targeted emails to community groups;
- Targeted letters to businesses in commercial areas.

There were 294 completed responses to the survey. Of the 294 responses, 206 responses (70%) were from residents, 74 respondents (25%) were business owners and 14 responses (5%) were people from outside Hornsby LGA.

It is noted that of the 74 respondents that were business owners, approximately half of these were also residents of the Hornsby Shire, however they have been identified only as business owners only for the purpose of the survey results.

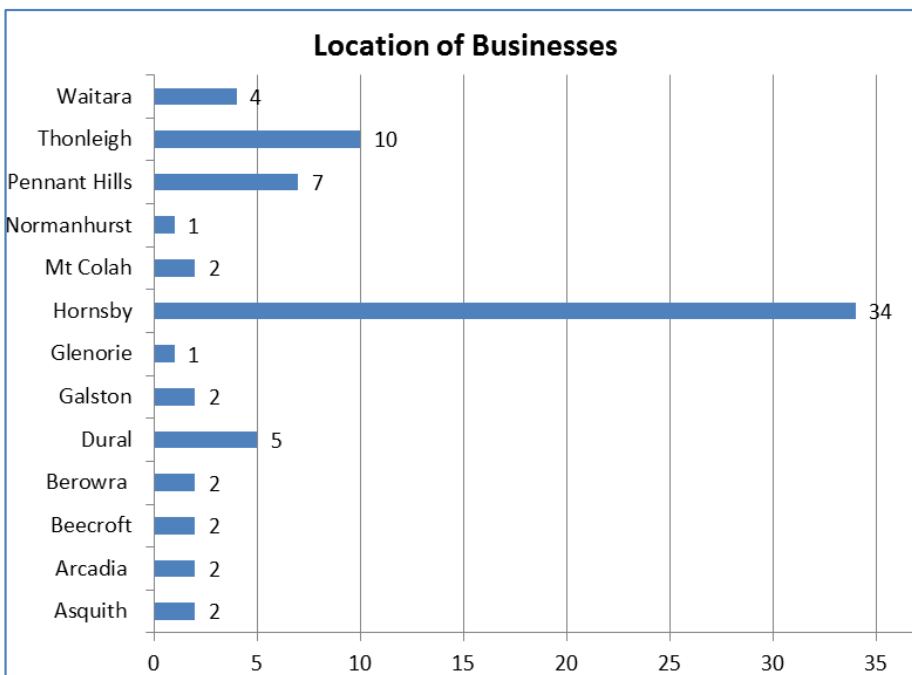
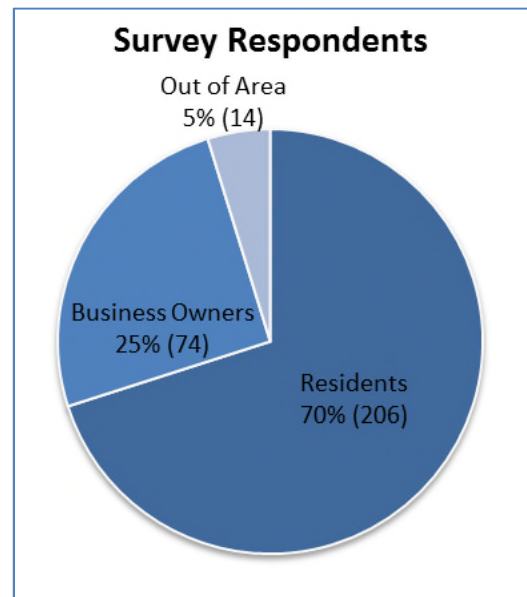
## Survey Results

**Question 1 – 2** queried whether the survey participants were a resident and/or business owner or Hornsby Shire. The majority of respondents (70%) were residents of the Hornsby Shire, 25% were business owners and 5% were from out of the area.

Business owners were prompted to respond to questions 3 – 7. These questions were to obtain details of the suburb, the type of business and whether corporate colours are used on their buildings (such as walls, signage or both). The survey questions and the responses are outlined below.

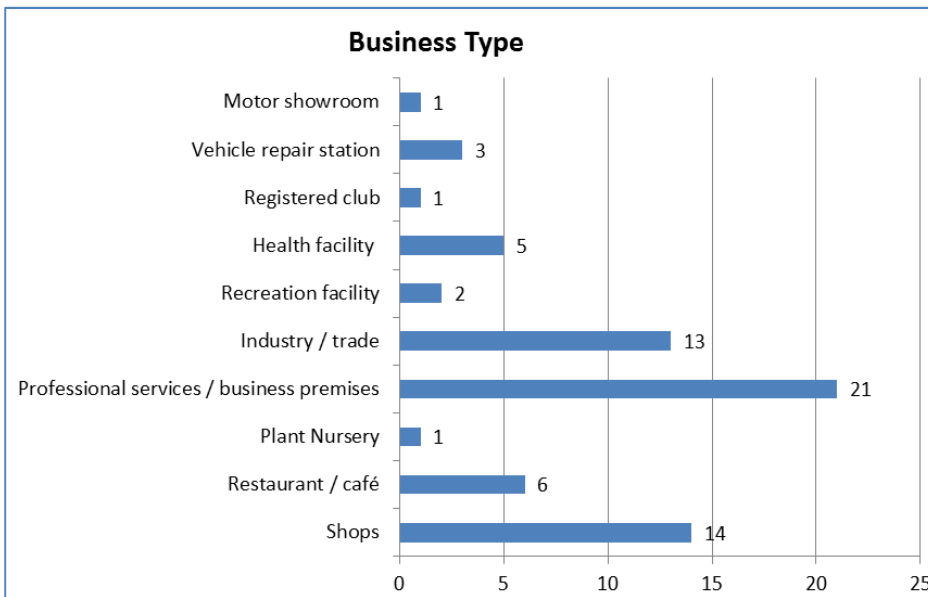
### Q3. What Suburb is your business located in?

Of the 74 business owners who responded to the survey, the majority are business operating in Hornsby.



**Q4. What type of business do you own/operate (eg. coffee shop, chemist, restaurant?)**

Of the 74 businesses who completed the survey, 73 provided responses to this question. The majority of businesses were professional services / business premises such as accountants, real estate agents, beauty salon, IT, consultants. Retail shops were also common, along with industry and trades.

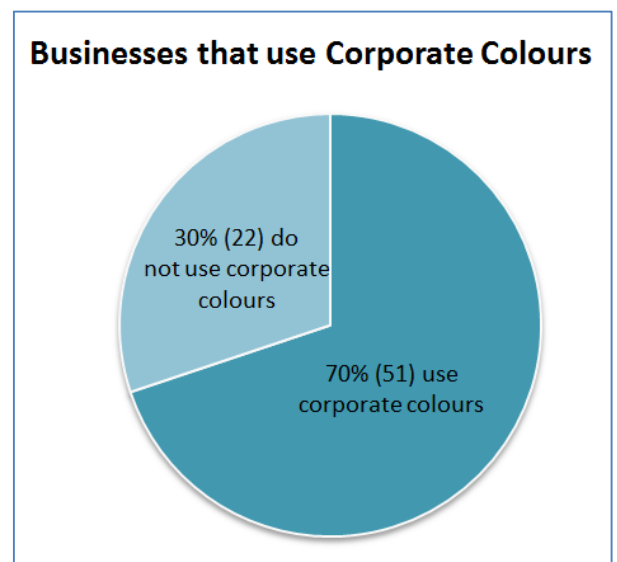


**Q5: Does your business or franchise use particular colours as part of its corporate brand / image?**

Of the 74 business owners who completed the survey, 73 responded to this question.

Of the 73 respondents:

- 51 (70%) businesses use particular colours as part of its corporate brand / image.
- 22 (30%) businesses do not use corporate colours.

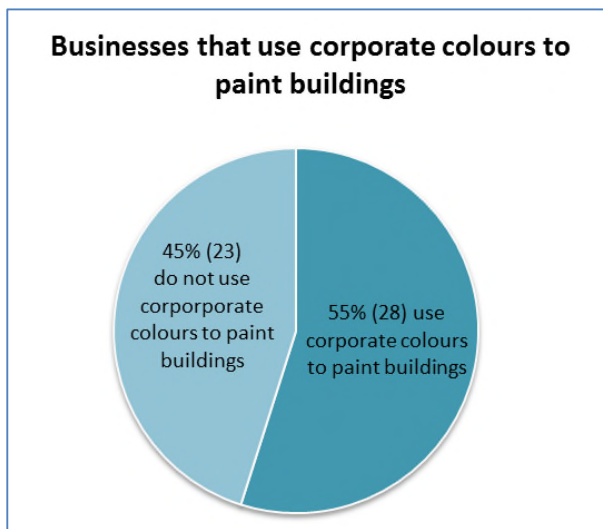


**Q6: Do you use corporate colours to paint your building?**

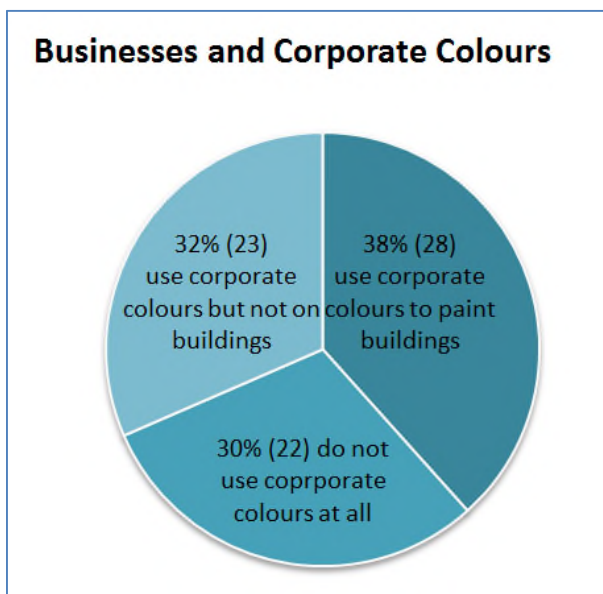
Of the 74 businesses owners, 51 responded to this question.

Of the 51 respondents:

- 28 (55%) use corporate colours to paint their buildings.
- 23 (45%) do not use corporate colours to paint buildings.



A summary of outcomes of **questions 5-6** are outlined in the diagram below to illustrate whether businesses use corporate colours or not, and whether they use corporate colours to paint buildings.

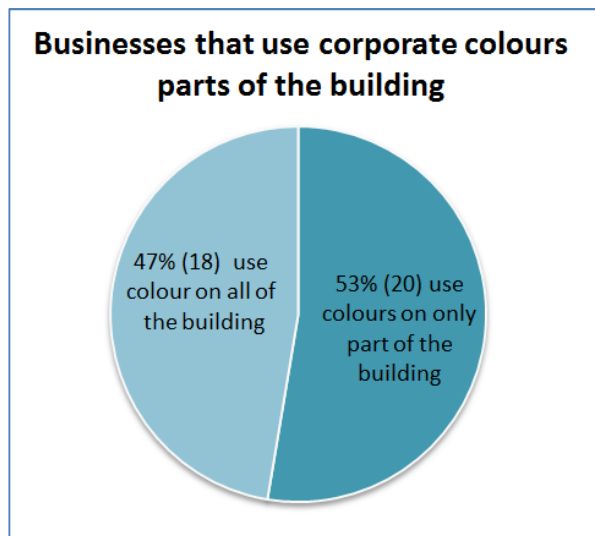


**Q7: If yes, are you able to use the corporate colours for only parts of the building or signage?**

There were 38 business owners who responded to this question. Of the 38 respondents:

- 20 (52%) answered 'yes' to being able to use corporate colours for only part of the building or signage.

18 (47%) advised that they are not able to use corporate colours for only parts of the building or signage.



**Comments:**

The main themes raised in the comments from business owners are outlined below:

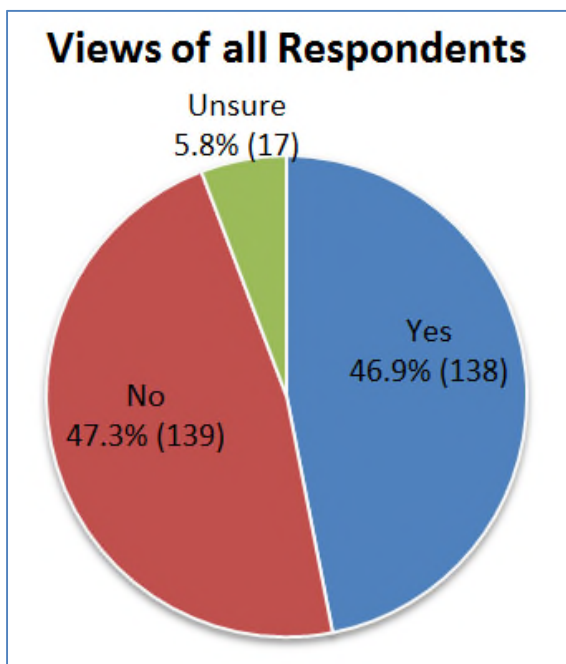
- We use corporate colours on signage only. (5 comments)
- We use corporate colours on the front of the building only. (1 comment)
- We use corporate colours on building features, such as trims, roller door, railings and signage. (1 comment)
- The use of corporate colours on the building is important for visual identification of our business and brand. (3 comments)
- The franchise dictates what colours we use on our building and signage.(1 comment)
- Strata management determines what colours we can paint our building. (5 comments)

**Q8: Should Council develop a list of colours that businesses can use for buildings within the commercial areas of Hornsby Shire?**

**Views all Respondents:**

Of the 294 survey responses:

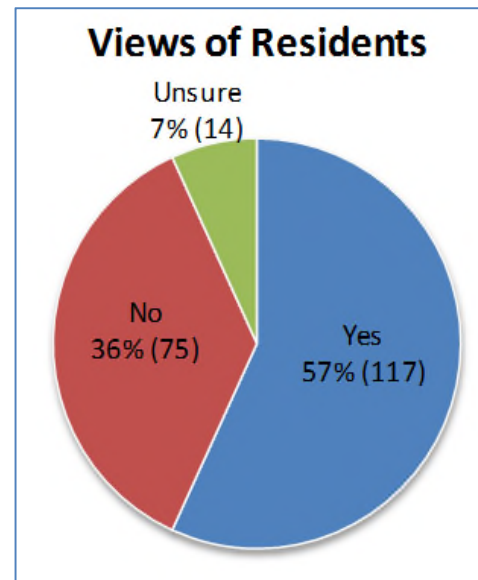
- 138 respondents (46.94%) agreed that Council should develop a list of colours.
- 139 (47.28%) did not agree.
- 17 respondents (5.8%) were unsure.



**Views of Residents:**

Of the 206 residents who completed the survey:

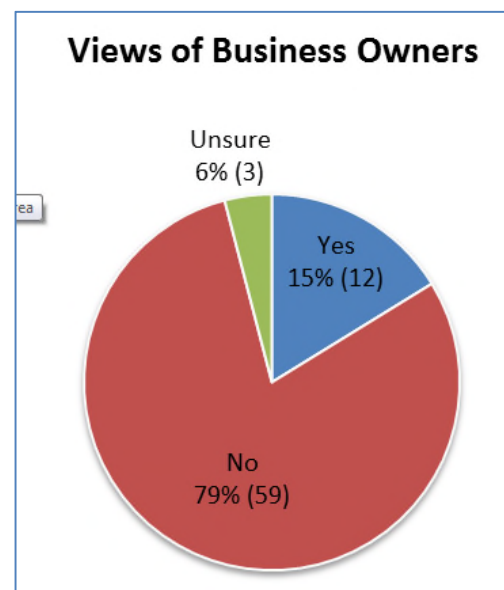
- 117 (57%) agreed that Council should develop a list of colours.
- 75 (36%) residents did not agree.
- 14 (7%) were unsure.



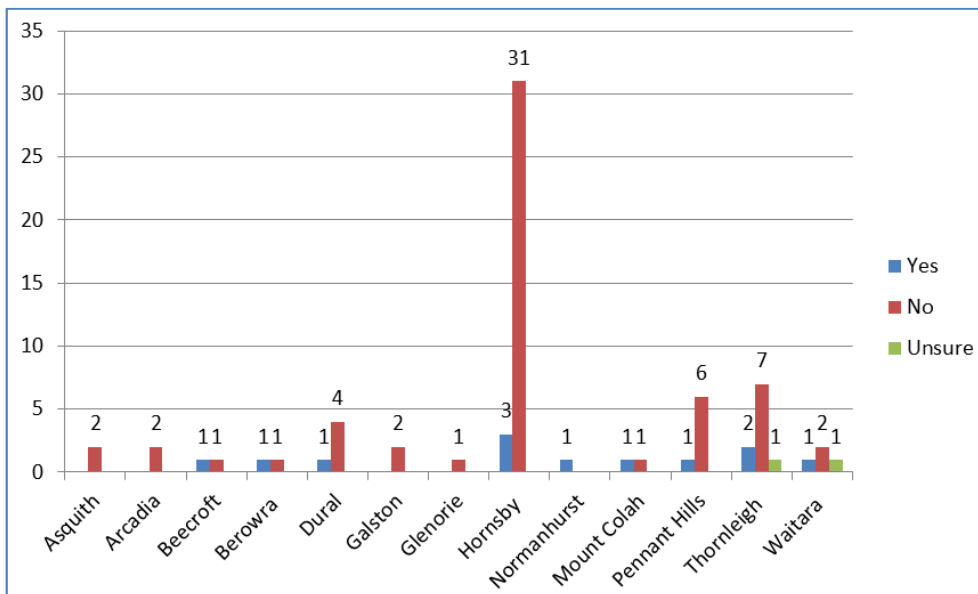
**Views of Business Owners:**

Of the 74 business owners who completed the survey:

- 12 (15%) agreed that Council should develop a list of colours.
- 59 (79%) residents did not agree.
- 3 (6%) were unsure.



The table below indicates the location of businesses who completed the survey and their responses to question 8. As indicated in the table, the majority of responses were made by business owners in Hornsby.



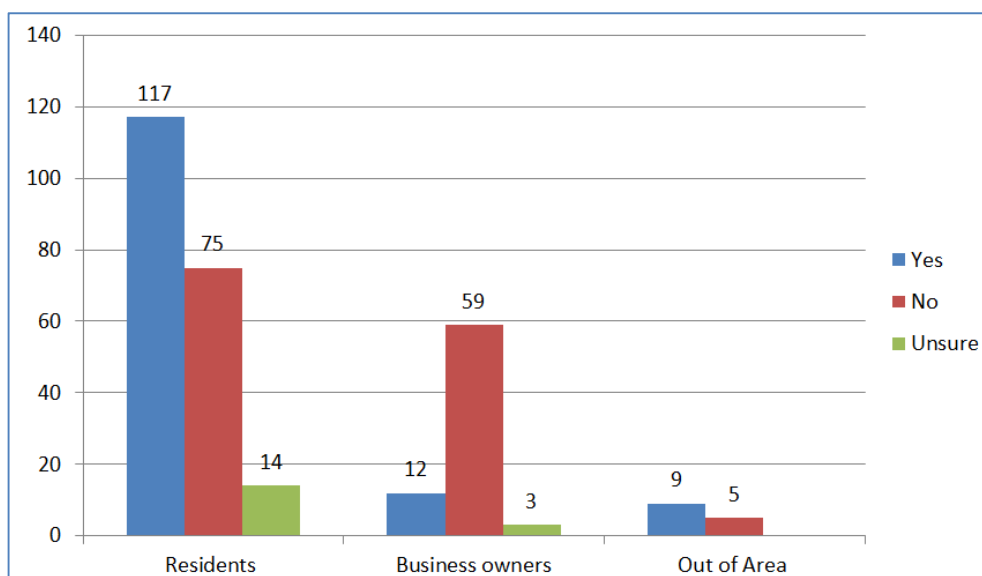
Views of respondents from outside the Hornsby

LGA:

Of the 14 respondents from outside of the Hornsby LGA who completed the survey:

- 9 (64%) agreed that Council should develop a list of colours.
- 5 (36%) residents did not agree.

The views of Residents, Business owners and respondents from outside the LGA are further depicted in the table below.





### Comments:

A large volume of comments were received in response to question 8, both in support and against Council developing a list of colours for commercial premises. The comments have not been reproduced, but have been summarised to identify the main themes of the matters raised.

The comments in **support** were generally on the grounds that:

- The aesthetics of buildings and character of areas would improve (17 comments)
- Buildings would appear in harmony with the environment. (5 comments)

Other comments in **support** noted that:

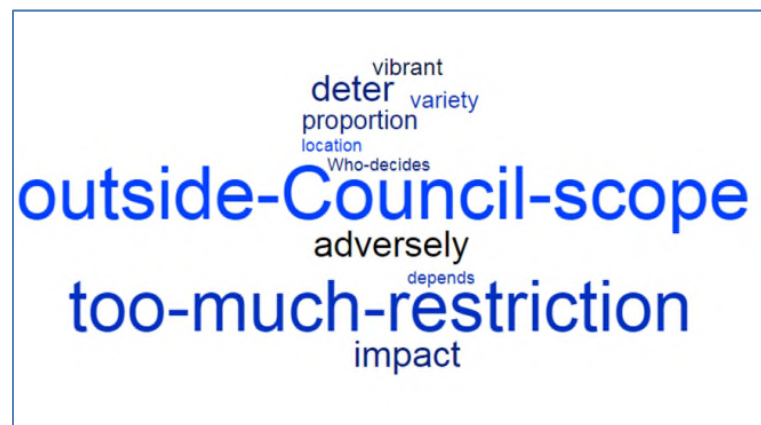
- Restrictions should apply to the use of bright colours. (16 comments)
- A broad selection of colours should be chosen by experts in the field. (8 comments).
- There should be uniformity of colours / colour coordination (6 comments)
- Buildings should also be required to be well maintained. (2 comment)

The comments provided **against** colour controls were generally on the grounds that:

- This matter is outside the scope of Council. (30 comments)
- It would involve too much restriction and regulation. (28 comments )
- This will adversely impact on businesses and deter new businesses from establishing in Hornsby Shire. (11 comments)
- A variety of colours make commercial areas more vibrant. (5 comments)
- If Council has an issue with the colour of a building it should approach the business directly. (1 comment)

Other comments raised the following matters:

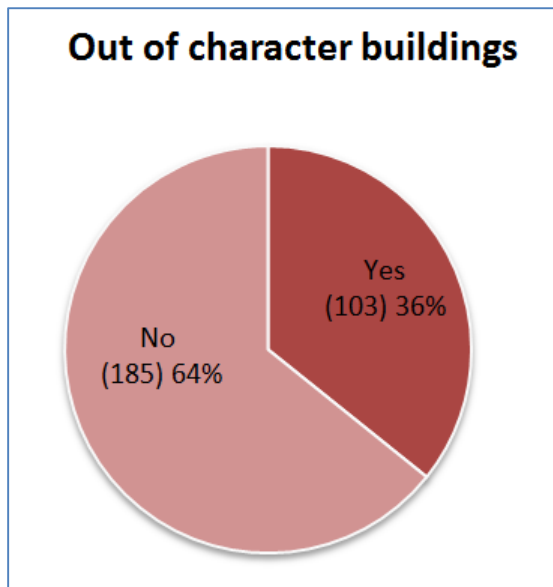
- It depends on the location of the building. (2 comments)
- Who decides what colours are acceptable? (2 comments)
- The use of colours is acceptable but should be limited to a set proportion of the building. (6 comments)



**Q9: Are there any examples of buildings within commercial area of the Hornsby Shire which you consider to be too bright, offensive or out of character in terms of the external colours of the building?**

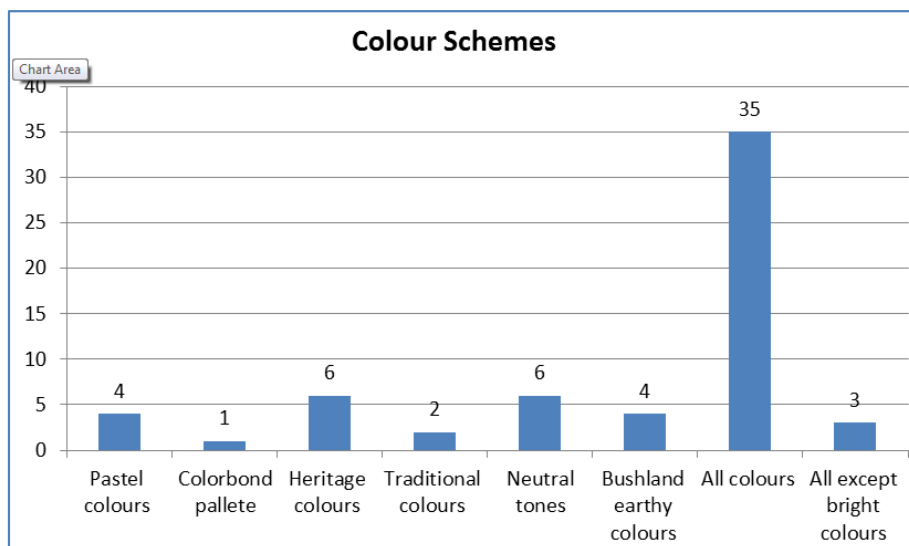
Out of the 294 respondents, 288 provided an answer to this question. Of the 288 respondents:

- 103 (35.76%) answered 'yes' to whether there are examples of offensive buildings in Hornsby Shire.
- 185 (64.24%) answered 'no'.



**Q10: If Council was successful in seeking a change to the State Policy to dictate the colours of commercial buildings, what colours should Council allow?**

Of the 294 respondents, 217 people provided a response to this question. The following colour themes were suggested.

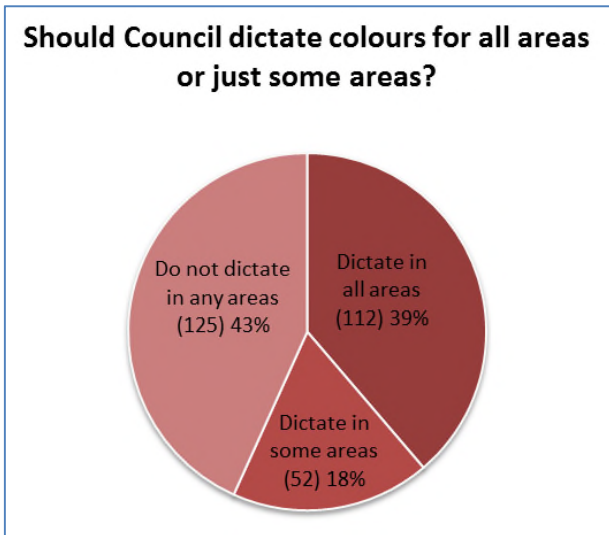


**Q11. Should Council dictate colours for all commercial areas or just some areas?**

Of the 294 respondents, 289 provided an answer to this question.

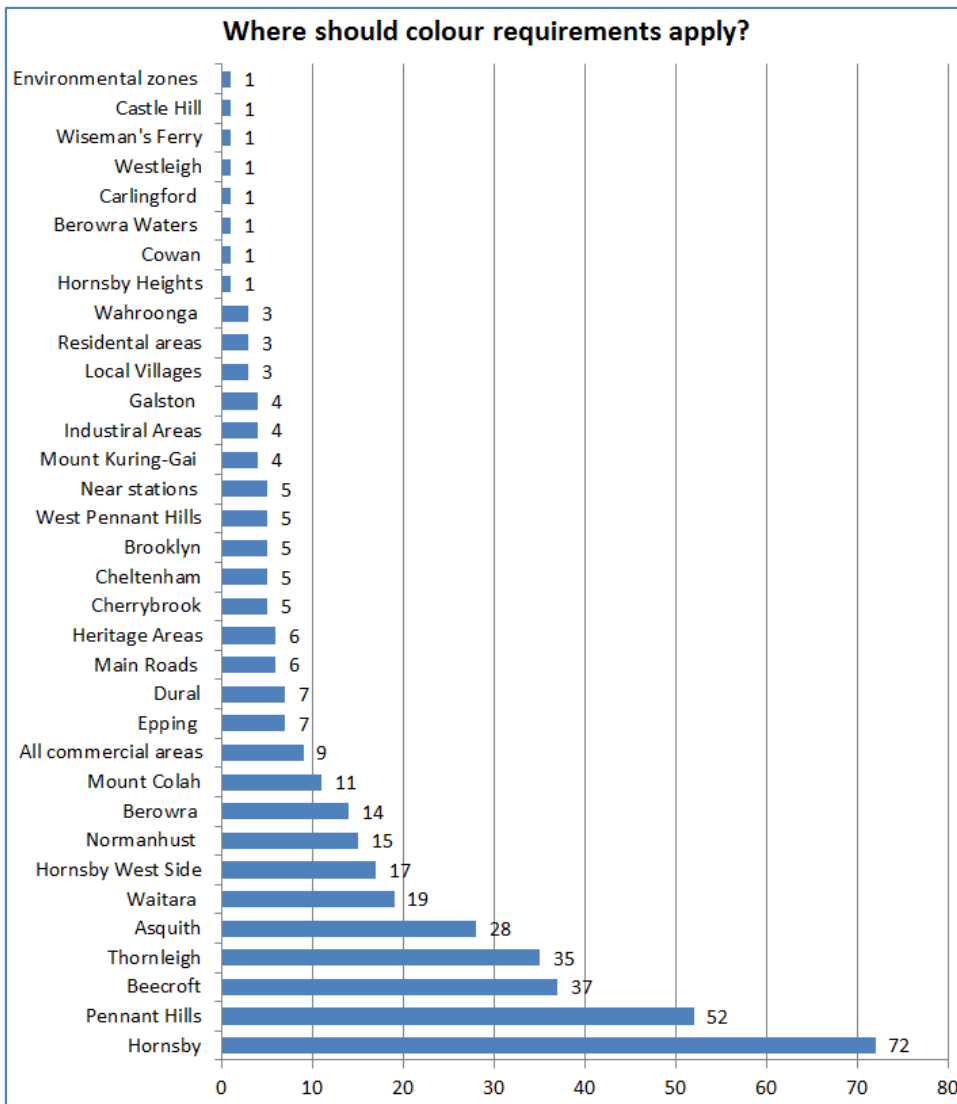
Of the 289 respondents:

- 112 (38.75%) supported 'all areas';
- 52 (17.99%) supported 'some areas'; and
- 125 (43.25%) supported 'no areas'.



**Q12. Which commercial areas or suburbs should colour requirements apply? Name up to five areas.**

Of the 294 respondents, 157 provided responses to this question. As indicated in the table below, Hornsby and Pennant Hills, followed by Beecroft and Thornleigh, where the most common responses provided to where colour requirements should apply.

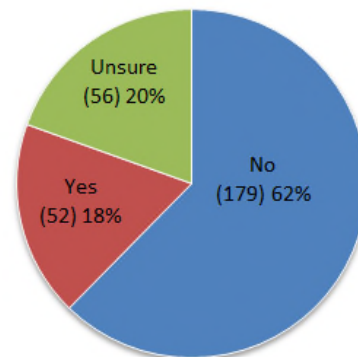


**Q13. Should Council set different Colours to be allowed in different commercial areas?**

Of the 294 survey responses:

- 52 (18.1%) answered 'yes' to setting different colours to be permitted in different areas.
- 179 (62.4%) answered 'no'
- 56 (19.5%) answered 'unsure'

**Should Council set different colours for different areas?**



### **Comments:**

Comments made in support of having different colour requirement for different areas generally raised the following matters:

- A colour theme for different areas would add to the interest and improve aesthetics. (18 comments)
- Colour controls should be consistent across the Shire. (18 comments)
- Colour controls should apply to Heritage areas only. (2 comments)
- This matter is outside the scope of Council. (10 comments).
- This will hurt businesses (8 comments).
- Too much restriction and regulation. (20 comments)

## Email Submissions

Council received four email submissions to the survey.

The key matters raised on the submissions are summarised below:

- Council should make direct contact with the business owner if they find a building colour scheme offensive and ask that they alter or tone down the colours. ( 1 comment)
- Providing people pay their rates they should be able to paint their building any colour (1 comment)
- Time and effort should be put into helping local businesses instead of making it harder for them. (1 comment)
- Building colours should be inspired by the natural bush setting surrounding our Shire. (1 comment)

## Facebook Comments

In addition to the responses to the survey questions outlined above, a number of comments were posted on Council's Facebook page in response to the promotion of the survey. The main themes raised in the comments are summarised below:

- This is outside the scope of Council. (6 comments)
- There are undesirable bright colours on apartment blocks. (3 comments)
- Expert advice from an urban designer could advise. (1 comment)
- Green walls and use of natural colours and materials would be ideal. (3 comments)