

Draft Local Planning Policy 'Signs'



INTRODUCTION

Signage is a significant element of the Town's built environment, particularly in commercial areas.

Well designed signs can add interest to the buildings on which they are placed and contribute to the vibrancy and colour of the area while being complementary to built form and character. Too many signs, or signs that are too large or inappropriate, compete with each other and can degrade the character of the streetscape and public spaces.

Experience shows that where advertising signage is by free choice, there is a clear tendency towards cluttered, discordant and excessive use of signage with detrimental effects on the streetscape. The reduction in quality of the streetscape has a counterproductive effect on general business activity.

Advertising sign designs and controls are important in planning for three main reasons:

1. Advertising signs notify the passer-by of activities conducted, and services offered within an area or building;
2. Advertising signs form part of the setting for buildings; and
3. Appropriately designed advertising signs can complement the streetscape that it is part of and contribute to its character.

OBJECTIVES

The objectives of this policy are:

- a) To ensure that the display of signage does not adversely impact upon the amenity of the streetscape or surrounding area;
- b) To strike a balance between the reasonable identification of businesses and the need to ensure that advertising signs are complementary to built form and streetscapes;
- c) To avoid a proliferation of signs on individual sites and buildings;
- d) Encourage the incorporation of signage into the design consideration of buildings; and
- e) To outline the standards that apply to signage throughout the Town and the matters that the Town will have regard to in determining applications.

SCOPE

- (1) This Policy provides guidance for advertising signs on or attached to private property. Signs on thoroughfares are covered by the Town's *Activities on Thoroughfares and Trading in Public Places Local Law 2000*;
- (2) In accordance with Clause 61(1)(h) of the *Planning and Development (Local Planning Schemes) Regulations 2015* (the 'Regulations') development approval

- is not required for signs that are identified as exempt signs under this Policy;
- (3) Where there is any inconsistency between this Policy and the Town's Local Laws, then the provisions of this Policy shall prevail;
 - (4) Where a sign does not require development approval under this Policy, it should be noted that under the Town's Signs Local Law a sign license is still required and is to be obtained separately from the Town's Building Department. A sign license is to document the methods of construction and how the sign is to be affixed to a building or the ground; and
 - (5) Where development approval has been granted for a sign, a sign license, as required by the Town's Signs Local Law, is still required to be obtained from Council's Building Department.

STATUTORY BACKGROUND

This policy is a Local Planning Policy prepared under deemed clauses 3 and 4 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

REQUIREMENT FOR DEVELOPMENT APPROVAL

Development approval is required for a sign(s) which:

- (a) is erected or installed on a heritage listed place or land located in a heritage area; or
- (b) is of a type identified in Table 1, but does not comply with the applicable standards to be considered an 'Exempt Sign'; or
- (c) is of a type not specified in this Policy; or
- (d) is of a type listed in Part Three below as a 'non-preferred sign type'; or
- (e) is an above awning sign (see Part Two below); or
- (f) is on land used for residential purposes, except for the following signs that comply with the 'exempt standards' detailed in Table 1 : Home Occupation signs; Property Sale, Lease or Display Home Sign; Construction Site Sign; Development Sign; or Election Signs located on private property; and or
- (g) Comprise more than five (5) individual advertising signs per tenancy.

Development approval is not required for a sign(s) which:

- a. Is of a type listed in Table 1 below, and which complies with the associated 'applicable standards'; and
- b. Comprise no more than five (5) individual advertising signs per tenancy; and
- c. Where illuminated, are illuminated in a manner that does not flash or pulsate; and
- d. Comply with the below General Requirements for Signs.

A sign which does not require development approval is referred to as an 'exempt sign.'

GENERAL REQUIREMENTS FOR ALL SIGNS

- (1) Advertisements shall be located such that traffic and pedestrian safety is not compromised;
- (2) Advertisements shall not contain any obscene or offensive information or illustration;
- (3) Advertisements shall not impede pedestrian or vehicle movements;

- (4) Advertisements associated with new commercial, industrial or mixed use developments with multiple tenancies are to be accompanied with a wider signage strategy for the site;
- (5) Where illuminated:
 - (a) not cause a nuisance, by way of light spillage to abutting sites;
 - (b) not comprise flashing, intermittent or running lights, or change more than once in every 5 minute period;
 - (c) not interfere with or be likely to be confused with, traffic control signals; and
 - (d) not have a light of such intensity as to cause annoyance to the public.
- (6) Where the policy refers to a maximum area and the advertisement involved has more than one visible face the measurement identified is applicable to each face;
- (7) Advertisements are not to extend beyond the boundary of the lot unless located on an existing awning or canopy; and
- (8) Not obscure any architectural features of the building.

DEFINITIONS / SIGN TYPES

Above Awning Sign means an advertising sign fixed or painted on the wall or perpendicular to the wall of a building and usually located above an awning or verandah (or in excess of 3.4 metres above footpath level on a building without a verandah or awning).

Advertisement or Advertising Sign means means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes —

- (a) any hoarding or similar structure used, or adapted for use, for the display of advertisements; and
- (b) any airborne device anchored to any land or building used for the display of advertising; and
- (c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising;

Awning Sign means an advertising sign fixed to the out or return fascia of an awning or verandah associated with a commercial building, and includes signs on blinds, sunshades and similar structures.

Balloon/Blimp Sign means an advertising sign printed on a balloon or similar device and flown above the advertised premises.

Banner Sign means an advertising sign that is printed onto plastic sheeting, or similar material, and hung by ropes between posts, or hung from a verandah or fence.

Community Service Sign means an advertising sign which is a temporary, non-illuminated sign that advertises non-profit, short term events such as fetes, fairs, or festivals for charitable, religious, education, child care, sporting organisations or the like.

Construction Site Sign means an advertising sign that is erected at a building site and informs the public about the development and the various companies involved in the development, but does not include a development sign.

Development Sign means an advertising sign that is erected on a development site with an approved subdivision or development, displaying information about the project such as name, the plan or subdivision or development, its features, sale and real estate agency contact details.

Entertainment Sign means an advertising sign that is displayed at an entertainment venue to publicise a particular movie or performance.

Exempt Sign means an advertising sign that is exempt from the requirement to obtain development approval. Any sign on a heritage listed place or land in a heritage area is not an Exempt Sign.

Flag Sign means an advertising sign that is printed onto a flag (typically flown from a pole) and associated with a property.

Hoarding Sign means a large freestanding advertising sign and is not permitted in the Town of Victoria Park.

Home Occupation Sign means an advertising sign associated with an approved home occupation or home business.

Monolith sign means a stand-alone advertising sign but does not include a pylon sign.

Panel Sign means an advertising sign that is attached to a panel and mounted onto an existing vertical structure such as a side fence and is not permitted in the Town of Victoria Park.

Portable / Ground Based Sign means an advertising sign not permanently attached to the ground or to a structure, wall, fence or building.

Property Sale, Lease or Display Home Sign means an advertising sign that is placed on or in front of an existing building or site, with the intention of advertising the sale or lease of that building or site, or the use of the building as a display home.

Public Authority Sign means an advertising sign provided by a public authority for the purpose of public safety, directions or information.

Pylon Sign means a stand-alone advertising sign supported by one or more piers and not attached to a building but does not include a monolith sign.

Roof Sign means an advertising sign that protrudes above the normal roofline of a building or is painted on or mounted flush to the roof of a building.

Sign means an 'Advertisement' or 'Advertising Sign'.

Sign Required By Law means an advertising sign required under any Act or Statute.

Third party signage means an advertisement on private land which includes:

- (a) the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located; or
- (b) a product or service not provided on the site on which the advertisement is located; or
- (c) a product or service that does not form part of the signage displaying the name, logo or symbol of a company or other organisation that owns or substantially occupy the site or building on which the advertisement is located; and
- (d) signs for an activity or event not occurring on the site on which the advertisement is located.

VMS means Variable Message Sign which is an electronic message sign that displays text information to road users and/or the general public.

Wall Sign means an advertising sign attached or painted directly onto an external wall of a commercial building.

Window Sign means an advertising sign attached to a window of a commercial building, or which is located in the interior of a commercial building and up to 0.6m behind a window.

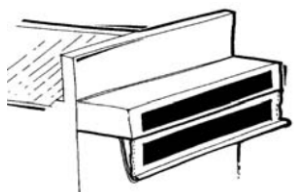
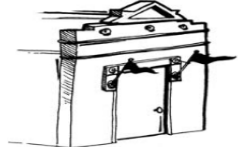
Under Verandah Sign means an advertising sign placed perpendicular to the façade of a commercial building and located under a verandah or awning.

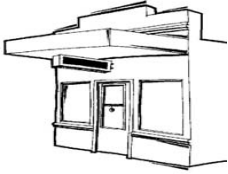

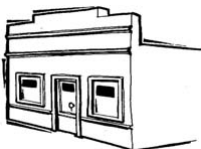

POLICY REQUIREMENTS


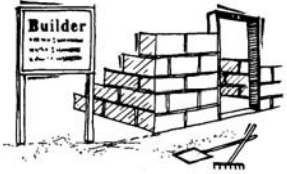
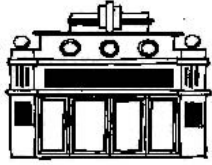
Part One

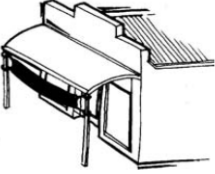
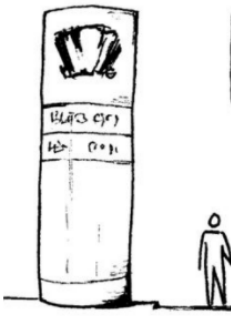


Table 1 below outlines a number of sign types and the applicable standards that apply. Signs that comply with the applicable standards are considered to be an 'Exempt Sign'.

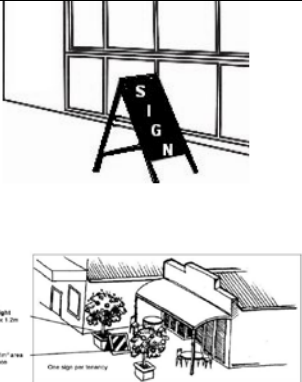

Table 1

Sign Type	Applicable Standards
<p data-bbox="183 1478 367 1512">Awning Sign</p> 	<ul style="list-style-type: none"> a) There is only one such sign per street frontage of the subject tenancy; b) It has an area of 0.4m² per 1m of street frontage of the subject tenancy (up to a maximum area of 10m²); c) It is contained within the width of the building; and d) has a minimum ground clearance of 2.7m.
<p data-bbox="183 1818 327 1852">Flag Sign</p> 	<p data-bbox="726 1818 1428 1852">To a property used for non-residential purposes :</p> <ul style="list-style-type: none"> a) The aggregate area of surfaces that provide advertising is 0.2m² per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 2m²); b) They have a minimum ground clearance of 2.4m; c) Their maximum height is less than 3m above

	<p>ground level; and</p> <p>d) They project less than 0.6m from the façade of the building.</p> <p>In relation to a flagpole to a residential property, where not exceeding a maximum height of 6m and not containing commercial advertising.</p>
Public Authority Sign	Nil - Exempt
Sign Required by Law	Ni - Exempt
<p>Under Verandah Sign</p> 	<p>a) There is only one such sign per street frontage of the subject tenancy;</p> <p>b) The aggregate area of all surfaces that provide advertising is 0.2m² per 1m of street frontage of the subject tenancy (up to a maximum area of 2m²) and in cases where only one surface is provided with advertising the area is 0.1m² per 1m of street frontage of the subject tenancy (up to a maximum area of 1m²); and</p> <p>c) It has a minimum ground clearance of 2.7m.</p>
<p>Wall Sign</p> 	<p>a) It is an aggregate area of 0.4m² per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 10m²).</p>
<p>Window Sign</p> 	<p>One or more window signs are exempt where:</p> <p>a) They cover no more than 50% of the window to which they are associated; and</p> <p>b) They have an aggregate area of 0.4m² per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 10m²).</p>
<p>Pylon Sign</p> 	<p>a) It is constructed so that no part of the sign is less than 2.7m or more than 6.0m above the level of the ground immediately under the sign;</p> <p>b) It does not exceed 2.55m measured in any direction across the face of the sign or have a greater superficial area than 4m²;</p> <p>c) It does not project more than 0.9m over any street, way, footpath or other public place;</p> <p>d) It is supported on one or more piers or columns of brick, stone, concrete or steel of sufficient size and strength to support the sign under all conditions;</p>

	<ul style="list-style-type: none"> e) It will not be within 1.8m of the side boundaries of the lot on which it is erected; and f) No part will be less than 6m from any part of another sign erected on the same lot of land; and g) Limited to one free standing sign on a lot (not permitted where a pylon or monolith sign is located on the same lot).
<p>Property Sale, Lease or Display Home Sign</p> 	<ul style="list-style-type: none"> a) There is only one such sign per street frontage for each unit, tenancy or dwelling that is for sale or lease. b) It has an area of 0.1m² per 1m of street frontage of the subject property (up to a maximum aggregate area of 2m²); c) It is mounted flush against the façade of the building or erected parallel to the street frontage; d) Its maximum height is less than 3.0m above ground level; and e) It is removed upon completion of the sale or lease of the property to which it relates, or when the use ceases. OR <p>In the case of a sign located within the window(s) of a building or on balcony balustrading, criteria d) does not apply.</p>
<p>Construction Site Sign</p> 	<ul style="list-style-type: none"> a) There is only one sign per street frontage of the subject property; b) It has a maximum area of 1m² where the subject site is less than 5000m² in area; c) It has a maximum area of 2m² on a site greater than 5000m² in area; and d) It is in place only during the course of construction at the subject site, and removed upon completion.
<p>Entertainment Sign</p> 	<ul style="list-style-type: none"> a) They have an aggregate area of 0.2m² per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 10m²); and b) They are removed upon completion of the event to which they relate.
<p>Banner Sign</p>	<ul style="list-style-type: none"> a) There is only one such sign per street frontage of the subject tenancy; b) It has a maximum size of 4m²; c) It has a minimum ground clearance of 2.1m;

	<p>and</p> <p>d) It is erected for a maximum period of 7 days unless otherwise granted approval in writing.</p>
<p>Home Occupation Sign</p>	<p>a) One sign per property;</p> <p>b) Must be associated with an approved home occupation;</p> <p>c) Shall not exceed 0.2m² in area and 1.6m in height; and</p> <p>d) Not illuminated.</p>
<p>Monolith Sign</p> 	<p>a) Limited to one free standing sign on a lot (not permitted where a pylon or monolith sign is located on the same lot);</p> <p>b) It is not located within 1.0 metre of a crossover; and</p> <p>c) It does not exceed 6.0 metres in height, 2.0 metres in width and 0.5 metres in depth.</p>
<p>Development Sign</p> 	<p>a) Limited to one sign per lot; and</p> <p>b) It is only in place for the duration of the construction works / development / transaction period.</p>
<p>Community Event Sign</p> 	<p>a) Is to be located on the site of a community event or the property of the organisation holding the community event;</p> <p>b) Have an aggregate area of not more than 10m²;</p> <p>c) Be limited to a maximum of one sign per frontage on a lot;</p> <p>d) Not be illuminated; and</p> <p>e) Not be exhibited more than 2 weeks prior to the event advertised and must be removed by the end of the day following the event.</p>
<p>Portable / Ground Based Sign</p>	<p>a) Limited to one sign per tenancy on a lot;</p> <p>b) Is no higher than 1.2 metres above ground level;</p> <p>c) Does not exceed 2m² in total area with a</p>

	<p>maximum of 1m² on any one side;</p> <p>d) Is only to be displayed during normal business hours of the business to which the sign related;</p> <p>e) Is to be wholly located within the boundaries of the subject lot; and</p> <p>f) Is to be secured and stabilised.</p>
<p>Election signs located on private property</p>	<p>a) the advertisement is erected or installed in connection with an election, referendum or other poll conducted under the Commonwealth Electoral Act 1918 (Commonwealth), the Electoral Act 1907 or the Local Government Act 1995; and</p> <p>(b) the primary purpose of the advertisement is for political communication in relation to the election, referendum or poll; and</p> <p>c) the advertisement is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted;</p>
<p>Signs located within a building (excluding window signage);</p>	<p>Nil - Exempt</p>
<p>Building identification or street number signage with letters not exceeding 300mm in height;</p>	<p>Nil - Exempt</p>
<p>Plaques</p>	<p>Nil – Exempt</p>
<p>Balloon/Blimp Sign</p> 	<p>a) for the purpose of identifying the use on the site or for activities associated with that use;</p> <p>b) the sign being on-site for no more than 30 days; and</p> <p>c) the property is not used for residential purposes.</p>

Part Two – Above Awning Signs

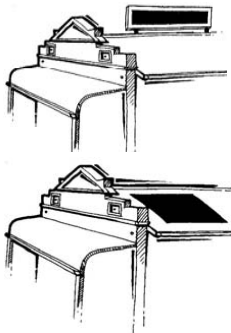
In assessing an application for development approval for an above awning sign, the Town will have regard to the matters listed in Part Four of this Policy, and will generally only support above awning signs which address the following criteria:

- Attached to wall only (not on roof of verandah, canopy or awning);
- Parallel to parapet only so as to not interrupt view of sky and obscure signage on adjacent premises;
- Only contain the name of the building and/or tenant (ie. not include phone numbers, advertise products etc);
- Is limited to one above awning sign only;
- The sign can be illuminated but not flash;
- The aggregate area of the sign comprises no more than 25% of the wall to which it is attached;
- The sign is of a high quality finish and has a low visual impact, preferably comprising of 3-dimensional lettering only (to comprise the name of the business/premises) and/or the business logo fixed to the wall, but shall not include signage on a metal signboard fixed to the wall or signage painted onto the face of the wall; and
- The lettering is framed by a blank wall with the spacing above, below and to the sides of the lettering being at least the height of the lettering.

Part Three - Non-preferred sign types

The Town will generally not support applications for development approval for the following signs as they do not provide a positive contribution to the amenity and built form of the locality:

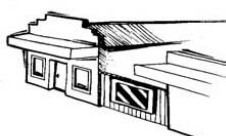
Roof sign



Hoarding sign



Panel sign



Third party signage for any sign type. However consideration will be given where

the sign advertises a sponsor of a sporting or community organisation, is located on the same property, and the sign is of an acceptable visual standard.

VMS signs (whether trailer mounted or fixed), other than where temporarily used for traffic management or advertising a community event (see Table 1 for Community Event Signs)

Part Four - Matters to be considered when determining an application for development approval for signage

In determining an application for development approval the Council will have regard to:

1. any other Policies or specific Design Guidelines that may apply to the area within which the sign is to be located; and
2. the matters listed in deemed clause 67 of the *Planning and Development (Local Planning Schemes) Regulations 2015* and clause 30A of Town Planning Scheme No. 1 being:
 - i. the impact of the sign on the quality of the streetscape where it is to be displayed and more generally of the district;
 - ii. whether the size of the sign appropriately relates to the architectural style, design and size of a building on which the sign is to be displayed, and in measuring the size of a sign a polygon shall be taken immediately around the text, graphics or image of the sign and not the entire background, except where the finish or colour of the background differs substantially from the background against which the sign is to be displayed;
 - iii. whether the colour scheme and materials of the sign are compatible with the architectural style and design of a building on which the sign is to be displayed;
 - iv. whether the colour scheme and materials of the sign are compatible with the overall architectural style and design of the area or precinct in which the sign is to be displayed; and
 - v. how many signs are on the land where the sign will be displayed.
3. Council may refuse to approve an application, where:
 - i. The sign may obstruct the sight lines of a person driving or riding a vehicle or pedestrian;
 - ii. The sign may unreasonably distract persons driving or riding vehicles;
 - iii. The sign may detract from the quality of the streetscape or area where it is to be displayed;
 - iv. The size of the sign does not appropriately relate to the architectural style, design and size of a building on which the sign is to be displayed;
 - v. The colour scheme and materials of the sign are not compatible with the architectural style and design of a building on which the sign is to be displayed;
 - vi. The colour scheme and materials of the sign are not compatible with the overall architectural style and design of the area or precinct in which the sign is to be displayed;

- vii. The sign will be additional to other signs on the land where it will be displayed;
- viii. The sign contains offensive material; and
- ix. The sign contains third party advertising.

Part Five – Community Consultation

In accordance with Council's Local Planning Policy 37 – Community Consultation on Planning Proposals, where a sign is proposed in the Residential Zone and does not comply with this policy it will be the subject of community consultation with the owners and occupiers of the adjoining properties for a period of 14 days.

Notwithstanding the above, the Council may require consultation to be undertaken, additional consultation or alternative consultation where it is considered appropriate based upon the individual proposal.