

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.

Where advertising signage is by free choice with no planning control, 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.

While it is important that advertising signs be allowed to notify the public of activities conducted, and services offered within an area or building, this needs to be balanced with ensuring that advertising signs are appropriately designed to complement the streetscape that they form part of.

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 allow the reasonable identification of businesses through signage without causing a negative and visually intrusive impact on the streetscape and public realm;
- c) To avoid a proliferation of signs on individual sites and buildings;
- d) To provide clear guidance on how advertising signs can be appropriately incorporated into existing buildings and/or new development; 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 applies to advertising signs throughout the Town.
- (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) Whether or not a sign requires development approval, a building permit may need to be obtained from the Town's Building Department, detailing the structural aspects of the sign.

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*.

DEFINITIONS / SIGN TYPES

General Definitions

Advertisement or Advertising Sign 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;

Exempt or 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.

Non-residential land means that land that is not zoned 'Residential' or land or a building that is used for non-residential purposes.

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

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.

Thoroughfare means a road, street or the like allowing passage through and includes any thoroughfare or place which the public are allowed to use, whether or not the thoroughfare or place is on private property.

Sign type definitions

Specific sign types are defined in Table 1.

POLICY REQUIREMENTS

Part One - General Requirements For All Signs

The following requirements apply to all signs.

- (1) Advertisements shall be located outside visual sightline areas so that traffic and pedestrian safety is not compromised; and
- (2) Advertisements shall not contain any obscene or offensive information or illustration; and
- (3) Advertisements shall not obstruct pedestrian or vehicle movements; and
- (4) 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; and
- (5) Advertisements are not to extend beyond the boundary of the lot unless located on an existing awning or canopy; and
- (6) Advertisements shall be in keeping with the architecture of the building.

Where a sign does not meet one or more of these requirements, it will require development approval.

Part Two – Need for Approval

Development Approval

An Exempt Sign is a sign that does not require development approval. A sign is an Exempt Sign where it:

- (a) Is not erected or installed in a place that is entered in the Register of Heritage Places under the *Heritage of Western Australia Act 1990*; and
- (b) Is not located within an area designated under the Town Planning Scheme as a heritage area; and
- (c) Does not result in more than three (3) advertising signs per tenancy; and
- (d) Complies with the General Requirements for All Signs in Part 1 of this Policy; and
- (e) Is determined to be an Exempt Sign having regard to Table 1 below; and
- (f) In the case of an illuminated sign, is on non-residential zoned land; and
- (g) Is not on or abutting land that is reserved as a regional road under the Metropolitan Region Scheme.

OR

- (h) Is located on a thoroughfare ^{* *Note 1*} (for signs on a thoroughfare, see the Town's *Activities on Thoroughfares and Trading in Public Places Local Law 2000*);

Note 1 - "on a thoroughfare" does not include signs over a thoroughfare. Signs over a thoroughfare will be assessed having regard to the specific sign type.

Development approval is required for a sign(s) in all other instances. As part of the development application, the applicant should address how the sign meets the objectives of the Policy and those matters outlined in Part Three of this Policy.



Building Permit

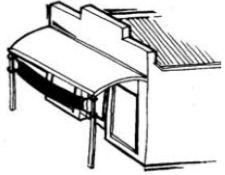
A building permit is not required for a sign(s) that is:

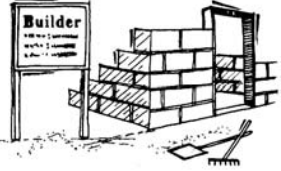

- (a) not structurally attached to a wall, building or land (for example painted signs, window signs, banner signs); or
- (b) proposed to be erected for a period of not more than 28 days; or
- (c) determined by the Town's Building Department as being a type of sign not requiring a building permit.


Table 1

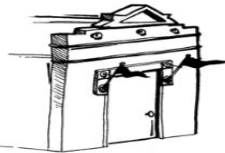

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
<p>Above awning sign means an advertising sign fixed or painted on the wall or perpendicular to the wall of a building and usually located above an awning or verandah.</p>	<p>No</p>	<ul style="list-style-type: none"> a) Attached to wall only (not on roof of verandah, canopy or awning); and b) Parallel to parapet only so as to not interrupt view of sky and obscure signage on adjacent premises; and c) Only contain the name of the building and/or tenant (i.e. not include phone numbers, advertise products etc.); d) Is limited to one above awning sign only; and e) The sign can be illuminated but not flash; and f) The aggregate area of the sign comprises no more than 25% of the wall to which it is attached; and g) 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 h) 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. 	<p>Non-residential land only</p>
<p>Awning sign means an advertising sign fixed to the out or return fascia of an awning or verandah associated with a commercial building, and</p>	<p>Yes, subject to compliance with Columns 3 and 4</p>	<ul style="list-style-type: none"> a) There is only one such sign per street frontage of the subject tenancy; and b) It has an area of 0.4m² per 1m of street frontage of the subject tenancy (up to a maximum area of 10m²); and c) It is contained within the width of the building; and 	<p>Non-residential land only</p>

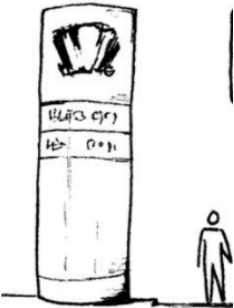
Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
<p>includes signs on blinds, sunshades and similar structures.</p> 		<p>d) It has a minimum ground clearance of 2.7m.</p>	
<p>Balloon/Blimp sign means an advertising sign printed on a balloon or similar device and flown above the advertised premises.</p> 	<p>Yes, subject to compliance with Columns 3 and 4</p>	<p>a) For the purpose of identifying the use on the site or for activities associated with that use; and</p> <p>The sign being on-site for no more than 30 days within a 12 month period.</p>	<p>Non-residential land only</p>
<p>Banner sign (building) 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.</p>	<p>Yes, subject to compliance with Columns 3 and 4</p>	<p>a) There is only one such sign per street frontage of the subject tenancy; and</p> <p>b) It has a maximum size of 4m²; and</p> <p>c) It has a minimum ground clearance of 2.7m; and</p> <p>d) It is erected for a maximum period of 7 days unless otherwise granted approval in writing.</p>	<p>Non-residential land only</p>

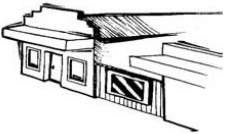

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
			
Banner sign (mast) means an advertising sign that is installed on a mast owned by the Town.	Yes	See Council Policy GEN2 'Banner Masts and Flag Poles'	All
Building name or street number signage	Yes, subject to compliance with Columns 3 and 4	Letters not exceeding 300mm in height;	All
Bus Shelter, Roadside Seat, Litter Bin or Public Payphone sign	Yes	N/A – Where located within regional road reserves, see Main Roads WA 'Policy and Application Guidelines for Advertising Signs'	All
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.	Yes, subject to compliance with Column 3	a) There is only one sign per street frontage of the subject property; and b) It has a maximum area of 1m ² where the subject site is less than 5000m ² in area; and c) It has a maximum area of 2m ² on a site greater than 5000m ² in area; and It is in place only during the course of construction at the subject site, and removed upon completion.	All


Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
			
<p>Community Event sign means an advertising sign which is a temporary, non-illuminated sign that advertises non-profit, short term events to occur in the Town such as fetes, fairs, or festivals for charitable, religious, education, child care, sporting organisations or the like.</p> 	Yes, subject to compliance with Columns 3 and 4	<ul style="list-style-type: none"> a) Is to be located on the site of a community event or the property of the organisation holding the community event; and b) Have an aggregate area of not more than 10m²; and c) Be limited to a maximum of one sign per frontage on a lot; and d) Not be illuminated; and e) Not be exhibited more than 4 weeks prior to the event advertised and must be removed by the end of the day following the event. 	All
<p>Development sign means an advertising sign that is erected on a development site with an approved subdivision or</p>	Yes, subject to compliance	<ul style="list-style-type: none"> a) Limited to one sign per lot; and d) It is only in place for the duration of the development / transaction period. 	All


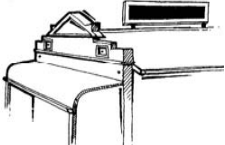
Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
<p>development, displaying information about the project such as name, the plan or subdivision or development, its features, sale and real estate agency contact details.</p> 	with Column 3		
<p>Direction sign means an advertising sign on a private property that directs people to the building entry, car park or another part of the site.</p>	Yes, subject to compliance with Columns 3 and 4	A maximum of two direction signs, not exceeding a height of 1.2m above ground level and a width of 1.0m.	Non-residential land only
<p>Election signs</p>	Yes, subject to compliance with Column 3	<p>a) The advertisement is erected or installed in connection with an election, referendum or other poll conducted under the <i>Commonwealth Electoral Act 1918 (Commonwealth)</i>, the <i>Electoral Act 1907</i> or the <i>Local Government Act 1995</i>; 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</p>	

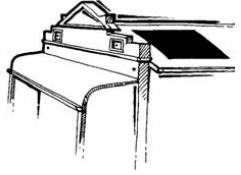
Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
		no later than 48 hours after the election, referendum or other poll is conducted;	
<p>Flag Sign (General) means an advertising sign that is printed onto a flag and typically flown from a pole.</p> 	Yes, subject to compliance with Columns 3 and 4	<p>To a property used for non-residential purposes :</p> <p>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); and</p> <p>b) They have a minimum ground clearance of 2.7m; and</p> <p>c) Their maximum height is less than 3m above ground level; and</p> <p>They project less than 0.6m from the façade of the building.</p>	Non-residential land only
<p>Flag sign (Mast) means a flag sign that is installed on a mast owned by the Town.</p>	Yes	See Council Policy GEN2 'Banner Masts and Flag Poles'	All
<p>Hoarding Sign means a large freestanding advertising sign.</p> 	No	Generally not supported as they do not provide a positive contribution to the amenity and built form of the locality. Any application for this sign type is to appropriately justified and will be assessed having regard to the criteria in Part Three of this Policy.	All
<p>Home Occupation Sign</p>	Yes, subject to	<p>a) One sign per property;</p> <p>b) Must be associated with an approved home occupation;</p>	All

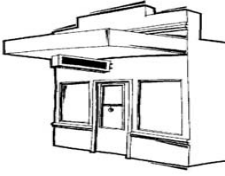
Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
means an advertising sign associated with an approved home occupation or home business.	compliance with Column 3	c) Shall not exceed 0.2m ² in area and 1.6m in height; and d) Not illuminated.	
Monolith Sign means a stand-alone advertising sign but does not include a pylon sign. 	Yes, subject to compliance with Columns 3 and 4	a) Limited to one free standing sign on a lot (not permitted where a pylon or monolith sign is located on the same lot); and b) It is not located within 1.0 metre of a crossover; and It does not exceed 6.0 metres in height, 2.0 metres in width and 0.5 metres in depth.	Non-residential land only
Panel Sign means an advertising sign that is attached to a panel and mounted onto an existing vertical structure such as a side fence.	No	Generally not supported as they do not provide a positive contribution to the amenity and built form of the locality. Any application for this sign type is to appropriately justified and will be assessed having regard to the criteria in Part Three of this Policy.	All


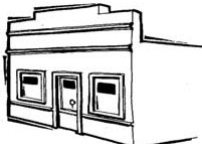
Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
			
Plaques	Yes	N/A	All
<p>Portable ground based sign means an advertising sign not permanently attached to the ground or to a structure, wall, fence or building.</p> 	Yes, subject to compliance with Columns 3 and 4	<ul style="list-style-type: none"> a) Limited to one sign per tenancy on a lot; b) Is no higher than 1.2 metres above ground level; c) Does not exceed 2.2m² in total area with a maximum of 1.1m² on any one side; d) Is only to be displayed during normal business hours of the business to which the sign related; e) Is to be wholly located within the boundaries of the subject lot; and f) Is to be secured and stabilised. 	Non-residential land only
<p>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.</p>	Yes, subject to compliance with Column 3	<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; and 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); and c) It is mounted flush against the façade of the building or erected parallel to the street frontage; and d) Its maximum height is less than 3.0m above ground level; 	All

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
		<p>and</p> <p>e) It is removed upon completion of the sale or lease of the property to which it relates, or when the use ceases.</p> <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>Public Authority Sign means an advertising sign provided by a public authority or the Town for the purpose of public safety, directions or information.</p>	Yes	N/A	All
<p>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.</p>	Yes, subject to compliance with Column 3	<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; and</p> <p>b) It does not exceed 2.5m measured in any direction across the face of the sign or have a surface area greater than 4m²; and</p> <p>c) It does not project more than 0.9m over any street, way, footpath or other public place; and</p> <p>d) It is supported on one or more piers or columns; and</p> <p>e) It will not be within 1.8m of the side boundaries of the lot on which it is erected; and</p> <p>f) No part will be less than 6m from any part of another sign erected on the same lot of land; and</p>	Non-residential land only

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
		<p>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>Regulatory sign means an advertising sign required or authorised under any Act or Statute.</p>	Yes	N/A	All
<p>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.</p> 	No	<p>Generally not supported as they do not provide a positive contribution to the amenity and built form of the locality. Any application for this sign type is to appropriately justified and will be assessed having regard to the criteria in Part Three of this Policy.</p>	All

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
			
Signs located within a building (excluding window signage)	Yes	N/A	All
Third party signage for any sign type	No, other than for a Bus Shelter, Roadside Seat, Litter Bin or Public Payphone sign	Will be considered 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.	Non-residential land only
Under Verandah Sign means an advertising sign placed perpendicular to the façade of a commercial building and located under a verandah or awning.	Yes, subject to compliance with Columns 3 and 4	a) There is only one such sign per street frontage of the subject tenancy; and b) The aggregate area does not exceed 0.2m ² per 1m of street frontage of the subject tenancy (up to a maximum area of	Non-residential land only

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
		<p>2m²) and c) It has a minimum ground clearance of 2.7m.</p>	
<p>VMS signs (whether trailer mounted or fixed)</p> <p>means Variable Message Sign which is an electronic message sign that displays text information to road users and/or the general public.</p>	<p>Yes where temporarily used for traffic management or advertising a community event (see Table 1 for Community Event Signs);</p> <p>No in all other situations.</p>	<p>Except where temporarily used for traffic management or advertising a community event, generally not supported as they do not provide a positive contribution to the amenity and built form of the locality. Any application for this sign type is to appropriately justified and will be assessed having regard to the criteria in Part Three of this Policy.</p>	<p>Non-residential land only</p>
<p>Wall sign</p> <p>means an advertising sign attached or painted directly onto an external wall of a commercial building.</p>	<p>Yes, subject to compliance with Columns 3 and 4</p>	<p>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>Non-residential land only</p>

Column 1 Sign Type	Column 2 Exempt	Column 3 Applicable Standards	Column 4 Zoning/Land Use
			
<p>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.</p> 	Yes, subject to compliance with Columns 3 and 4	<p>One or more window signs are exempt where:</p> <ul style="list-style-type: none"> a) They cover no more than 25% of the window to which they are associated; and 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). 	Non-residential land only
Any other sign of a type not specified in this Policy	No	Is to be appropriately justified and will be assessed having regard to the criteria in Part Three of this Policy.	All

Note 1 - Where the standard refers to a maximum area and the advertisement involved has more than one visible face the measurement identified is applicable to each face separately;

Note 2 - 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;

Part Three – Assessing sign applications

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

1. any other State or Local 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
3. Clause 30A of Town Planning Scheme No. 1. Clause 30A states :

“(1) In considering an application for or involving an advertisement, the Council is to have regard to the matters listed in deemed clause 67 and -

- (a) the impact of the sign on the quality of the streetscape where it is to be displayed and more generally of the district;*
- (b) 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.*
- (c) 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;*
- (d) 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*

(a) how many signs are on the land where the sign will be displayed.

(2) Council may refuse to approve an application, where -

- (a) the sign may obstruct the sight lines of a person driving or riding a vehicle or a pedestrian;*
- (b) the sign may unreasonably distract persons driving or riding vehicles;*
- (c) the sign may detract from the quality of the streetscape or area where it is to be displayed;*
- (d) 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;*

- (e) *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;*
- (f) *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; or*
- (g) *the sign will be additional to other signs on the land where it will be displayed.”*

4. Main Roads WA ‘Policy and Application Guidelines for Advertising Signs’, particularly in the case of digital signs and the relevant provisions relating to illumination and minimum dwell times.

Part Four – 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, additional consultation or alternative consultation where it is considered appropriate based upon the individual proposal.