



# Local Planning Policy

## SIGNAGE POLICY

### LPP 03

*This policy is adopted as a Local Planning Policy under the provisions of Town Planning Scheme No. 1 1997 (as amended). This policy was adopted on 28 June 2004.*

#### OBJECTIVE

To provide guidelines for the placement of signage, including signage on places of Heritage Significance and within Heritage Precincts.

#### POLICY GUIDELINES

#### BACKGROUND

The purpose of this policy is to provide guidelines that will achieve the following objectives:-

- To promote signs which complement and enhance the appearance of buildings and streets;
- To encourage the orderly and proper location of signs;
- To encourage the appropriate design of signs for the individual sites on which they are to be erected;
- To discourage a clutter of signage or signage that is excessively dominant in the general streetscape;
- To promote quality signage;
- To ensure that signage will not in any way be hazardous in terms of traffic, public safety or in loss of amenity.
- Where relevant, to ensure that signage is appropriately placed and designed to compliment the heritage significance of the place.

Responsible Officer:	Manager Development Services	Version:	4.0
Adopted:	28 June 2004	Last Review:	24 November 2014
Review Period:	2 Years	Next Review:	November 2016
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<i>Uncontrolled document when printed</i>			

This Policy does not regulate the content of signage and does not require consent for a change of in the content of signage, provided non-offensive, appropriate language is used.

## DEFINITIONS

Reference will be made to Clause 5.9, Control of Advertisements, within the Scheme and Part 3 of the Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law during the assessment of any application for signage.

In this Policy:

**Animated sign** means an advertising sign that is designed to move, flash, change its message, intensity or patterns, or which contains moving parts and includes chasing bulb and scintillating light display advertising devices.

**Awning Fascia or Verandah Fascia sign** means an advertising sign attached to the fascia of an awning or verandah.

**Banner** means an advertising sign made of light non-rigid material

**Below awning or verandah sign** means an advertising sign attached to or supported below an awning, verandah or a ceiling at the entrance to an internal pedestrian area.

**Building or business identification sign** means a sign that identifies or names a building or business, and that may include the name of a business or building, the street number of a building, the nature of the business and a logo or other symbol that identifies the business, but that does not include general advertising of products, goods, or services.

**Bunting** means devices which are attached to ropes or wires suspended above the ground and which are designed to draw attention by the nature of its construction, colour, movement or noise and includes streamers, pennants and wind-vanes.

**Community Event Sign** means a temporary sign that provides information relating to community events.

**Fence Sign** means a sign affixed to a fence.

**Flag sign** means a sign displayed on cloth, canvas or synthetic, which is hung from a vertical pole, and not exceeding 2sqm in area

**Free standing sign** means an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports. Also known as a hoarding sign.

**Heritage Significance** means a place that has been identified on the Municipal Inventory of Heritage Places or within a Heritage Precinct.

**Illuminated sign** means an advertising sign illuminated by internal and/or external lights or composed of light devices that do not flash, change intensity or pattern.

**Moveable sign** means an advertising sign which is commonly known as an A Frame sign.

**Pole or pylon sign** means an advertising sign which is erected on a pole or a pylon and which, is not on or part of a building or other structure.

**Projecting sign** means an advertising sign attached to and protruding perpendicularly or horizontally, from a building or structure but is not attached to the roof of the building or structure.

**Promotion sign** means a sign that provides information about the services or goods produced, provided or sold as a major activity on the premises, or may relate to events or activities substantially carried out on the premises.

**Roof or sky advertisement** means an advertisement that is displayed on, or erected on or above, the parapet or eaves of a building.

**Street Furniture signs** mean an advertising sign attached to such items as public seating, plant boxes and other functional structures in public places.

**Tethered signs** means an advertisement sign which is suspended from or tethered to any structures, tree or pole (with or without supporting frame) and made of paper, plastic, fabric or similar materials. The term includes lighter than air devices, inflatable (balloons / blimps), bunting, banners, flags and kites.

**Tourist Information sign** means an advertising sign which provides tourist information and includes 'Blue Pointer Signs'

**Vehicle or Trailer Sign** means a static vehicle or trailer adapted or used as an advertising sign.

**Verandah Hoarding** means an advertisement sign attached to the roof of a verandah.

**Wall or fascia sign** means a sign attached to or painted on a wall or fascia of a building (including structures attached to the building) or on a structure that protrudes no more than 50mm from the wall, fascia or structure, but does not protrude into or over a road.

**Window sign** means an advertising sign attached to the inside or outside of a window and includes signs painted on to the window.

## **ADMINISTRATIVE MATTERS**

When considering an application for signage, reference should be made to Schedule 7: Exempted Advertisements pursuant to Clause 5.10(5) of the Town Planning Scheme No. 1 1997 (as amended).

Clause 5.10 of the Scheme outlines Controls of Advertisements. Clause 5.10(4) requires consideration be given to location, design and siting of any signage. Reference will be made to this Clause when assessing any application for signage. It is noted that Clause 5.10 (7) gives Council the power to remove a derelict or poorly maintained sign.

If signage is proposed along any Highway or Hannan Street the approval of Mains Roads WA is sought prior to the issue of planning approval. On all other roads, applications will be referred to the City's Engineering Department for approval.

## **VARIATION OF STANDARDS**

If it is established to the satisfaction of Council that a particular standard or provision contained within this Policy is unreasonable or undesirable in the particular circumstances of the case, Council may at its discretion, vary the standard or provision, where it is satisfied that:

- a. Approval of the variation will not set an undesirable precedent;
- b. The applicant demonstrates exceptional circumstances warranting support of a variation;
- c. Approval of the application does not contravene the overall objectives for signage contained within the Scheme.
- d. Where a sign is proposed to be located on a business adjacent to a residential area, the impact of the signage is not significantly detrimental to the residential amenity of that area.
- e. Applications for variation of standards shall include a sign strategy for the whole of the subject site.

## **SIGN TYPES NOT LISTED**

If a sign type or a particular advertisement sign is not listed or defined, within the general terms of one of the definitions or is not otherwise mentioned in this Policy or the Scheme, then the sign shall be assessed on its individual merits in accordance with the objectives of the Scheme.

## GENERAL GUIDELINES

The following general guidelines apply to all signage and advertisements.

- a. Signs are not to be illuminated in such a way that they impede or detract from traffic signals or signs or impede adjoining properties.
- b. Signage structures should not create a hazard nor intrude into pedestrian areas or road reserves.
- c. Signage should be appropriately located so that they are effective without cluttering a building, site or street.
- d. Electrical connections and support structures should be hidden from view, where possible.
- e. Signs should be compatible with the scale and architecture of the building and the character of the street.
- f. Signs shall be generally prohibited on private land that is not associated with the goods and services associated with the sign.
- g. Signs shall not be located in any position wherein it unreasonably obstructs or obscures a person's view from a dwelling.
- h. Signage in public areas or on public land such as sporting venues may be permitted provided that the sign does not detract from the amenity of the area or that of nearby residential dwellings.
- i. Signs will not be approved when proposed to be located permanently in the verge.
- j. Signs should generally be limited to a maximum of two signs per premises.
- k. Signs that resemble emergency lights or beacons will not be supported; this includes the Ambulance, Police, Fire, RAC, Council Rangers, Mine Site and other emergency or essential services vehicles.

## SPECIFIC GUIDELINES

### **Animated Sign and Illuminated signs.**

- a. Will only be permitted where they will not distract the attention of motorists from traffic signs or traffic control signals.
- b. Shall be no larger than 6 square metres.
- c. Floodlighting of buildings will be permitted where it enhances the architectural features of the building or an approved wall sign and has the approval of the Airport Manager.

### **Awning Fascia or Verandah Fascia**

Where not exempt under Schedule 7 of the Town Planning Scheme No1. 1997 (as amended) the sign will need to maintain a clearance of 2.4m above the footpath. In addition, the sign is not to project beyond the outer metal frame or the surround of the fascia.

### **Below Awning / Verandah signs**

Where not exempt under Schedule 7 of the Town Planning Scheme No 1. 1997 (as amended) the sign will need to maintain a clearance of 2.4m above the footpath.

In addition, the following guidelines apply:

- a. The painting of signs on the end of verandahs (at right angles to the road) or the spandrel panels is appropriate and encouraged.
- b. Signs painted on stall boards are generally inappropriate, except if recessed panels exist where they may be appropriate.
- c. Painted signs on shopfronts are appropriate but should not dominate or clutter the shopfront window. There are many early photographs, which provide good examples.
- d. Permanent signs on windows of retail premises should cover no more than 30% of the display window unless they are transparent.
- e. The painting of transom windows (above the door way) is encouraged in appropriate lettering or symbols.
- f. Below verandah signs be so placed that the centre of its base, longitudinally, is equidistant from the outer edge of the verandah and the edge of the street nearest to the building to which such verandah is attached.

### **Banner signs**

- a. Banner signs of a permanent nature shall be restricted to 1 per street frontage.
- b. Shall be no larger than 5 square metres.

### **Building or Business Identification Signs**

Are encouraged to be affixed to the front façade of buildings, in an appropriate location, size and style.

### **Community Event Sign**

Where not exempt as a Temporary Advertisement Sign under Schedule 7 of the Town Planning Scheme No1. 1997 (as amended), the development standards will be assessed on a site-by-site basis with each application being considered on its own merits.

### **Fence Sign and Free standing signs**

- a. In Industrial Zones, fence and freestanding signs at the front of the site should generally be located within the landscaped strips and be no larger than 10 square metres.
- b. In Business Zones, fence and freestanding signs should be no larger than 5 square metres and be located within landscaped strips where possible.

- c. On Scheme Reserves fence and freestanding signs should be no larger than 10 square metres and should be positioned where they have minimal impact on any residential premises. If it is a sponsorship sign, it will need to face internally into the Reserve.

### **Flag and Flagpoles**

- a. Shall be restricted to no more than four flagpoles per lot frontage.
- b. Flagpoles shall have a maximum height of 7 metres.
- c. Flag sizes shall be restricted to 6 square metres.

### **Moveable sign**

When located on private property, the sign shall be permitted in accordance with the requirements of the Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law. Moveable signs that are proposed to be larger than those permitted by the Local Law are discouraged.

### **Pole or pylon sign**

The following criteria will apply:

- a. Shall have a clearance of at least 2.75 metres from the ground immediately below it.
- b. Shall have no part higher than 7 metres from the level of the ground.
- c. Shall not have an area greater than 6 square metres, including those areas of the sign that are not treated with lettering or any other communicable symbol.
- d. Shall not project more than 910 mm over any road reserve.

Shall be 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.

### **Projecting sign**

The following criteria will apply:

- a. Is not less than 2.75m above ground level;
- b. Does not exceed a height of 7m above ground level; and
- c. Does not extend past the edge of any awning adjacent to a road.

### **Promotion signs**

Shall be considered under the provisions of the type of sign it is, ie window sign, moveable sign.

### **Roof or Sky signs**

The following criteria will apply:

- a. A painted sign can only occupy 30% of the roof area
- b. The maximum size can be six (6) square metres

- c. The sign is of an appropriate scale and design for the building and the immediate vicinity.

**Street Furniture signs**

Applications for signage on items in public places require the approval of the City's Engineering Department and the consent of Council under the Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.

**Tethered signs**

The following criteria will apply:

- a. Will not be permitted in residential zones
- b. Will only be permitted where it will not distract the attention of motorists from traffic signs or traffic control signals.
- c. The approval will only be valid for 30 days.
- d. The method of securing the advertising device will need to be certified by a suitably qualified engineer.
- e. Proof of public liability insurance to the value of \$5million being provided, if deemed necessary.
- f. Approval will be required from the City's Airport Manager and/or Civil Aviation Safety Authority.

**Tourist Information Signs**

Require approval from the City's Engineering Department.

**Vehicle or Trailer signs**

Do not require planning approval to be issued but are monitored by the City's Parking Inspectors and/or Rangers.

**Wall or fascia sign**

Where not exempt as a Painted Advertisement Sign under Schedule 7 of the Town Planning Scheme No1. 1997 (as amended) the development standards will be assessed on a site-by-site basis considering the site and the amenity of the surrounding premises with each application being considered on its own merits.

**Window Sign**

Where not exempt as a Painted Advertisement Sign under Schedule 7 of the Town Planning Scheme No1. 1997 (as amended) the development standards will be assessed on a site-by-site basis with each application being considered on its own merits.

## **SIGNAGE ON BUILDINGS WITH HERITAGE SIGNIFICANCE**

### General Guidelines:

- a. Advertising signage should be appropriately located, clear and easy to read from the street, and not visually dominate the building or its immediate vicinity.
- b. The proportional shape and design of signs should reflect and complement the period of the construction of the building. The establishment of the sign(s) on the façade should not adversely detract from the architectural elements of the building or visually dominate the building or streetscape.
- c. Signs are to be positioned and designed to fit within any spaces created by architectural elements on the proposed buildings. They are not to cover any architectural features or detailing of a building and are to be sized in proportion with parapets, panels, windows and wall areas. Signs with large supporting frameworks will not be supported.
- d. It is important for signs to be located in appropriate positions and it is preferred that lettering is suitable for the period of the building. In general, upper case lettering should be used as lower case script was rarely used on the buildings when constructed.
- e. The colours of the signs should complement the overall approved colour scheme for the building.
- f. Illuminated signs will be considered as per 5.1 above.
- g. All signage on places included on the State Register of Heritage Places are required to be referred to the Heritage Council of Western Australia for comment.
- h. In the case of an application for signage on a place listed on the City's Municipal Inventory of Heritage Places or within an identified Heritage Precinct, Officers may refer the application to the City's Heritage Adviser for comment.

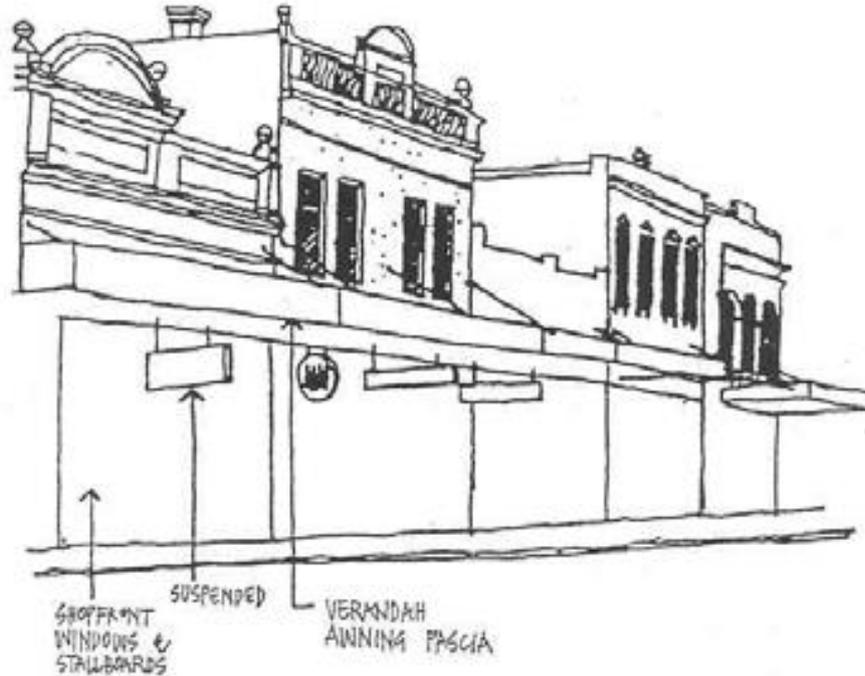
Where possible, references should be made to early photographs of the building to determine original and appropriate locations for signage. When such photographs are not readily available, these guidelines should be referred to.

Applicants are encouraged to contact the City's Heritage Adviser to discuss their proposals prior to making application.

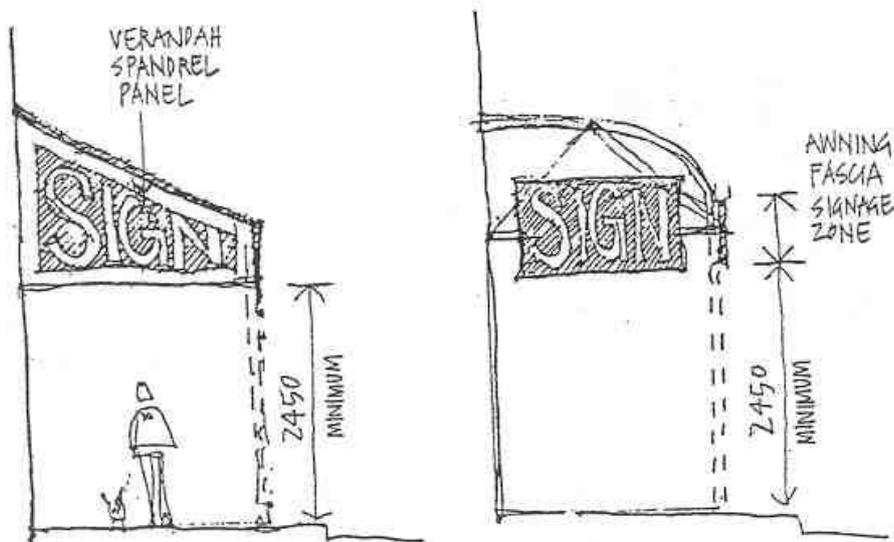
## SPECIFIC GUIDELINES FOR BUILDINGS WITH HERITAGE SIGNIFICANCE

### Signs above verandah levels

- Where possible the parapet advertising panel should be used but the sign should not dominate the façade.
- Sign writing may be appropriate on the first wall window only if in small traditional typeface.



Signs on Verandah Fascias and Under Verandah signs will be assessed as per 5.2 and 5.3 above.



Verandah Hoardings should only be erected when referenced to historic photographs to determine location and size. Where no photographs are available assessment will occur on a case by case basis.

### Signs on Heritage Buildings without Verandahs

Signs should be restricted to:

- a. parapet signs;
- b. shop window signs;
- c. suspended signs off wrought/cast iron brackets, maximum size 400 mm x 400 mm;
- d. tenancy boards flat to wall adjacent to doorways;
- e. brass or other plaque signs and building numbers in brass, other metal or rendered materials.

