

CITY OF SUBIACO

LOCAL PLANNING POLICY No. 2.18

ADVERTISEMENTS (Signs)

ADOPTION DATE: 29 April 2003

REVIEW DATE: 23 August 2016

AUTHORITY:

TOWN PLANNING SCHEME NO. 4

DEEMED PROVISIONS FOR LOCAL PLANNING SCHEMES, 2015

STATUTORY BACKGROUND

This policy is made pursuant to Schedule 2, Part 2, Division 2 of the Planning and Development (Local Planning Schemes) Regulations, 2015 relating to local planning policies. Schedule 2 of the Regulations contains the deemed provisions for local planning schemes (**Deemed Provisions**). Where relevant to an application for planning approval, clause 67(g) of the Deemed Provisions requires the city to have regard to this policy in exercising its discretion to determine the application.

Advertisements are defined in Part 1 of the Deemed Provisions and specifically include signs. For the purposes of this policy advertisement refers to signs and signage. Clause 61(1)(h) of the Deemed Provisions exempts the erection or installation of a sign of a class specified in a local planning policy from the need to obtain planning approval unless the sign is erected or installed on a heritage listed place or land located in a heritage area. In addition to the above, Division 9 of the Scheme relates to the 'Control of Advertising'. Clause 67 identifies the need for planning approval to display an advertisement other than an existing or **exempted advertisement**. 'Exempted Advertisement' is defined in clause 66 as 'an advertisement exempted from the requirement to obtain planning approval as listed in a planning policy'.

PURPOSE

Advertisements are a significant element of the city's built environment, particularly in commercial areas. The purpose of this policy is to ensure that the display of advertisements does not adversely impact upon the amenity of the existing streetscape while providing appropriate exposure of activities or services.

In order to allow for the provision of advertisements that complement the locality, the policy describes exempt advertisements and provides guidance around the consideration of advertisements that do require planning approval.

POLICY

1.0 Objectives

The objectives of this policy are to:

- a) improve the quality and appropriateness of advertisements through the application of sound design principles;
- b) consolidate advertisements where appropriate;
- c) limit the proliferation of advertisements; and
- d) ensure that advertisements do not present a hazard or obstruction to pedestrians or block motorists' views of traffic information signs or traffic lights.

2.0 Application of the Policy

This policy applies to all proposals relating to new advertisements.

3.0 Definitions

Apart from the terms noted below, words and expressions used in this policy have the same meaning as they have in the Scheme, Deemed Provisions, R-Codes or other relevant legislation.

Area of a sign

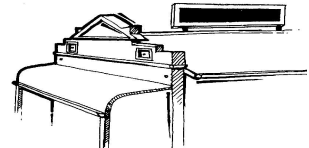
Is that portion contained within a polygon drawn around the text, graphics and/or image and not the entire background provided that the colour of the background of the sign does not substantially differ from the colour of the surface to which the sign is attached.

Aggregate area

Is the total, combined surface area of each instance of that type of sign on a site.

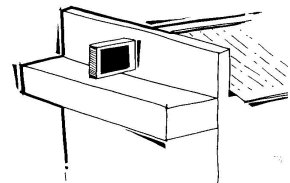
Above roof sign

An advertisement that protrudes above the normal roofline of a building.



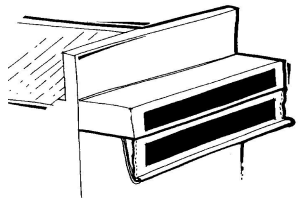
Above verandah sign

An advertisement placed perpendicular to the façade of a building above a verandah or awning.



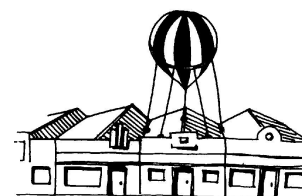
Awning sign

An advertisement fixed to the outer or return fascia of an awning or verandah, and includes signs on blinds, sunshades and similar structures.

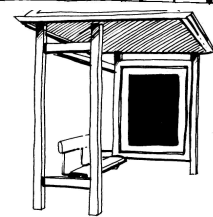


Balloon or blimp sign

An advertisement printed on a balloon or similar device and flown above the advertised premises.



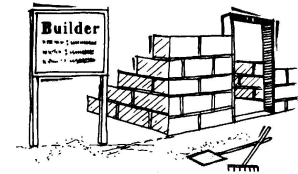
Bus shelter sign



An advertisement within an existing signage casing that is placed on or within the framework of a bus shelter.

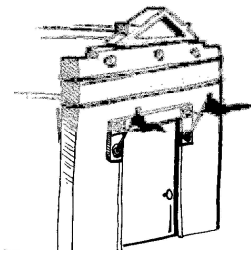
Construction site sign

An advertisement that is erected at a building site and informs the public about the development and the various companies involved in the development.



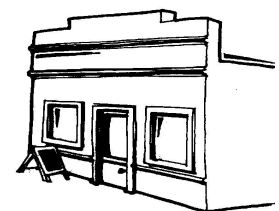
Flag sign

An advertisement sign that is printed onto a flag (typically flown from a pole).



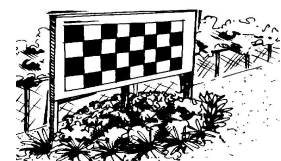
Portable sign

A portable advertisement (including an A-frame sign) that is usually placed on the public footpath.



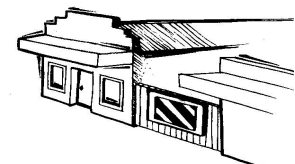
Hoarding sign

A large freestanding advertisement



Home occupation or home business sign

An advertisement associated with a home occupation or home business.



Panel sign

An advertisement that is attached to a panel and mounted onto an existing vertical structure such as a side fence.

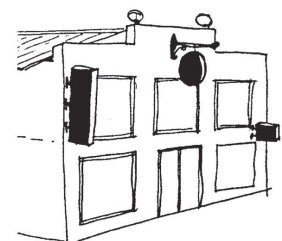
Property sale or lease sign

An advertisement that is placed on or in front of a building or site, with the intention of advertising the sale or lease of that building or site.



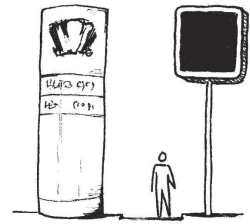
Projecting sign

An advertisement placed perpendicular to the facade of a building (but excludes under verandah signs and above verandah signs).



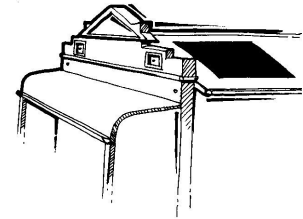
Pylon Sign

A stand alone advertisement (including a monolith sign) supported by one or more piers or columns and not attached to a building.



Roof sign

An advertisement that is painted on or mounted flush to the roof of a building.



Temporary sign

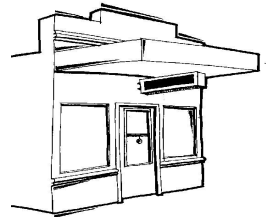
An advertisement that is not permanently attached and will not be erected for less than 48 hours or more than 4 weeks in any calendar year.

Third party sign

An advertisement displaying information that does not relate to the site or building on which the sign is located.

Under verandah sign

An advertisement placed perpendicular to the facade of a building located under a verandah or awning.



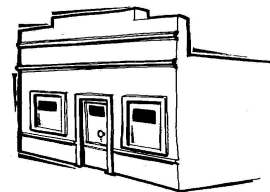
Wall sign

An advertisement attached or painted directly onto an external wall of a building.



Window sign

An advertisement attached to a window of a building, or which is located in the interior of a building and up to 0.6m behind a window.



4.0 Exemption from the Need to Obtain Development Approval

Pursuant to clause 61(1)(h) of the Deemed Provisions, advertisements are exempt from the requirement to obtain planning approval if:

1. Specific requirements are met as set out in Table 1 of this policy; and
2. The proposal does not result in more than five individual advertisements per tenancy; and
3. The proposal does not include any advertisement which contains any illumination or radio animation or movement; reflective; retro-reflective;

and fluorescent materials in its design or structure unless otherwise stated in Table 1.

Note: Signs erected or installed on a heritage listed place or land located within a heritage area are not exempt under clause 61(1)(h).

4.1 Table 1: Exempted Advertisements

Zone/ Reserve	Type of sign	Maximum size and other Requirements
In all zones excluding the Residential zone	Awning sign	a) One per street frontage of the subject tenancy; b) Contained within the width of the building; and c) An area of 0.4m ² per 1m of street frontage to a maximum of 10m ² .
Road Reserve	Bus shelter sign	a) Maximum area of 3m ² (or 6m ² in the case of a double-sided sign).
In all zones	Construction site sign	a) One per street frontage containing the details of the project, professional consultants, contractors and/or builders; b) Maximum area: <ul style="list-style-type: none"> • Sites less than 5000m² – 2m² • Sites greater than 5000m² – 5m² c) Displayed only for the duration of the construction; and d) To be removed within 14 days of the completion of construction.
In all zones excluding the Residential zone	Flag Sign	a) Maximum of two per street frontage;

<i>Zone/ Reserve</i>	<i>Type of sign</i>	<i>Maximum size and other Requirements</i>
		<ul style="list-style-type: none"> b) Total area of the flag/s shall be 0.2m² per 1m of street frontage to a maximum of 2m². c) The flag/s and its supporting structures shall not project more than 600mm from the facade of the building; d) Minimum headway clearance of 2.4m from the ground level immediately below the flag to its lowermost portion; e) Overall maximum height of the flag/s and its supporting structures shall not exceed 3m.
In all zones	Home occupation or home business sign	<ul style="list-style-type: none"> a) One per property regardless of the number of street frontages; b) Mounted flush against the ground floor facade of the building or the perimeter fence; and c) Shall not exceed 0.2m² in area or 1.6m in height.
In all zones excluding the Residential zone	Portable sign	<ul style="list-style-type: none"> a) One per street frontage; b) Located on the lot to which the sign relates, and does not pose a hazard or obstruction to vehicle and/or pedestrian movement or sightlines; c) Content must directly relate to the goods, services, or functions of the property on which it is located; and d) Maximum area of 2m².

<i>Zone/ Reserve</i>	<i>Type of sign</i>	<i>Maximum size and other Requirements</i>
In all zones	Plaques or plates	a) Permitted only on the site to which they pertain; and b) Shall have a maximum area of 0.2m ² .
In all zones	Property sale or lease sign	a) One per street frontage of the subject property; b) Mounted flush against the facade of the building or erected parallel to the street frontage; c) Maximum height of less than 3m above ground level; d) Maximum area: <ul style="list-style-type: none"> • Sites less than 5000m² – 2m² • Sites greater than 5000m² – 5m²; and e) To be removed within seven days of the completion of the sale, lease or rental agreement of the subject property.
In all zones	Temporary sign	a) The advertisement shall advertise a coming event within the district and shall not be erected for a total of more than 4 weeks; and b) Maximum area of sign: <ul style="list-style-type: none"> • Sites less than 5000m² – 2m² • Sites greater than 5000m² – 5m².

<i>Zone/ Reserve</i>	<i>Type of sign</i>	<i>Maximum size and other Requirements</i>
In all zones excluding the Residential zone	Under verandah sign	<ul style="list-style-type: none"> a) One per street frontage of the subject tenancy; b) The aggregate area shall be 0.2m² per 1m of street frontage, to a maximum of 2m²; c) Minimum headway clearance of 2.4m from the ground level immediately below the sign to its lowermost portion; and d) May be internally illuminated in a manner that does not flash or pulsate.
In all zones excluding the Residential zone	Wall sign	<ul style="list-style-type: none"> a) Attached to or directly painted on to the external wall of a commercial building; b) The aggregate area of the shall be 0.4m² per 1m of street frontage of the subject tenancy to a maximum of 10m²; and c) May be externally illuminated in a manner that does not flash or pulsate provided that the lighting is directed onto the sign and that there is no light spill onto the road or adjoining properties.
In all zones excluding the Residential zone	Window sign	<ul style="list-style-type: none"> a) Displayed on the window/s of the business premises from which the advertised item is sold, or the advertised services are supplied; and b) Total area of the sign/s not to cover more than 50% of the total window area of the tenancy as viewed from the

Zone/ Reserve	Type of sign	Maximum size and other Requirements
		street.
Local Reserves	Signs erected by a public authority or a local government, or on its behalf for the purpose of public safety or information and/or the direction and control of people, animals, wildlife or vehicles.	a) May include illumination or radio animation or movement; reflective, retro-reflective or fluorescent materials in the design or structure where this necessary in the opinion of the relevant public authority or the local government.
Road Reserves	Signs erected by a public authority or a local government, or on its behalf for the purpose of public safety or information and/or the direction and control of people, animals, wildlife or vehicles.	a) May include illumination or radio animation or movement; reflective, retro-reflective or fluorescent materials in the design or structure where this necessary in the opinion of the relevant public authority or the local government.
In all zones and reserves	Any sign required to be erected by or pursuant to any statute or regulation operating in Western Australia.	As required by the relevant legislation.

Notes:

- (1) *Portable Signs not located on the subject property are not covered by this policy and are subject to the Activities in Thoroughfares and Public Places Local Law.*
- (2) *Please refer to Planning Policy 3.8 'Development Guidelines for the Rokeby Road & Hay Street Conservation Area' for further provisions relating to advertisements in this conservation area.*

5.0 Requirement for Development Approval and Criteria for Assessment

Advertisements that vary the requirements set out in Table 1 of this Policy require development approval. The following advertisements, as well as any other type of advertisement not listed in this policy, will also require development approval. The below mentioned advertisements will generally not be supported as they do not provide a positive contribution to the amenity and built form of the locality:

- above roof sign;
- above verandah sign;
- balloon or blimp sign;
- hoarding sign;
- panel sign;
- Projecting sign
- pylon sign;
- roof sign; and
- third party sign.

The following criteria shall be considered in assessing a development application for an advertisement.

5.1 Appropriateness to setting

- a) The scale and design of the proposed signage is appropriate to the building (the building should be used as a frame for new signage);
- b) The scale and design of the proposed signage is compatible with the character of the locality and the general nature of land use in the area;
- c) The proposed signage does not block important views, obscure architectural detailing or affect the amenity of nearby properties; and
- d) The proposed signage does not result in the destruction of important elements of the building fabric.

5.2 Consolidation of signs

The proposal includes the rationalisation of signs into a more cohesive and attractive visual statement to reduce visual noise where:

- signs have been installed in an ad-hoc manner over an extended period of time; or
- several businesses are located in close proximity to one another and form part of a shopping centre or similar commercial aggregation.

5.3 Safety

- a) The proposed signage is not presenting a hazard or obstruction to pedestrians;
- b) The proposed signage does not block motorists and cyclists views of traffic information signage or traffic lights; and
- c) The illumination of signage does not detrimentally impact on the safety of motorists or pedestrians.