



# **CITY OF FREMANTLE**

## **LOCAL PLANNING POLICY 2.14**

### **ADVERTISEMENT POLICY**

**ADOPTION DATE:** 6 August 2016 (Ordinary Meeting of Council 27 July 2016)  
**AMENDMENT DATE:** 4 October 2019 (Gazettal of Amendment 78 to LPS4)  
**AUTHORITY:** Local Planning Scheme No. 4 & Planning and Development  
(Local Planning Schemes) Regulations 2015

### **STATUTORY BACKGROUND**

Clause 60 of the Planning & Development (Local Planning Schemes) Regulations 2015 (P&D Regs) requires a person to obtain the prior development approval of the local government unless that development is of a type referred to in clause 61 – Development for which development approval not required of the P&D Regs.

Clause 80 of the P&D Regs provides a Local Government with powers to issue a notice on the owners, occupiers or advertiser of properties that have advertisements that affects the amenity of the locality.

### **PURPOSE**

The purpose of this policy is to provide requirements for advertisements where they require planning approval under the Planning & Development (Local Planning Scheme) Regulations 2015 and the Local Planning Scheme No.4 (the Scheme) and identify specific instances where signage is exempt from the requirement to obtain planning approval.

### **APPLICATION**

This local planning policy is prepared under the provisions of Part 2 of the P&D Regs. In making a determination under this Scheme the local government must have regard to each relevant local planning policy to the extent that the policy is consistent with this Scheme.

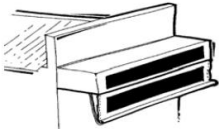

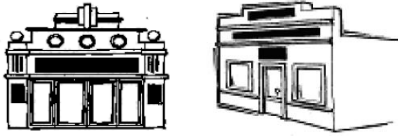
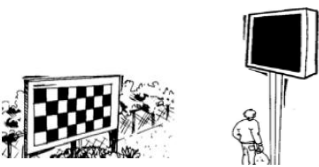


The provisions of this policy apply to all land zoned and reserved under the Scheme.

For advertisements proposed on land not zoned or reserved under the Scheme, the provisions of this policy will be used for guidance purposes only when undertaking a planning assessment.

Sections 1 and 2 of this policy can only be varied by section 3.

## DEFINITIONS

For the purposes of this policy the following definitions of the P&D Regs and the Scheme apply to this policy, 'Advertisement', 'Sign', 'Window Sign' and 'Temporary Sign'. In addition to these Scheme definitions, the following definitions apply:

<p><b>Awning or Verandah Fascia sign</b> means an advertisement attached to the fascia of an awning or verandah.</p>	
<p><b>Below awning or Verandah sign</b> means an advertisement attached to or supported below an awning, verandah.</p>	
<p><b>Building identification sign and Wall or fascia sign</b> means an advertisement 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.</p>	
<p><b>Pole, pylon or freestanding sign</b> means advertisement which is erected on a permanently attached freestanding pole, pylon or other structure and used to advertise one or multiple tenancies on private land.</p>	
<p><b>Projecting sign</b> means an advertisement attached to and protruding perpendicularly or horizontally, from a building or structure but is not attached to the roof of the building or structure.</p>	
<p><b>Roof sign</b> means an advertisement that is displayed on, or erected on or above, the parapet or eaves or roof surface of a building.</p>	
<p><b>Illuminated sign</b> means an advertisement illuminated by internal and/or external lights or composed of light devices that do not flash, change intensity or pattern. Advertisement that is considered illuminated will generally be considered under another definition of a sign and includes advertisements that are projected onto a building or vertical surface.</p>	
<p><b>Animated Sign</b> includes but not limited to any sign or its contents that moves, and includes flashing or "chasing" lights, as well as video signs, plasma and LCD screen signs and signs which are "trivision", "variable message", "changing message" and "fibre optic" signs.</p>	
<p><b>Other sign</b> means a sign that is not consistent with any of the other signage types defined for the purposes of this policy.</p>	
<p><b>Exempt Advertisement</b> means advertising that does not require the prior planning approval of Council.</p>	

## **POLICY**

### **1 GENERAL ADVERTISEMENT PROVISIONS**

#### **1.1 General requirements applicable to all signs:**

- (a) Advertisements will not be approved on properties primarily used for residential purposes where the advertisement does not pertain to a relevant home business, occupation or store on the site unless otherwise provided for in another local planning policy.
- (b) Advertisements are to be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users.
- (c) Advertisements will be compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality. Consideration will be given to the number and type of existing signs in the locality so as to avoid visual clutter.
- (d) Advertisements shall not impede pedestrian or vehicle movements.
- (e) Illuminated signs are to be maintained to operate as an illuminated sign; and
- (f) Advertisements are not to emit a flashing or moving light or radio; animation or movement in its design or structure; reflective, retro-reflective or fluorescent materials in its design structure.
- (g) Advertisements in the form of an Animated signs will not, be supported by Council.
- (h) Advertisements will not be approved on private land which include,
  - i. 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
  - ii. a product or service not provided on the site on which the advertisement is located;
  - iii. 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; or
  - iv. signs for an activity or event not occurring on the site on which the advertisement is located.

### **2 PROVISIONS FOR SPECIFIC TYPES OF ADVERTISEMENT**

- 2.1 The following provisions may be varied where it can be demonstrated that the requirements of Clause 3 of this policy are met to the satisfaction of the Council.

## **2.2 Awning Fascia or Verandah Fascia Signs**

2.2.1 Awning fascia or verandah fascia signs are deemed acceptable where:

- (a) The advertisement(s) is contained within the depth of the existing fascia and does not exceed the length of the tenancy, and
- (b) The advertisement(s) are restricted to three signs per street frontage per tenancy.

## **2.3 Below Awning or Verandah Signs**

2.3.1 Below Awning or Verandah signs are deemed acceptable where:

- (a) The advertisement(s) allows for a headway of at least 2.75m as measured from the immediate below footpath level; and
- (b) The advertisement is located so that it is perpendicular to the building façade; and does not exceed the width of the awning or verandah; and
- (c) The advertisement is restricted to one sign per street frontage per tenancy and can be double sided.

## **2.4 Wall, Fascia, Building Identification or Projecting Sign**

2.4.1 Wall, Fascia or Projecting Signs are deemed acceptable where:

- (a) The advertisement does not project above the fascia of the building and does not exceed the frontage of the tenancy; and
- (b) The advertisement(s) are restricted to three signs per street frontage per tenancy.

## **2.5 Free Standing Sign or Pole or Pylon Sign**

2.5.1 Free Standing Sign or Pole or Pylon Signs are deemed acceptable where:

- (a) The advertisement is no more than the height of the immediately adjoining subject building or no more than 6.0m in height whichever is the lesser; and
- (b) The advertisement does not significantly obstruct the view between the building and the street, thereby preventing casual surveillance of the street from the property and vice versa; and
- (c) It can be demonstrated that the advertisement is consistent with a particular design convention associated with a specific land use (ie pylon signs for petrol stations); and
- (d) The advertisement is restricted to one sign per site, may include the advertising of multiple tenancies and can be illuminated and / or double sided.

## **2.6 Window Sign**

2.6.1 Window Signs are deemed acceptable where:

- (a) Casual surveillance of the street is sufficiently maintained; and
- (b) The advertisement is no more than 50% coverage of the total window area of the tenancy.

## **2.7 Roof Signs**

2.7.1 Roof signs are deemed acceptable where:

- (a) The advertisement does not project more than 1.5m above the height part of the roofline and does not exceed the length of the tenancy; and
- (b) The advertisement is restricted to one sign per street frontage per tenancy and can be illuminated and / or double sided
- (c) The advertisement does not overshadow major openings or outdoor living space of neighbouring residential properties.

## **2.8 Other Signs**

2.8.1 In assessing advertisement(s) that are not consistent with the signage types defined within this policy, the advertisements shall be assessed against, and be consistent with Clause 1 and Clause 3 (where applicable) of this policy.

## **3 VARIATIONS TO STANDARDS**

3.1 Council may vary the requirements outlined within Clause 1 and 2 where it can be demonstrated that the following can be met to the satisfaction of the Council:

- (a) The cumulative effect of the signage does not negatively impact on the surrounding locality by way of visual clutter; and
- (b) The scale and design of the signage is subservient to the building to which it relates, are sized in proportion with parapets, panels, windows and wall areas within close proximity to the proposed sign so as to not dominate the view of the building from the street.

## **4 ADDITIONAL REQUIREMENTS FOR PROPERTIES ON THE HERITAGE LIST**

4.1 In addition to the specific requirements outlined in this policy, the City is to be satisfied that advertisement(s) proposed on properties included on the City's Heritage List will not have a detrimental impact on the heritage significance of the site, in accordance with heritage advice provided as per the City's L.P.P1.6 Preparing Heritage Assessments.

4.2 In addition to any heritage advice provided in accordance with clause 4.1, Council will consider advertisements on heritage significant buildings acceptable when;

- (a) The advertisement does not cover any significant architectural features or detailing of a building; and
- (b) The advertisement does not significantly obstruct the view between the building and the street.

## 5 EXEMPTED ADVERTISEMENTS

Land Use and/or Development	Exempted Sign★	Maximum Size & requirements
In all zones	Any change to the words, pictures, symbols or colours of any approved advertisement where the change does not alter the size or purpose of the approved advertisement.	
In all zones	Property disposal	<ul style="list-style-type: none"> <li>One sign per street frontage advertising for sale, lease or rent the property on which the sign is situated.</li> <li>Maximum area as follows— <ul style="list-style-type: none"> <li>Sites less than 5000 sqm - 2 sqm</li> <li>Sites greater than 5000sqm - 5 sqm</li> </ul> </li> </ul>
In all zones	Construction sites	<ul style="list-style-type: none"> <li>One sign per street frontage advertising details of the project, architects, contractors or builders, displayed only for the duration of the construction.</li> <li>Maximum area as follows— <ul style="list-style-type: none"> <li>Sites less than 5000 sqm — 2 sqm</li> <li>Sites greater than 5000 sqm — 5 sqm</li> </ul> </li> </ul>
In all zones	Temporary sign (refer to definition in Schedule 1 of the Scheme)	<ul style="list-style-type: none"> <li>One sign per road frontage.</li> <li>Maximum area as follows— <ul style="list-style-type: none"> <li>Sites less than 5000 sqm — 2 sqm</li> <li>Sites greater than 5000 sqm — 5 sqm</li> </ul> </li> </ul>
In all zones, excluding the Residential zone	Sign not permanently attached (refer to definition in Schedule 1 of the Scheme)	<ul style="list-style-type: none"> <li>One per street frontage,</li> <li>located on the lot to which the sign relates and directly relating to the goods, services, or functions of the property on which it is located,</li> <li>maximum area 2sqm, and</li> <li>does not pose a hazard or obstruction to vehicle and/or pedestrian movement or sightlines.</li> </ul>
In all zones, excluding the Residential zone	Window sign (refer to definition in Schedule 1 of the Scheme)	Provided the sign is/are displayed on the windows of the business premises from which the advertised item is sold, or the advertised services are supplied, and the total sign does not cover more than 50% of the total window area of the tenancy as viewed from the street.
In all zones	Plaques or plates	On the site to which they pertain. Maximum area 0.2 sqm
In all zones	Building identification Sign	A single line of letters not exceeding 300mm in height and fixed to the façade of the building.
Local Reserves	Signs erected by a public authority, or on its behalf for the purpose of public safety or information and/or the direction and control of people, animals or vehicles	N/A

Land Use and/or Development	Exempted Sign★	Maximum Size & requirements
Road Reserves	Signs erected by a public authority, or on its behalf for the purpose of public safety or information and/or the direction and control of people, animals or vehicles	N/A

★The exempted signs specified above exclude signs which contain any illumination or radio; animation or movement in its design or structure; reflective, retro-reflective or fluorescent materials in its design structure.

#### Review information and related documentation

**Reviewing officer:** Manager Strategic Planning  
**Policy adopted:** 4/10/2019 - SPT1905-3  
**Policy amended:** n/a  
**Legislation:** Planning and Development (Local Planning Schemes) Regulations 2015; Planning and Development Act 2005  
**Delegations:** NA  
**Related documents:** NA  
**Next review date:** 1 May 2020