



Local Planning Policy 2.14

Advertisements and Signs



Advertisements and Signs

Citation

This is a Local Planning Policy prepared under Schedule 2 of the Planning and Development (Local Planning Schemes) Regulations 2015. This policy may be cited as Local Planning Policy 2.14 – Advertisements and Signs (LPP 2.14).

Introduction

The purpose of this policy is to provide requirements for advertisements where they require planning approval under the *Planning and Development (Local Planning Scheme) Regulations 2015* (the Regulations) and the Local Planning Scheme No. 4 (the Scheme).

Objectives

The objectives of this Policy are to ensure that advertisements:

1. Are minimised and designed to not detract from the character and amenity of the area;
2. Are not detrimental to the amenity of nearby residential properties;
3. Avoid a proliferation of signs and prevent streetscapes from becoming visually cluttered;
4. Do not cause hazardous distraction or danger to motorists, pedestrians and other road and footpath users;
5. Are integrated into and proportional to the scale and features of the building to which they relate;
6. Do not dominate the view of the building from the street nor detrimentally affect view corridors or the streetscape; and
7. Are in keeping with, and do not detract from, the heritage significance of a heritage-protected place.

Application of this Policy

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 when undertaking a planning assessment.

Variations to this Policy will be assessed against the objectives of this Policy.

Advertisements exempt from requiring planning approval can be found in Local Planning Policy 1.7: Development Exempt from Planning Approval.



Policy Provisions

PART 1 - GENERAL ADVERTISEMENT PROVISIONS

1.1 General requirements applicable to all signage:

- a) Advertisements are not to be placed 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 should be located and designed so as not to cause a hazardous distraction to motorists, pedestrians or other road users.
- c) Advertisements should 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 should not impede pedestrian or vehicle movements.
- e) Illuminated signs should be maintained to operate as an illuminated sign.
- f) Advertisements should not emit a flashing or moving light or radio; animation or movement in its design or structure; or reflective, retro-reflective or fluorescent materials in its design structure.
- g) Animated signs are discouraged in all zones due to amenity impacts, driver distraction and visual clutter. Large animated signs are generally not compatible with heritage-protected places.
- h) Advertisements are not to 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;
 - 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 occupies 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.



PART 2 - PROVISIONS FOR SPECIFIC TYPES OF ADVERTISEMENTS

2.2 Awning Fascia or Verandah Fascia Signs

2.2.1 Awning fascia or verandah fascia signs should be:

- (a) Contained within the depth of the existing fascia and do not exceed the length of the tenancy; and
- (b) Restricted to three signs per street frontage per tenancy.

2.3 Below Awning or Verandah Signs

2.3.1 Below awning or verandah signs should:

- (a) Allow for a headway of at least 2.75m above the footpath as measured from immediately below the sign;
- (b) Be located so that they are perpendicular to the building façade;
- (c) Not exceed the width of the awning or verandah; and
- (d) Be 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 should:

- (a) Where the sign is a projecting sign, allow for a headway of at least 2.75m above the footpath as measured from immediately below the sign;
- (b) Not project above the fascia of the building;
- (c) Not exceed the frontage of the tenancy; and
- (d) Be restricted to three signs per street frontage per tenancy.

2.5 Free Standing Sign or Pole or Pylon Sign

2.5.1 Free standing signs, pole or pylon signs should:

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

2.6 Window Sign



2.6.1 Window signs should:

- (a) Ensure casual surveillance of the street is sufficiently maintained; and
- (b) Cover no more than 50% of the total window area of the tenancy.
- (c) Where Animated signs are considered, they are limited to 1 per tenancy

2.7 Roof Signs

2.7.1 Roof signs should:

- (a) Not project more than 1.5m above the height of the roofline;
- (b) Not exceed the length of the tenancy;
- (c) Be restricted to one sign per street frontage per tenancy and may be illuminated and / or double sided; and
- (c) Not overshadow major openings or outdoor living spaces of neighbouring residential properties.

2.8 Other Signs

2.8.1 In assessing advertisements that do not fit within the definitions, advertisements shall be assessed against Part 1, Part 3 (where applicable), and the objectives of this Policy.

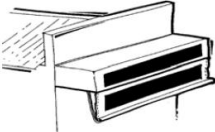

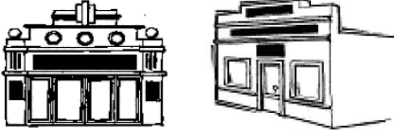
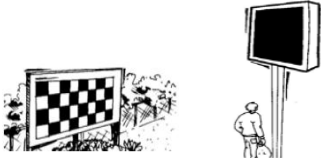

PART 3 - ADDITIONAL REQUIREMENTS FOR PROPERTIES ON THE HERITAGE LIST


3.1 Advertisements on a heritage-protected place should:

- (a) Not have a detrimental impact on the heritage significance of the place;
- (b) Not cover any significant architectural features or detailing of a building;
- (c) Not significantly obstruct the view between the building and the street; and
- (d) Fit to the traditional location/positioning of the specific building or streetscape whenever possible.

Definitions

For the purposes of this policy the following definitions of the Regulations 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>Awning or verandah fascia sign means an advertisement attached to the fascia of an awning or verandah.</p>	
<p>Below awning or verandah sign means an advertisement attached to or supported below an awning, verandah.</p>	
<p>Building identification sign and wall or fascia sign 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>Pole, pylon or freestanding sign 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>Projecting sign 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>Roof sign means an advertisement that is displayed on, or erected on or above, the parapet or eaves or roof surface of a building.</p>	
<p>Illuminated sign 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>Animated Sign 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>Other sign means a sign that is not consistent with any of the other signage types defined for the purposes of this policy.</p>	
<p>Exempt Advertisement means advertising that does not require the prior planning approval of Council.</p>	

Heritage-protected place is as defined in Schedule 2 Regulation 1A of the *Planning and Development (Local Planning Schemes) Regulations 2015*. For ease of reference, the definition includes state registered places, locally registered places, places the subject of a heritage order or heritage agreement, and all properties within a heritage area, including non-contributory properties.

Local Planning Policy – Document Control			
Responsible Officer	Previous Policy Title	Next Review Date	
Manager City Planning	2.14: Advertisements	(four years)	
Version	Decision to Adopt/Amend	Brief Details of Modifications	
1	27 July 2016 OCM	Adoption	
2	4 October 2019 OCM	Moving requirements from scheme to policy	
4	11 March 2026 OCM – C2603-8		
Public Consultation	Yes/No		
WAPC Approval Required?	No	Date approved by WAPC	N/A