

Policy

Local Planning Policy 9 Advertising Signage



Local Planning Policy 9 Advertising Signage

Adopted:	14 November 2018; Resolution No. # 312
Last reviewed:	[Insert date of last review if applicable]
Legal Authority:	Local Government Act Section 2.7 – The Role of Council Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 Deemed Provisions (Division 2)
Directorate:	City Regulation
Department:	Statutory Planning Department
Related documents:	This Policy shall be read in conjunction with the City of Kwinana’s By-law Relating to Signs and Bill Posting and Activities on Thoroughfares and Public Places and Trading Local Law.

Policy:

1. Title

Local Planning Policy 9: Advertising Signage

2. Purpose

The purpose of Local Planning Policy 9: Advertising Signage (LPP 9) is to ensure the design and placement of advertising signage on properties within the City of Kwinana does not adversely impact the amenity of the surrounding areas.

3. Background

Clause 67 of Schedule 2 – Deemed Provisions for local planning schemes of Planning and Development (Local Planning Schemes) Regulations 2015 details various matters to be considered by the local government in considering an application for development approval. This clause also requires that development applications be assessed against any local planning policy for the Scheme area.

4. Objectives

- a) To provide a consistent approach to the development of signage within the City of Kwinana;
- b) To ensure signage does not adversely impact on the amenity and streetscapes of the City and is integrated with the surroundings;
- c) To ensure signage does not detract from the level of public safety;
- d) To ensure that the scale of a sign is appropriate to the size of buildings and site frontages; and
- e) To minimise signage clutter along street frontages and/or on buildings.

The objectives provide overarching guidance to the assessment of signage development applications. To provide more specific guidance a series of standards are set out in Table 1 and Table 2 of LPP 9.

5. Policy Application and Interpretation

LPP 9 applies to advertising signage on zoned and reserved land that requires planning approval under the City of Kwinana Local Planning Schemes No.2 and No.3 (LPS2 and LPS3). Signage within a road reserve is not considered under this policy and is subject to the provisions of the City's Activities on Thoroughfares and Public Places and Trading Local Law (2011). LPP 9 should be read in conjunction with the City's By-law Relating to Signs and Bill Posting and the City's Activities on Thoroughfares and Public Places and Trading Local Law (2011) in particular in the assessment of Estate Development Signage Strategy applications. Where there is any inconsistency between LPP 9 and the City's Local Laws specified above, Clause 34.2 of the City's By-law Relating to Signs and Bill Posting gives Council discretion to vary the By-law subject to Council being satisfied that advertising signage is not injurious to the amenity or natural beauty or safety of the area.

Signage is a form of development that requires planning approval, other than signage that is exempt from planning approval under Appendix VII – Exempted Advertisements Pursuant to Division 11 and Clause 61 of the Deemed Provisions for Local Planning Schemes of the Planning and Development (Local Planning Schemes) Regulations 2015.

LPP 9 provides guidance on the extent and location of various forms of signage that are not exempt from planning approval under LPS2 and LPS3. LPP 9 also provides guidance to applicants making signage applications and to City officers when assessing such applications under the City's Local Planning Schemes.

Signage that is compliant with LPP 9 and forms part of a Development Application that is submitted to the City is deemed approved only once the Development Application has been approved by the City. Compliance with this policy does not constitute approval.

6. Definitions

Advertising signage is defined as; any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The

term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purposes of advertising.

Aggregate area is the total, combined surface area of each particular type of sign on a site.

Kwinana City Centre – the area contained within LPS3.

In addition to the above, the various types of signs subject to this Policy are detailed in Tables 1 and 2.

7. Sign Development Standards

The standards below will be considered by the City when assessing signage applications.

An application for signage should seek to meet the signage requirements specified in Table 1 or Table 2 of LPP 9. City Officers will assess applications against the objectives of LPP 9. Applications that do not meet the objectives of LPP 9 will be referred to Council for determination.

Except for hoarding signs, signs shall only display the following;

- a) The name of the occupier/s of the business;
- b) Details of the business carried out at the premises;
- c) Details of the goods sold in the premises to which it is affixed; and
- d) Any other information specifically approved by the City.

No sign shall:

- a) Be constructed of glass, unless it is part of an illuminating globe or tube;
- b) Be constructed of readily combustible material (including paper, cardboard or cloth), except as part of a banner, flag or poster securely fixed to a signboard or other structure;
- c) Affect the stability of any building;
- d) Not relate to the land use or occupancy of that land (i.e. advertising that promotes business or activities elsewhere, or products or services names not available at the property, will not generally be permitted) unless otherwise specifically approved by the City;
- e) Be located in a position where it will unreasonably or unsafely obstruct driver or pedestrian sightlines;
- f) Be flashing or animated, moving or rotating;
- g) Contain discriminatory or offensive material as determined by the City;
- h) Be detrimental to the general amenity or safety of an area;
- i) Extend beyond any boundary of a lot (unless allowed under a verandah or attached to a fascia).
- j) If illuminated;
 - (i) Be located a minimum of 500m from the nearest residences or land capable of being developed for residential lots;

- (ii) Light emission must be of a low-level not exceeding 300cd/2 and not flash, pulsate, move or rotate and comply with Australian Standard (AS) 4282 – Control of Obtrusive Effects of Outdoor Lighting;
- (iii) Emit light of such intensity that it could, in the opinion of the City, create a traffic hazard or nuisance to the public;
- (iv) Not interfere with or be likely to be confused with traffic control signals; and
- (v) Be maintained to operate as an illuminated sign.

Individual buildings should generally have no more than two approved signs unless otherwise approved by the City with consideration to an approved Signage Strategy.

8. Signage in the Kwinana City Centre (Properties covered under LPS3)

The nature and diversity of signage in a Secondary Activity Centre* has an important impact on the character of the area. While artful and inventive signs add colour and interest to a streetscape, their location, size and content must be managed to avoid visual clutter where the information purpose of signs is lost in the confusion of competing messages.

Apart from a building name, no signs are permitted for residential development anywhere in the Kwinana City Centre. A sign identifying the name of a residential building must be attached to the structure and should be designed as an integral part of the architecture.

Signage within the Kwinana City Centre shall be as per the Commercial Zone development standards contained in Tables 1 and 2 with the exception of signage along Chisham Avenue (Main Street).

Chisham Avenue is the focus of public activity in the Kwinana City Centre and it is important that signage be coordinated and integrated into the design of the building. Acceptable sign types include wall signs, awning signs and sandwich board signs.

The following signs shall not be permitted along Chisham Avenue Main Street (unless as part of a Signage Strategy or to replace an existing sign of the same type);

- Pylon signs
- Roof signs
- Banner signs
- Freestanding banner signs
- Monolith sign
- Inflatable sign
- Hoarding Sign/Billboard
- Sea Container sign

* Defined as Secondary Activity Centre in Perth and Peel @ 3.5 million (March 2018).

OTHER CONSIDERATIONS

9. Signage Strategies

A Signage Strategy is an overall plan for the whole of the development site or area, showing the location, type, size and design of all existing and proposed signs, as well as the outline of any buildings, landscaping, car parking areas, vehicular access points etc.

For developments such as shopping centres, commercial or industrial complexes, service stations, take away food outlets and land development estates which often include multiple signs, a Signage Strategy for the whole development will be required as part of the application for planning approval. This will enable assessment of signage proposed having regard to the development design and layout.

A Signage Strategy will also be required to be submitted on application for planning approval for:

- a) All new buildings or developments where multiple tenancies are proposed;
- b) Land development estates which propose more than ten new lots; and
- c) Other developments where the total number of signs (existing and proposed) on the site is likely to exceed 50% of the total area of any one elevation of the building.

The Signage Strategy should explain and demonstrate the need for the extent and design of signs proposed, having regard to the objectives and provisions of this policy and should seek to integrate the signage with the development design, particularly through the provision of signage panels within the building facades. Recognising that specific uses may not be known at the planning approval stage, it is not necessary to include specific signage content in the Signage Strategy.

Once approved, all subsequent sign applications will be assessed against previously approved Signage Strategies. Modifications to the Signage Strategy to permit additional signage will be subject to further approval.

The Signage Strategy for a new residential estate development should make provision for:

- a) A consistent theme for the estate;
- b) Signs to be generally confined to the estate to which it relates;
- c) Off-site signs (with approval of relevant landowners) to be within 2km of the estate and to be predominantly for directional purposes; A maximum of two off-site signs per residential estate permitted.
- d) A full explanation of the design and location of any entry statements within a new estate and their ongoing maintenance;
- e) A requirement for sign removal within 30 days of 95% of the lots being sold;
- f) The avoidance of a proliferation of estate signs; and
- g) Inclusion of the suburb name, where appropriate.

10. Signage Panels

New commercial and industrial buildings should be designed to incorporate defined areas for signage on the building façade, as part of an integrated building design, to enable signs to integrate with the building's architectural design.

11. Places of Heritage Significance

For either individual places of heritage significance or heritage areas, as identified in the City's Municipal Heritage Inventory, particular care is to be made to rationalize the number and extent of signs. Signs are to be integrated with the building design and not dominate the building architecture. Signs which extend the height of the building, dominate the building or screen parts of the building are not considered appropriate. Signs should be located on the gable end, parapet, verandah, awning edge or end, or above and below windows, and generally should not be fixed to windows.

The style and colour/s of signs should be consistent with the style and period of the building. Internally illuminated signs will not generally be permitted, except where the design refers to the business name only. Where possible, any illumination should be internal to the sign and should not exceed 300cd/m² and shall not flash, pulsate or chase. The sign shall comply with Australian Standard (AS) 4282 – Control of Obtrusive Effects of Outdoor Lighting.

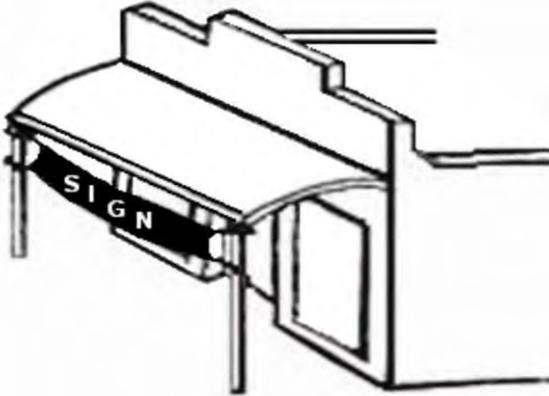
12. Referral Requirements for Signage on land on or abutting Primary Regional Roads and Other Regional reservation

Signage applications that are on land that abuts or that is fully or partly reserved as Primary Regional Roads (PRR) or Other Regional Roads (ORR) in the Metropolitan Region Scheme (MRS) shall be referred to the relevant Public Authority, where required, for comment and recommendation, before being determined.

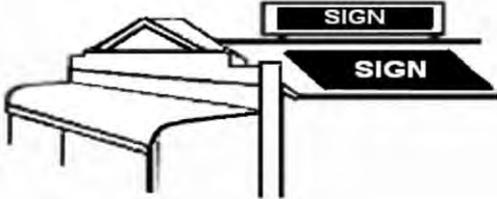
13. Signage Maintenance

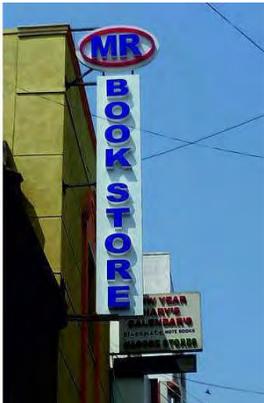
All signs shall be kept clean and free from unsightly matter and shall be maintained by the applicant and/or landowner in good order and repair to the satisfaction of the City, whether requiring approval or otherwise.

Table 1 – Requirements for signs on buildings

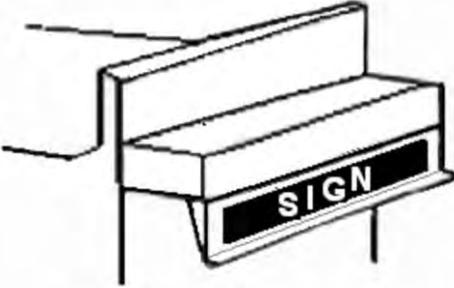
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Banner Sign</p> <p>A temporary sign normally made of lightweight, non-rigid material, such as fabric, canvas or cloth attached to a part of a building and is generally used to promote a particular event.</p> 	<p>Not permitted</p> <p>Note: May be considered as part of a Signage Strategy</p>	<p>Not permitted</p>	<p>Dimension: maximum height 1m, maximum width 4m.</p> <p>Must:</p> <ul style="list-style-type: none"> • be restricted to one banner on any occasion; • only be displayed for a maximum period of 21 days at a time at no less than 3 monthly intervals; and • be removed within 24 hours following the event or offer. 	<p>Dimension: maximum height 1m, maximum width 4m.</p> <p>Must:</p> <ul style="list-style-type: none"> • be restricted to one banner on any occasion; • only be displayed for a maximum period of 21 days at a time at no less than 3 monthly intervals; and • be removed within 24 hours following the event or offer.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Created Roof Sign</p> <p>A sign affixed to the fascia or parapet, or forms part of a projection above the eaves or ceiling of the building and complements the architectural style of the building, but does not include a Roof Sign.</p> 	Not permitted	Not permitted	<p>Maximum height - 3.5m Maximum area - 5m²</p> <p>Sign shall:</p> <ul style="list-style-type: none"> • Be limited to one sign per building; • Not project more than 400mm from the portion of the building to which it is attached; • Not be within 500mm of either end of the fascia, roof or parapet of the building to which it is attached; and • require a certificate from a structural engineer certifying that the sign is structurally sound. 	<p>Maximum height - 3.5m Maximum area - 5m²</p> <p>Sign shall:</p> <ul style="list-style-type: none"> • Be limited to one sign per building; • Not project more than 400mm from the portion of the building to which it is attached; • Not be within 500mm of either end of the fascia, roof or parapet of the building to which it is attached; and • require a certificate from a structural engineer certifying that the sign is structurally sound.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Roof Sign</p> <p>A sign erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building.</p> 	Not permitted	Not permitted	Not permitted	Not permitted

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> Residential Special Rural Special Residential Development 	<ul style="list-style-type: none"> Rural 	<ul style="list-style-type: none"> Commercial (Service Commercial & Commercial) Mixed Business Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Vertical Sign</p> <p>A sign attached to a building in which the vertical dimension exceeds the horizontal dimension exclusive of mountings.</p> 	<p>Not permitted</p> <p>Note: May be considered as part of a Signage Strategy</p>	<p>Not permitted</p>	<p>Must:</p> <ul style="list-style-type: none"> Not project more than 1.0m from the wall and not exceed 3.125m² in area; Be of a height of at least twice its width but not exceeding 2.5 m; Have a minimum clearance of 2.5m from ground level; Be limited to one sign per tenancy per lot; Not be within 4m of another vertical sign; and Not project above the top of the wall to which they are attached. 	<p>Must:</p> <ul style="list-style-type: none"> Not project more than 1.0m from the wall and not exceed 3.125m² in area; Be of a height of at least twice its width but not exceeding 2.5m; Have a minimum clearance of 2.5m from ground level; Be limited to one sign per tenancy per lot; Not be within 4m of another vertical sign; and Not project above the top of the wall to which they are attached.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Semaphore Sign</p> <p>A sign attached to a structure or building, where the sign is affixed by one of its ends only.</p> 	Not Permitted	Not Permitted	<p>Dimension: maximum height 1.5m.</p> <p>Maximum width 1.5m Clearance: minimum 2.5m</p> <p>Must:</p> <ul style="list-style-type: none"> • be affixed perpendicular to a wall; and • No more than one sign shall be fixed over or adjacent to any one entrance to a building. 	<p>Dimension: maximum height 3m, maximum width 1.5m.</p> <p>Clearance: minimum 2.5m</p> <p>Must:</p> <ul style="list-style-type: none"> • be affixed perpendicular to a wall; and • no more than one sign shall be fixed over or adjacent to any one entrance to a building.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Verandah Sign</p> <p>A sign affixed on, above or under a verandah and includes a sign that is affixed to cantilevered awnings and balconies.</p> 	Not Permitted	Not Permitted	<p>Dimension: maximum height 0.4m; maximum width 2.4m</p> <p>Clearance: minimum 2.5m</p> <p>Must:</p> <ul style="list-style-type: none"> • not extend above or beyond the width of the fascia, verandah, awning or balcony; and • not be located within 2m of another such sign on the fascia of the same verandah. 	<p>Dimension: maximum height 1m; maximum width 3m</p> <p>Clearance: minimum 2.5m</p> <p>Must:</p> <ul style="list-style-type: none"> • not extend above or beyond the width of the fascia, verandah, awning or balcony; and • not be located within 2m of another such sign on the fascia of the same verandah.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Wall Sign</p> <p>A sign painted or attached parallel to the wall of a building or structure. This includes a sign located on support pillars and columns, parapets and fascia.</p> 	<p>Not permitted except where approved in conjunction with an approved business operating from the premises in which the following criteria apply:</p> <p>Area: maximum 1.2m² (non-residential building), maximum 0.2 m² (residential building)</p> <p>Must:</p> <ul style="list-style-type: none"> • not extend beyond the top or either end of the wall; • not obscure architectural details; • not project more than 600mm from the wall to which it is attached; • not exceed one wall sign per Strata Title or Green Title lot; and not be illuminated. 	<p>Area: maximum 4m² (non-residential building), maximum 0.2m² (residential building).</p> <p>Must:</p> <ul style="list-style-type: none"> • not extend beyond the top or either end of the wall; • not obscure architectural details; • not project more than 600mm from the wall it is attached; and • not exceed one wall sign per lot; and not be illuminated. 	<p>Signs shall;</p> <ul style="list-style-type: none"> • be limited to two signs per tenancy on a lot; • not exceed 10m² in aggregate area per tenancy; • not project more than 600mm from the wall it is attached; • if placed above door openings, have a minimum clearance of 2.5m from ground level; • not obscure architectural details; and • Be not more than one line of signs facing any one street on any storey of a building. 	<p>Signs shall;</p> <ul style="list-style-type: none"> • not exceed 30m² in aggregate area per tenancy; • not project more than 600mm from the wall it is attached; • if placed above door openings, have a minimum clearance of 2.5m from ground level; • not obscure architectural details; and • be not more than one line of signs facing any one street on any storey of a building.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Rural • Special Residential • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Window Sign</p> <p>Sign which is painted or affixed to either the interior or exterior surface of the glazed area of a window.</p> 	Not Permitted	Not Permitted	<p>Area: maximum 50% of the window</p> <p>Must:</p> <ul style="list-style-type: none"> • be visually permeable ('see through'). • Examples may include the use of cut-out block lettering or transparent materials. 	<p>Area: maximum 50% of the window</p> <p>Must:</p> <ul style="list-style-type: none"> • be visually permeable ('see through'). • Examples may include the use of cut-out block lettering or transparent materials.

Table 2 – Requirements for Freestanding Signs

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural Zones • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Community Service Sign</p> <p>A temporary sign which advertises non-profit, short term events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations or the like.</p> 	<p>Sign shall:</p> <ul style="list-style-type: none"> • Be located on the site of a community event or the property of the organisation holding the community event; • Have an area of not more than 3m²; • Be limited to a maximum of one sign per frontage of a lot; • Not be exhibited more than four weeks prior to the event advertised and must be removed not later than one week after the conclusion of the event. 	<p>Sign shall:</p> <ul style="list-style-type: none"> • Be located on the site of a community event or the property of the organisation holding the community event; • Have an area of not more than 3m²; • Be limited to a maximum of one sign per frontage of a lot; • Not be exhibited more than four weeks prior to the event advertised and must be removed not later than one week after the conclusion of the event. 	<p>Sign shall:</p> <ul style="list-style-type: none"> • Be located on the site of a community event or the property of the organisation holding the community event; • Have an area of not more than 3m²; • Be limited to a maximum of one sign per frontage of a lot; • Not be exhibited more than four weeks prior to the event advertised and must be removed not later than one week after the conclusion of the event. 	<p>Sign shall:</p> <ul style="list-style-type: none"> • Be located on the site of a community event or the property of the organisation holding the community event; • Have an area of not more than 3m²; • Be limited to a maximum of one sign per frontage of a lot; • Not be exhibited more than four weeks prior to the event advertised and must be removed not later than one week after the conclusion of the event.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural Zones • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Display Home Sign</p> <p>A sign which is erected as part of an approved residential estate display home to be displayed for the duration of the display home and removed on cessation of use of the display home.</p> 	<p>Maximum number of signs per display home: Three</p> <p>The following sign types shall be considered; wall signs, banner signs, and monolith signs with dimensions as per the Commercial Zone requirements in Tables 1 and 2.</p> <p>To be considered as part of a Signage Strategy.</p> <p>Signs shall not be illuminated after 9pm and shall be removed upon the cessation of the Display Home use.</p>	Not permitted	Not permitted	Not permitted

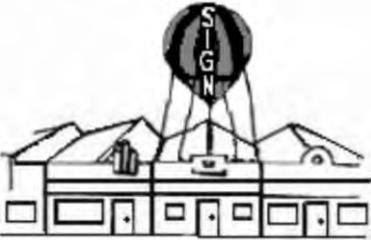
Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential Zones • Special Residential Zones • Special Rural Zones • Development Zones 	<ul style="list-style-type: none"> • Rural Zones 	<ul style="list-style-type: none"> • Commercial Zones (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial Zones (General Industry & Light Industry)
<p>Estate Development Sign</p> <p>A sign promoting subdivision approved by the Western Australian Planning Commission, by displaying information about the estate such as the estate name, the plan of subdivision for development, the estate features (including entry statements), sales and real estate agency contact details.</p>	<p>Signs shall;</p> <ul style="list-style-type: none"> • have a maximum sign face of 35m²; • only be considered in the context of a Signage Strategy except where less than 10 new lots are proposed; • generally be situated on the land that is being subdivided; • be spaced at intervals of at least 200m; • signs fronting the Kwinana Freeway to be spaced at intervals of at least 500m; • maximum of two directional signs allowed outside the land development estate; • be displayed for generally 2 years; and • be removed within 30 days of 95% of lots or buildings within the estate or applicable stage being sold. 	Not permitted	Not permitted	<p>Signs shall;</p> <ul style="list-style-type: none"> • have a maximum sign face of 35m²; • only be considered in the context of a Signage Strategy except where less than 10 new lots are proposed; • generally be situated on the land that is being subdivided; • be spaced at intervals of at least 200m; • signs fronting the Kwinana Freeway to be spaced at intervals of at least 500m; • maximum of two directional signs allowed outside the land development estate; • be displayed for generally 2 years; and • be removed within 30 days of 95% of lots or buildings within the estate or applicable stage being sold.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> Residential Special Residential Special Rural Development 	<ul style="list-style-type: none"> Rural 	<ul style="list-style-type: none"> Commercial (Service Commercial & Commercial) Mixed Business Public Recreation 	Industrial (General Industry & Light Industry)
Estate Development Sign (cont.) 	Entry Statements shall; <ul style="list-style-type: none"> be located entirely within private property; where it contains an estate name, an entry statement shall also include the approved locality name depicted in at least equal prominence; and be maintained by the developer and removed by the developer at a predetermined time linked to the completion of the sales at the estate, unless alternative arrangements are agreed to by the City. 	Not permitted	Not Permitted	Entry Statements shall; <ul style="list-style-type: none"> be located entirely within private property; where it contains an estate name, an entry statement shall also include the approved locality name depicted in at least equal prominence; and be maintained by the developer and removed by the developer at a predetermined time linked to the completion of the sales at the estate, unless alternative arrangements are agreed to by the City.

Type of Sign	Applicable Zones			
	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Freestanding Banner Signs</p> <p>A freestanding banner sign is an advertising device made from lightweight material attached to a pole weighted to the ground. These signs come in a variety of shapes and may also be referred to as 'Bali', 'Teardrop', 'Blade' or 'Wing' signs.</p> 	Not permitted	Not permitted	<p>Dimension: max. 2.5m height max. 1.2m width</p> <p>Must:</p> <ul style="list-style-type: none"> • be limited to 2 per street frontage; • be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions; • be erected within the boundaries of the lot and not project beyond any lot boundary; • not be located within the street setback line; • not impede vehicle sightlines for access to and from the property; and • not impede pedestrian access to and from the property. 	<p>Dimension: max. 2.5m height max 1.2m width</p> <p>Must:</p> <ul style="list-style-type: none"> • be limited to 2 per street frontage; • be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions; • be erected within the boundaries of the lot and not project beyond any lot boundary; • not be located within the street setback line; • not impede vehicle sightlines for access to and from the property; and • not impede pedestrian access to and from the property.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development • Commercial 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Hoarding Sign/Billboard</p> <p>Sign which is affixed to a structure having one or more supports where the overall height (inclusive of the supports) is less than the sign's horizontal dimension and portion of the sign is greater than 1.2m above natural ground level.</p> <p>A Hoarding Sign/Billboard may display third party advertising.</p> 	<p>Not permitted</p> <p>Note: Signs may be considered in the Development Zone where no residential development currently exists. Temporary approval may be issued for a Hoarding Sign where residential development has commenced.</p>	<p>Not permitted, but Council may consider a hoarding sign subject to the following;</p> <ul style="list-style-type: none"> • Number of similar signs approved by Council within 1km of the proposed sign; • Sign not exceeding 50m² in area; • Sign not less than 1.2m or greater than 6m above ground level; • Setback of the sign from the property boundary to be determined subject to the adjoining road hierarchy, width of road reserve, proximity of sensitive uses, size of the sign and any existing vegetation/screening. 	<p>Not permitted, but Council may consider a hoarding sign subject to the following;</p> <ul style="list-style-type: none"> • Number of similar signs approved by Council within 1km of the proposed sign; • Sign not exceeding 50m² in area; • Sign not less than 1.2m or greater than 6m above ground level; • Setback of the sign from the property boundary to be determined subject to the adjoining road hierarchy, width of road reserve, proximity of sensitive uses, size of the sign and any existing vegetation/screening. 	<p>Not permitted, but Council may consider a hoarding sign subject to the following;</p> <ul style="list-style-type: none"> • Number of similar signs approved by Council within 1km of the proposed sign; • Sign not exceeding 50m² in area; • Sign not less than 1.2m or greater than 6m above ground level; • Setback of the sign from the property boundary to be determined subject to the adjoining road hierarchy, width of road reserve, proximity of sensitive uses, size of the sign and any existing vegetation/screening.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Service Commercial • Mixed Business 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
Hoarding Sign/Billboard (cont.)		<ul style="list-style-type: none"> • Not permitted if there is a monolith sign or pylon sign on the same lot. • Light emission must be of a low-level not exceeding 300cd/2 and comply with AS4282 – Control of Obtrusive Effects of Outdoor Lighting. 	<ul style="list-style-type: none"> • Not permitted if there is a monolith sign or pylon sign on the same lot. • Light emission must be of a low-level not exceeding 300cd/2 and comply with AS4282 – Control of Obtrusive Effects of Outdoor Lighting. 	<ul style="list-style-type: none"> • Not permitted if there is a monolith sign or pylon sign on the same lot. • Light emission must be of a low-level not exceeding 300cd/2 and comply with AS4282 – Control of Obtrusive Effects of Outdoor Lighting.

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<p>Inflatable Sign</p> <p>A sign anchored to a building that provides advertising above that building.</p> 	<p>Not permitted</p> <p>Note: May be considered as part of a Signage Strategy.</p>	<p>Not permitted</p>	<p>Dimension: maximum diameter 7m Maximum height above roof ridge 9m</p> <p>Must:</p> <ul style="list-style-type: none"> • only be displayed for a maximum period of 21 days at a time at no less than 3 monthly intervals; • require a certificate from a structural engineer certifying that the inflatable object attached to the building or lot is structurally sound; and • be attached to the roof or wall of a building only (i.e. not located on the ground). 	<p>Dimension: maximum diameter 7m Maximum height above roof ridge 9m</p> <p>Must:</p> <ul style="list-style-type: none"> • only be displayed for a maximum period of 21 days at a time at no less than 3 monthly intervals; • require a certificate from a structural engineer certifying that the inflatable object attached to the building or lot is structurally sound; and • be attached to the roof of a building only (i.e. not located on the ground).

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Monolith Sign</p> <p>A Sign which is not attached to a building with its largest dimension being vertical. Such a sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign and is greater than 1.2m in height.</p> 	Not permitted	Not permitted	<p>Dimension: maximum height 7m; maximum width 2.5m</p> <p>Must:</p> <ul style="list-style-type: none"> • be restricted to one sign per lot except for a corner lot where one sign per frontage is permitted; • where there are multiple tenancies, on one site, incorporate all signs into one composite sign; • not permitted where another free standing sign has been approved; 	<p>Dimension: maximum height 7m; maximum width 2.5m</p> <p>Must:</p> <ul style="list-style-type: none"> • be restricted to one sign per lot except for a corner lot where one sign per frontage is permitted; • where there are multiple tenancies, incorporate all signs into one composite sign;

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Monolith Sign (cont.)			<ul style="list-style-type: none"> • be no closer than 15m to the intersecting point of corner truncations; and • not impede vehicle sightlines within the lot for access to and from the property. 	<ul style="list-style-type: none"> • not permitted where another free standing sign has been approved and erected; • be no closer than 15m to the intersecting point of corner truncations; and • not impede vehicle sightlines within the lot for access to and from the property.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial Zones (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Panel Sign Sign which is affixed to a panel/fence and is greater than 1.2m above natural ground level, but it does not include a pylon or monolith sign.</p> 	<p>Signs shall;</p> <ul style="list-style-type: none"> • be limited to one sign per lot; • have a maximum area of 0.2m² for Home Occupations; • have a maximum area of 0.5m² for Home Business; and • have a maximum area of 1.5m² for Child Care Centres and other commercial uses. 	<p>Signs shall;</p> <ul style="list-style-type: none"> • be limited to one sign per lot; • have a maximum vertical dimension of 2m and a maximum area of 5m²; and • not be less than 1.2m or greater than 6m from ground level. 	<p>Signs shall;</p> <ul style="list-style-type: none"> • be limited to one sign per lot; • have a maximum vertical dimension of 2m and a maximum area of 5m²; and • not be less than 1.2m or greater than 6m from ground level. 	<p>Signs shall;</p> <ul style="list-style-type: none"> • be limited to one sign per lot; • have a maximum vertical dimension of 2m and a maximum area of 5m²; and • not be less than 1.2m or greater than 6m from ground level.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Portable Sign</p> <p>A sign not permanently attached to the ground or to a structure, wall, fence, or building and including, but not limited to a sandwich board sign which consists of two sign boards attached to each other at the top or elsewhere by hinges or other means.</p> 	Not permitted	Not permitted	<p>Dimension: Maximum height 1.2m.</p> <p>Area: Maximum double-sided area of 2m² (i.e. 1m² for each side).</p> <p>Must:</p> <ul style="list-style-type: none"> • be located wholly within the boundaries of land owned or occupied by the person who erected or who has maintained the sign; • be removed at the close of business each day; and • one sign only per business operating from the subject site. 	<p>Dimension: Maximum height 1.2m.</p> <p>Area: Maximum double-sided area of 2m² (i.e. 1m² for each side).</p> <p>Must:</p> <ul style="list-style-type: none"> • be located wholly within the boundaries of land owned or occupied by the person who erected or who has maintained the sign; • be removed at the close of business each day; and • one sign only per business operating from the subject site.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Pylon Sign</p> <p>A sign which is affixed to a structure which has one or more supports, where the overall height (inclusive of the supports) is greater than the sign's horizontal dimension, but does not include a Monolith Sign.</p> 	Not permitted	Not permitted	<p>Single Tenancy Pylon Sign: Area: maximum 6m² Dimension: maximum height 6m Clearance: minimum 2.7m</p> <p>Multi-Tenancy Pylon Sign: Area: maximum 12m² Dimension: maximum height 8m Clearance: minimum 2.7m</p> <p>All Pylon signs must:</p> <ul style="list-style-type: none"> • Be wholly contained within the boundaries of the lot; • Be restricted to one sign per lot except for a corner lot where one sign per frontage may be permitted; • Where there are multiple tenancies, incorporate all signs into one composite sign; 	<p>Single Tenancy Pylon Sign: Area: maximum 6m² Dimension: maximum height 6m Clearance: minimum 2.7m</p> <p>Multi-Tenancy Pylon Sign: Area: maximum 12m² Dimension: maximum height 8m Clearance: minimum 2.7m</p> <p>All Pylon signs must:</p> <ul style="list-style-type: none"> • Be wholly contained within the boundaries of the lot; • Be restricted to one sign per lot except for a corner lot where one sign per frontage may be permitted; • Where there are multiple tenancies, incorporate all signs into one composite sign;

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Pylon Sign (cont.)			<ul style="list-style-type: none"> • not be permitted where another free standing sign has been approved and erected; • be no closer than 15m to the intersecting point of corner truncations; • not impede vehicle sightlines within the lot for access to and from the property; and • where a pylon sign is supported on two or more piers or columns, the space between the piers or columns shall not be wholly or partially filled with any material. 	<ul style="list-style-type: none"> • not be permitted where another free standing sign has been approved and erected; • be no closer than 15m to the intersecting point of corner truncations; • not impede vehicle sightlines within the lot for access to and from the property; and • where a pylon sign is supported on two or more piers or columns, the space between the piers or columns shall not be wholly or partially filled with any material.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> • Industrial (General Industry & Light Industry)
<p>Rural Producer Sign</p> <p>A sign erected on land lawfully used for rural purposes which advertises goods or products produced, grown or lawfully manufactured on the land within the boundaries of which the sign is located.</p> 	Not Permitted	<p>Sign shall;</p> <ul style="list-style-type: none"> • Not exceed 1.0m² in area; • Not exceed 2m in height; • Be no more than one sign per lot; and • Only be erected and maintained on land on which the goods or products are produced, grown or lawfully manufactured. 	Not Permitted	Not Permitted

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<p>Sea Container Sign</p> <p>A Sign that is constructed from one or more shipping containers with advertising material printed or affixed on the structure.</p> 	Not permitted	<p>Not permitted, but Council may consider a sea container sign subject to the following;</p> <ul style="list-style-type: none"> • A maximum of two stacked sea containers permitted per lot. Maximum area: 50m² Maximum Height: 6m • Sea container(s) to be entirely wrapped by a weather and tear-resistant 'skin' onto which advertising material is printed; • Sea container(s) to be designed so as to minimise visual amenity impacts and blend harmoniously with the locality; and 	<p>Not permitted, but Council may consider a sea container sign subject to the following;</p> <ul style="list-style-type: none"> • A maximum of two stacked sea containers permitted per lot. Maximum area: 50m² Maximum Height: 6m • Sea container(s) to be entirely wrapped by a weather and tear-resistant 'skin' onto which advertising material is printed; • Sea container(s) to be designed so as to minimise visual amenity impacts and blend harmoniously with the locality; and 	<p>Not permitted, but Council may consider a sea container sign subject to the following;</p> <ul style="list-style-type: none"> • A maximum of two stacked sea containers permitted per lot. Maximum area: 50m² Maximum Height: 6m • Sea container(s) to be entirely wrapped by a weather and tear-resistant 'skin' onto which advertising material is printed; • Sea container(s) to be designed so as to minimise visual amenity impacts and blend harmoniously with the locality; and

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Sea Container Sign (cont.)		<ul style="list-style-type: none"> • Light emission must be of a low-level not exceeding 300cd/2 and comply with AS4282 – Control of Obtrusive Effects of Outdoor Lighting. 	<ul style="list-style-type: none"> • Light emission must be of a low-level not exceeding 300cd/2 and comply with AS4282 – Control of Obtrusive Effects of Outdoor Lighting. 	<ul style="list-style-type: none"> • Light emission must be of a low- level not exceeding 300cd/2 and comply with AS4282 – Control of Obtrusive Effects of Outdoor Lighting.

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	<ul style="list-style-type: none"> • Residential • Special Residential • Special Rural • Development 	<ul style="list-style-type: none"> • Rural 	<ul style="list-style-type: none"> • Commercial (Service Commercial & Commercial) • Mixed Business • Public Recreation 	<ul style="list-style-type: none"> Industrial (General Industry & Light Industry)
<p>Temporary Signs</p> <p>Construction Site/Property Transaction Signs <i>Sign which is displayed only for the duration of the construction or transaction period.</i></p> <p>Display Home Signs <i>Advertisement signs displayed for the period over which homes are on display for public inspection. These signs include 'Home Open' signs only and do not include residential estate display home signs.</i></p>	<p>These temporary signs are exempt from requiring Planning Approval as per Appendix VII – <i>Exempted Advertisements Pursuant to Division 11</i> of Local Planning Scheme No. 2. Signs larger than the exempt signs will not be approved.</p>			