

# OUTDOOR ADVERTISEMENTS AND SIGNAGE

Policy Type: Local Planning Policy Policy Owner: Director Urban Planning Policy No. LPP 2.2 Last Review Date: 20 September 2016

# POLICY OBJECTIVES

- \_\_\_\_\_To encourage good quality, well considered advertising signage within the City of Melville.
- To enable appropriate advertising signage in support of ing business in the City.
- To enable wayfinding and identification of businesses across the City.
- To exempt certain signage from the need identify the size, number and signs which may be installed without the need for development approval.
- <u>To allow for a performance based assessment of signage where development approval is required.</u>
- To maintain and enhance levels of visual amenity through the control of advertisement clutter.
- To ensure signage does not present a hazard or obstruction to pedestrians or motorists.
- To ensure all <del>commercial</del> signage is designed to be consistent with, and appropriate to, the location and function of the site it serves.
- To protect the significant characteristics of buildings, <u>public reserves</u>, streetscapes and the general amenity of the area.

# POLICY SCOPE

The *Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations)* contains provisions relating to development types that do not require planning approval. Clause 61(1) (h) of Schedule 2 of the Regulations indicates that signs which comply with a local planning policy do not require planning approval unless they are impacted by heritage considerations.

The provisions of this policy apply to <u>any signall signs within the scheme area under Local</u> Planning Scheme No. 6, including reserves, thoroughfares and private property within the City of Melville. Notwithstanding any other provision in this policy, signs are not exempt from approval if:

- the sign is proposed to be erected or installed within 1.5 metres of any part of a crossover or street truncation;
- the works are located in a heritage listed place.

\_-installed on property within the City of Melville, with the exception of the following:

The policy does not apply to the following types of signage.

- Signage which is installed as part of a public work such as street naming and directional signs installed on public land.
- Signage implemented in accordance with legislative requirements.
- Signage located within a building (excluding window signage).
- Directional (street) signs.



- Traffic, parking and safety signs\_.
- Signs advertising a planning proposal for public comment.
- Election signage which meets the relevant conditions set out in Clause 61(1) of the Regulation.

Where an Activity Centre Plan, Structure Plan or Local Development Plan provides specific guidance in relation to signage those provisions will take precedence over the requirements of this policy.

Development approval is not required under LPS6 under the Scheme is not required for signs located wholly on land reserved under the Metropolitan Region Scheme (MRS). An approval under the MRS may be required.

# Background

The table contained in Clause 61(1) of the Planning and Development (Local Planning Schemes) Regulations 2015 (the regulations) confirms that the modification of existing signs, temporary signs and electoral signs are exempt from the need for development approval subject to meeting certain conditions.

The Regulations also exempt signage from the need for approval where it meets the provisions of a local planning policy or local development plan. This policy sets out the deemed to comply standard for various sign types. Where these standards are met the signage will be exempt from the need for approval. This policy also sets out the assessment criteria for signs which do not meet the deemed to comply standards. to assist decision makers.

# Signage in Thoroughfares

<u>All advertising Signage located within a Thoroughfare \_-requires are exempt from the need for</u> <u>planning development approval unless it is otherwise noted as exempt in this policy. Despite</u> <u>compliance with this Policy any sign in the Road Reserve may also be required to comply with</u>, and are administered under the provisions of the City of Melville *Activities in Thoroughfares, Public Places and Trading Local Law 2014.* A thoroughfare is defined under the Local Law and the *Local Government Act 1995* however is repeated in the definitions section below for ease of reference.



# **DEFINITIONS USED IN POLICY**

# Sign

Means any word, letter, graphic, image, model, picture, sign, pattern, placard, board, notice device or representation employed in whole or in part for the purposes of advertisement, announcement or direction. Includes airborne devices anchored to any land or building.

# Area of a sign

The 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 matches the colour of the surface to which the sign is attached. Where the background of the sign does not match the colour of the surface to which the sign is attached, then the area of the sign is to be determined measuring around the borders of the entire sign.

Where a sign is two sided, such as an <u>under awningunder-awning</u> sign or monolith sign, the area of one side of the sign is to be measured rather than both sides.

# Signage Strategy

An approved signage and advertising plan to demonstrate the provision of a comprehensive and consistent signage strategy applied across a given site. This should include details depicting the location, size, and composition of all advertisement signs proposed for the site.

# **Thoroughfare**

<u>Mmeans a road or other thoroughfare and includes structures or other things appurtenant to the thoroughfare that are within its limits, and nothing is prevented from being a thoroughfare only because it is not open at each end.</u>

# **POLICY STATEMENT**

# 1 Signage Strategy

- (b) Where discretion is sought against the provisions of Part 8.0 of this policy, the City may require the submission of a Signage Strategy.
- 1.2 In the absence of an approved signage strategy, where more than three signs are proposed on a lot, irrespective of the size, development approval of the City is required.
- 1.3 A Signage Strategy submitted for the approval of the City shall contain the following minimum information:

UNCONTROLLED DOCUMENT WHEN PRINTED - THIS VERSION: <u>2/03/2023 8:23 AM23/02/2023 11:23 AM17/02/2023</u> <u>12:01 PM16/02/2023 5:08 PM7/11/2022 1:25 PM3/11/2022 11:49 AM10/10/2018 4:07 PM</u> Page 3 of 19 Please refer to the BMS for the latest version



	<ul> <li>(a) Clear illustrative details, including a site plan and elevation details to demonstrate where sign/s are proposed to be sited and displayed.</li> <li>(b) Clear sign dimensions.</li> <li>(c) Details of any existing signage proposed to be retained.</li> <li>(d) Details of any proposed illumination.</li> </ul>
<del>1.3.1</del>	Rationalisation of signage is encouraged, particularly where signage has been installed in an ad-hoc manner over a period of time or where several businesses are located one a single lot, each with their own signage display.
<del>1.4</del> —	Once a Signage Strategy is approved, all signage on site shall be consistent with this document unless otherwise approved by the City under separate planning approval.
	ssment Criteria Sellowing criteria apply to the assessment of all signage:
<del>2.1</del>	The content of commercial signage shall be limited to:
	<ul> <li>(a) The name of the business/es trading from the property;</li> <li>(b) Trademark or logo of the business/es operating from the property;</li> <li>(c) Contact details of the business/es operating from the property;</li> <li>(d) Details of the business/es carried out on the property;</li> <li>(e) Details of goods sold on the property.</li> </ul>
	Where located on or adjacent to a thoroughfare, projecting signs and under awning signs shall provide a minimum clearance of 2.75m above ground level.
2.2	Third party advertising is not permitted.
2.3	Illuminated signage (except safety signs) must be static and not move, flash, rotate or reflect.
Signag	e must be located such that traffic and pedestrian safety is not compromised.
<del>2.4</del>	Signage shall be sited and displayed to safeguard the architectural integrity of the building to which it is attached.
are cla	e proposals that depart from the criteria listed in Clauses <u>1</u> , <u>2</u> — <u>3</u> and <u>5</u> <del>5</del> , or those that ssed as discretionary under the provisions of Clause <u>46</u> of this policy, will be treated r merit relative to the design principles listed by Clause <u>68</u> : <u>VariationsPerformance</u> rds.

# **31** Signage on Properties within the Residential zone

Signage to be installed on properties within the Residential zone shall satisfy the following:

1.5<u>1.1</u> 1.1(a) Home Occupations & Home Businesses

 UNCONTROLLED DOCUMENT WHEN PRINTED - THIS VERSION: 2/03/2023 8:23 AM23/02/2023 11:23 AM17/02/2023

 12:01 PM16/02/2023 5:08 PM7/11/2022 1:25 PM3/11/2022 11:49 AM10/10/2018 4:07 PM
 Page 4 of 19

 Please refer to the BMS for the latest version
 Page 4 of 19



Advertising signage associated with an approved Home Occupation or Home Business

<u>Standards</u>

- (a) No more than one sign per street frontage: will be permitted;
- (b) Signage shall not exceed a<u>A</u> maximum height of 1.8m above ground level;
- (c) Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlinesNot erected or installed within 1.5 metres of any part of a crossover or street truncation;
- Individual signage shall not exceed an area of 0.5m<sup>2</sup> (applies to each sign if dual frontage business premises exists); and
- (e) No illumination is permitted.
- 1.2 Display Home Signage

<u>Signage displayed for the period over which buildings are on display for public</u> inspection.

<u>Standards</u>

(a) Limited to one sign per display home;

- (b) Must not exceed 2m<sup>2</sup> in area per display home; and
- (c) Must be no higher than 3m above ground level.
- (d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation.

Permitted Zones

# All

1.61.3 (b) Commercial Properties within the Residential zone

Signage displayed on commercial properties located within the Residential zone

# Standards

(a) No more than one sign per street frontage;

- (b) Signage shall not exceed a maximum height of 1.8m above ground level;
- (c) <u>Not erected or installed within 1.5 metres of any part of a crossover or street</u> <u>truncation\_Signage shall be sited appropriately and not obscure vehicle and</u> pedestrian sightlines;
- (d) Individual signage shall not exceed 1m<sup>2</sup> in area; and
- (e) No illumination is permitted.
- (e)(f) The sign may only promote the business operating on the site and may not promote any other products or services.

# <u>1.71.4</u> Real Estate Signage

# <u>Standards</u>

(a) Individual signage shall not exceed 1.8m<sup>2</sup> in area;



- (b) <u>Not erected or installed within 1.5 metres of any part of a crossover or street</u> <u>truncation</u> <u>Signage shall be sited appropriately and not obscure vehicle and</u> <u>pedestrian sightlines</u>; and
- (c) No illumination is permitted.
- (d) Must be removed within one week of the completion of the property transaction.

# **1.81.5** Construction Signage

Signage displayed during the construction phase of an approved development and may include signage incorporated as part of the site fencing or a free standingfree-standing display.

## <u>Standards</u>

- (a) Maximum 3m in height;
- (b) In the case of free standing<u>free-standingIn aggregate</u> signs to have a maximum area of 1.8m<sup>2</sup>;
- (c) Non illuminated;
- (c)(d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation;

(d)(e) To include the contact details of the relevant construction company; and

(e)(f) To relate only to the approved development under construction.

# 42 Signage on land which is not within the Residential within zones other than the Residential zone

Applications for signage to be installed on commercial or mixed use properties within Zones other than the Residential Zone shall satisfy all of the following:

(a) A maximum of three signs per tenancy-or business; and

(b) Satisfy the development standards set out in Part  $4.\underline{12} - 4.\underline{104}$  of this Policy. (c) The content of signage shall be limited to:

- i. The name of the business/es trading from the property;
- ii. Trademark or logo of the business/es operating from the property;
- iii. Contact details of the business/es operating from the property;
- iv. Details of the business/es carried out on the property;
- v. Details of goods sold on the property.
- (d) Illuminated signage must be static and not move, flash, rotate or reflect.

(b)(e) Not erected or installed within 1.5 metres of any part of a crossover or street truncation.

Note: Please see Figure 1 below for an indicative illustration of the different categories of signage outlined below in Clauses 4.2 - 4.9.

4.12.1 Ground Based Signage



Advertising signage which is not attached or otherwise affixed to a building.

**Standards** 

- (a) Where portable may o<u>O</u>nly be displayed during operational business hours, directly in front of the tenancy and within the lot boundary;
- (b) Limited to one sign per tenancy;
- (c) Must have no moving parts;
- (c) Signs shall not exceed 1.2m in area.
- (d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation

(d)(e) Does not obstruct a pedestrian thoroughfare.

## Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

4.22.2 Pylon Signage

Freestanding and elevated signage installed at the top of a column<u>/s</u> or pole<u>/s</u> and not attached to a building.

Standards

- (a) Signs to be a maximum height of 6m when measured from ground level;
- (b) Signage must be no greater than 1.5m in width;
- (b)(c)The supporting column or pole shall be a minimum 2.75 metres above natural ground level
- (d) Limited to one sign per lot frontage. and wWhere more than one business tenancy exists within on the subjectparent lot, the signage must be designed to accommodate the advertising requirements of all tenancies.
- (c)(e)Not erected or installed within 1.5 metres of any part of a crossover or street truncation

Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

4.32.3 Monolith/Tombstone Signage

Freestanding vertical sign protruding directly out of the ground, not elevated on a column or pole and elevated signage installed within a column, or elevated by one or more piers and not and not attached to a building.

<u>Standards</u>

- (a) Signs to be a maximum height of 3m when measured from ground level;
- (b) Signage must be no greater than 1.5m in width;
- (c) Limited to one sign per lot frontage and where more than one business tenancy exists within the subject lot, the signage must be designed to accommodate the advertising requirements of all tenancies;
- (c)(d)Not erected or installed within 1.5 metres of any part of a crossover or street truncation

 UNCONTROLLED DOCUMENT WHEN PRINTED - THIS VERSION: 2/03/2023 8:23 AM23/02/2023 11:23 AM17/02/2023

 12:01 PM16/02/2023 5:08 PM7/11/2022 1:25 PM3/11/2022 11:49 AM10/10/2018 4:07 PM
 Page 7 of 19

 Please refer to the BMS for the latest version



<u>Permitted Zones</u> Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones



4.4<u>2.4</u> Window Signage

Signage affixed to either the interior or exterior of the glazed area of a window and visible from outside the building.

Standard

(a) Signage shall not cover more than 20% of the subject tenancy window area to which it is being affixed.

Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

4.52.5 Projecting Signage

Signage attached at right angles to a building or structure. <u>Standards</u>

(a) Signage is limited to one sign per tenancy;

- (b) Attached to the fascia of the building;
- (c) Not to project more than 1m from the wall to which it is attached; and
- (d) Not to exceed 1m<sup>2</sup> in size, per side;

#### Permitted Precincts

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

4.62.6 Below-Awning Signage

Signage fixed or hanging from the under-side of an awning or verandah.

## Standards

- (a) Signage is limited to one sign per tenancy with street frontage;
- (b) Not to exceed 2.4m in length or the width of the awning or verandah directly associated with the tenancy to which it is attached (whichever is less);
- (c) Not to be within 3m of another under verandah sign;
- (d) Must be positioned at right angles to the street boundary; and
- (e) To have a minimum clearance above ground level of 2.75m.

#### Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

4.72.7 Awning Fascia Signage

Signage fixed to the outer or return fascia of an awning or verandah.

#### Standards

- (a) Signage is limited to one sign per side of the awning; and
- (b) Must not protrude beyond the existing dimensions of the awning or verandah fascia.

#### Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones



4.82.8 Wall Signage

Sign fixed to the external part of a wall of a building or fence.

## Standards

- (a) No more than two such signs on any one wall directly associated with the tenancy;
- (b) Signage not to be located above ground floor level; and
- (c) The collective sign area must not exceed 2m<sup>2</sup> in area per wall.

## Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

## 4.92.9 Real Estate Signage

## <u>Standards</u>

- (a) Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines;
- (a) Not erected or installed within 1.5 metres of any part of a crossover or street truncation;
- (b) Maximum height of 3m above ground level;
- (c) Maximum area of 3m<sup>2</sup> per side: and
- (d) Must be removed within one week of the completion of the property transaction.

# Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

4.102.10 Construction <u>Related</u> Signage

Signage displayed during the construction phase of an approved development and may include signage incorporated as part of the site fencing or a free standing display.

## <u>Standards</u>

- (a) Maximum 3m in height;
- (b) In the case of free standing display, In aggregate a maximum length of 25% of the boundary on which the sign is located.
- (c) Not illuminated;
- (d) To include the contact details of the relevant construction company; and
- (e) To relate only to the approved development under construction; and-
- (e)(f) Not erected or installed within 1.5 metres of any part of a crossover or street truncation.

#### Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

# 5<u>3</u> Temporary Signage



The following types of signs are exempt from the need for development approval of the City, as long as provided that the relevant standards are met. In order to qualify for this exemption the landowner or tenant should contact the City in writing prior to the installation of temporary signage.

Planning approval is required for signage that is intended to be displayed for a period exceeding 14 days within any calendar year.

Note: The erection of temporary signage within a thoroughfare is administered by the City of Melville Activities in Thoroughfares, Public Places and Trading Local Law 2014.

#### 5.1<u>3.1</u> Tethered Signs

Signs which are suspended from or secured to a structure, tree or pole. This term includes bunting, inflatable balloons, blimps, kites, flags<u>. banners</u> and the like.

#### Standards

- (a) Be attached to the tenancy of the subject business;
- (b) Displayed for a maximum period of 30 days in a calendar year;
- (c) Displayed to advertise a specific event or sale which is time restricted;
- (d) Limited in height to a maximum of 5\_metres above the permissible building height for the zone of the building it is attached to;
- (e) Sign content must relate to the business to which the sign relates, and not to a specific product sold by it; and
- (f) Sign must not encroach into any prescribed airspace as determined by the *Airports (Protection) of Airspace Regulations 1996.*

#### Permitted Zones

Centre Zones (C1-4), Mixed Use, Service Commercial and Light Industry Zones

#### 3.2 Bill Postings

<u>The affixing of notices, posters, bulletins and the like, on to existing buildings or</u> <u>structures to promote an event.</u>

#### **Standards**

(a) <u>Bill postings are displayed for a maximum period of 30 days in a calendar</u> <u>year</u>

#### 5.21.1 Display Home Signage

Signage displayed for the period over which buildings are on display for public inspection.

**Standards** 

(a) Limited to one sign per display home; (b)(a)Must not exceed 2m<sup>2</sup> in area per display home; and (c)(a)Must be no higher than 3m above ground level.

#### Permitted Zones



All

# 5.3<u>3.3</u> Community Service Signage

Signage that advertises not-for-profit events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations and the like.

# <u>Standards</u>

- (a) Be located on the site of the event and/or on the property of the organisation holding the event;
- (b) Non-illuminated;
- (c) Displayed for a maximum period of 30 days per calendar year;
- (d) Maximum 3.0m<sup>2</sup> in area; and
- (e) Be limited to one sign per street frontage; and-
- (e)(f) Sign content must relate to the event only.



<u>Permitted Zones</u> All Zones and Reserves,

# 3.4 City Of Melville signage

in addition, t<u>T</u>he following sites are capable of being used by the City of Melville to market and promote events, activities and/or campaigns supported by the City of Melville:

- (a) Melville Recreation Centre (corner Stock Road and Canning Highway).
- (b) Fred Jones Reserve (corner Canning Highway and Westbury Crescent).
- (c) Bill Sheehy Park (corner Leach Highway and Stock Road).
- (d) 243 Leach Highway (corner North Lake Road, Willagee).
- (e) Douglas Freeman Park (roundabout junction of Farrington Road and Finlay Road).
- (f) Allen Edwards Reserve (corner South Street and North Lake Road).
- (g) Road reserve at T-junction of South Street and Benningfield Road.
- (h) Booragoon Lake Reserve (corner Aldridge Street and Leach Highway).
- (i) Richard Lewis Park (corner Bull Creek Drive and Leach Highway).
- (j) Apex Reserve (corner Canning Highway and The Esplanade).
- (k) Native Bush Reserve (corner Canning Highway and Doney Street).

<u>Standards</u>

City of Melville signage shall conform to the standards outlined for community service signage in Clause 3.32 above. Notwithstanding the provisions of this clause signage erected by the City of Melville may be considered to constitute public work by a public authority and therefore maywill be exempt from the need for development approval.

3.5 Sporting clubs

The following types of signs, associated with the activities of a sporting club do not require development approval of the City, provided the relevant standards are met:

Event signs:

Standards:

(a) not directly fixed to a building or other structure;

(b) used to promote an event, activity or club sponsor;

(c) erected on the day of the event or activity only;

(d) located and installed in a manner to minimise risks to players, spectators and other reserve users.

Club registration:

Standards:

(a) to promote the registration of new and existing club members only;

(b) to be located at the primary address of the associated sporting club;



(c) Non-illuminated;

(d) Displayed for a maximum period of 30 days per calendar year for each sporting club operating from the site;

(e) To be a maximum 3.0m<sup>2</sup> in area; and

(f) Limited to one sign per street frontage per sporting club operating from the site.

Sponsorship signs:

Where permanent sponsorship signs are proposed at a club, the following standards apply.

(a) Signs to face internally toward the leased space/field of play;

(b) Maximum of one sign designed to easily accommodate the sponsors for each club operating from the site;

(c) Maximum size of 3.0m<sup>2</sup>; and

(d) Maximum height of 1.0 metre above natural ground level.

# 64\_\_\_\_Signs Needing Specific Approval in Each Instance

The following <u>discretionary</u> signs <u>always require development approval</u>. These will be <u>given</u> may be permitted in the City of <u>Melville after specific assessed</u> <u>consideration</u> against the provisions of Clause 8 of this policy.

#### 6.1<u>1.1 Bill Postings</u>

The affixing of notices, posters, bulletins and the like, on to existing buildings or structures.

#### 6.24.1 Hoarding and Billboard Signs

Structures which can be stand alone or fixed to another structure, upon which temporary advertising signage is displayed.

#### 6.34.2 Roof Signs

An advertising sign which protrudes above the roof line or sits flush with the roof.

#### 6.4<u>4.3</u> Above-Awning Sign

Signage fixed on top of an awning or verandah.

#### 6.54.4 Portable Illuminated Signage

Temporary advertising signage which is illuminated and portable, generally affixed to a vehicle trailer, placed in the property facing the road reserve and may be flashing.

#### 4.5 Third Party Advertising

An structure which is designed to display sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

UNCONTROLLED DOCUMENT WHEN PRINTED - THIS VERSION: <u>2/03/2023 8:23 AM23/02/2023 11:23 AM17/02/2023</u> <u>12:01 PM16/02/2023 5:08 PM7/11/2022 1:25 PM3/11/2022 11:49 AM10/10/2018 4:07 PM</u> Page 14 of 19 Please refer to the BMS for the latest version



6.6 Tethered Signs – Balloons, Kites & Flags

Tethered kite and flag signage which is suspended from or secured to a structure, tree or pole or installed in the ground for greater than 30 days within a 12 month period.



# 7<u>5</u> Identilite Directional Signs

Illuminated signage incorporated into City of Melville infrastructure which is located within the road reserve at prominent intersections advertising a business located within the area.

**Standards** 

- (a) Are permissible on Primary Distributor or District Distributor roads only;
- (b) Must not be located on roundabouts;
- (c) Are limited to one sign per intersection;
- (d) Must relate to an operational business activity located within 300m of the intersection;
- (e) Must not exceed 1.8m<sup>2</sup> in area;
- (f) Must incorporate relevant street name(s);
- (g) Must include the City of Melville logo; and
- (h) Must comply with any signage strategy adopted by Council.
- 57.1 Where Planning Approval is granted for the installation of a new Identiite Directional Sign or a replacement sign within an existing Directional Sign, the Applicant will be required to enter into a Deed of Agreement with the City of Melville.

## 86 VariationsPerformance standards

Where variations to the above requirements of this policy are sought, the following criteria are to be satisfied in addition to the requirements contained within the relevant Local Planning Scheme operating at any given time:

- (a) The proposed signage is clear, simple and concise;
- (b) The proposal is compatible with existing signage on the site and within the surrounding area and will not obscure existing signage on adjacent tenancies or properties;
- (c) Will not result in the creation of an unacceptable level of visual clutter within the area, to the detriment of visual amenity;
- (d) The signage is appropriate to the locality and surrounding land uses, in terms of its size, location and design;
- (e) It will not result in an adverse impact upon the character or historical significance of the surrounding area;
- (f) The signage is designed to complement the architectural style and character of the building, site or area;
- (g) Will not cause driver distraction or otherwise impact upon traffic safety;
- (h) The signage will not result in unacceptable light spill on to abutting sites;
- (i) It will not pose a threat to public safety or health; and
- (i) The signage must not contain obscene or offensive information, or illustration.
- (i)(k) The signage allows for passive surveillance of the public domain from internal areas and a view across the tenancy from external areas in accordance with Local Planning Policy 2.1 Non-residential development.

# 7 Signage Strategy

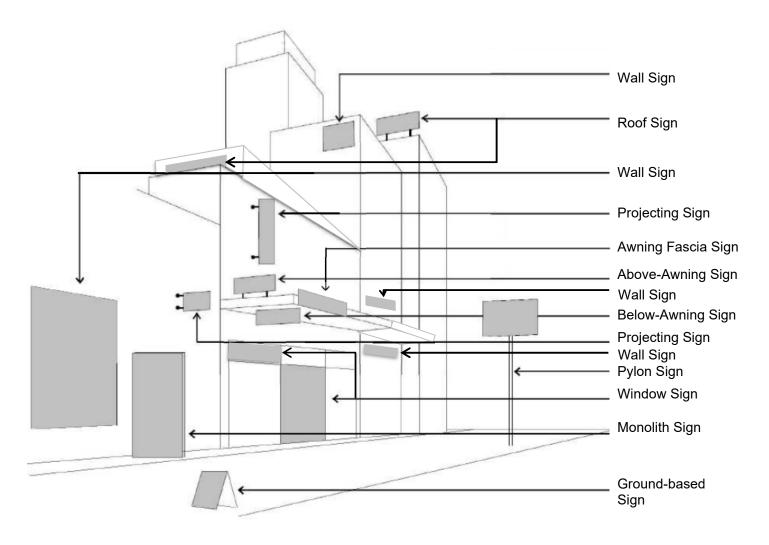


The City may require the submission of a signage strategy as a condition of development approval or before new signage is proposed in the following circumstances:

- 1.1 When development approval is sought for a mixed use or commercial development comprising of more than three non-residential tenancies:
  - 1.2 Where new signage or additional signage is proposed on an existing commercial premises and more than three signs per tenancy already exist on site or where the current signage represents a poor amenity outcome.
    (a)
    - (b) Where discretion is sought against the provisions of Part 8.0 of this policy, the City may require the submission of a Signage Strategy.
  - 1.3 A Signage Strategy submitted for the approval of the City shall contain the following minimum information:
    - (a) Clear illustrative details, including a site plan and elevation details to demonstrate where sign/s are proposed to be sited and displayed.
    - (b) Clear sign dimensions.
    - (c) Details of any existing signage proposed to be retained.
    - (d) Details of any proposed illumination.
  - 1.4 Where a signage strategy is submitted for an existing commercial building, comprising of a range of tenancies, it should demonstrate the following;
    - Consistent signage display for all tenancies;
    - A reduction in the total amount of signage on site;
    - All tenants being provided with a presence on an approved pylon sign;
    - Agreement from all tenants to pursue the strategy;
    - A timeline for the strategy to be implemented.
  - <u>1.5</u> Once a Signage Strategy is approved, all signage on site shall be consistent with this document unless otherwise approved by the City under separate development approval.







(The signage types indicated in figure 1 above are for information purposes only. Proposed signage shall be assessed against the provisions contained within the policy.)



#### References that may be applicable to this Policy

Legislative Requirements:	Planning & Development Act 2005 Local Government Act 1995 Planning and Development (Local Planning Schemes) Regulations 2015
Procedure, Process Maps, Work Instructions:	Planning Application Directorate Procedure
Other Plans, Frameworks, Documents Applicable to Policy	Local Planning Scheme No. 6 Relevant Local Planning Policies Activities in Thoroughfares, Public Places and Trading Local Law 2014
Delegated Authority No:	DA-020: Planning and Related Matters

# ORIGIN/AUTHORITY

Ordinary Meeting of Council

17/03/2015

Item No. P15/3617

**REVIEWS** Ordinary Meeting of Council Ordinary Meeting of Council

15/03/2016 20/09/2016 P16/3692 P16/3718

Changes to this document can only be made by the Responsible Officer via a System Improvement Request Printed version is uncontrolled and valid only at the time of printing