

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
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POLICY OBJECTIVES

- To encourage good quality, well considered advertising signage within the City of Melville.
- 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 commercial 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, 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 any sign installed on property within the City of Melville, with the exception of the following:

- Signage implemented in accordance with legislative requirements.
- Signage located within a building (excluding window signage).
- Directional (street) signs.
- Traffic and safety signs.
- Signs advertising a planning proposal for public comment.
- Election signage.

Signage in Thoroughfares

Signage located within a Thoroughfare are exempt from the need for planning approval, 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*.

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 under awning 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.

POLICY STATEMENT

1 Signage Strategy

- 1.1 When planning approval is sought for:
 - (a) Development comprising more than three signs on a single lot ; and
 - (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:
 - (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 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 on a single lot, each with their own signage display.
- 1.5 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.

2 Assessment Criteria

The following criteria apply to the assessment of all signage:

- 2.1 The content of commercial signage shall be limited to:
 - (a) The name of the business/es trading from the property;
 - (b) Trademark or logo of the business/es operating from the property;
 - (c) Contact details of the business/es operating from the property;
 - (d) Details of the business/es carried out on the property;
 - (e) Details of goods sold on the property.
- 2.2 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.
- 2.3 Third party advertising is not permitted.
- 2.4 Illuminated signage (except safety signs) must be static and not move, flash, rotate or reflect.
- 2.5 Signage must be located such that traffic and pedestrian safety is not compromised.
- 2.6 Signage shall be sited and displayed to safeguard the architectural integrity of the building to which it is attached.
- 2.7 Signage proposals that depart from the criteria listed in Clauses 3 – 5, or those that are classed as discretionary under the provisions of Clause 6 of this policy, will be treated on their merit relative to the design principles listed by Clause 8: Variations.

3 Signage on Properties within the Residential zone

- 3.1 Signage to be installed on properties within the Residential zone shall satisfy the following:
 - 3.1 (a) Home Occupations & Home Businesses

Advertising signage associated with an approved Home Occupation or Home Business

Standards

- (a) No more than one sign per street frontage will be permitted;
- (b) Signage shall not exceed a maximum height of 1.8m above ground level;



- (c) Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines;
- (d) Individual signage shall not exceed an area of 0.5m² (applies to each sign if dual frontage business premises exists); and
- (e) No illumination is permitted.

3.2 (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) Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines;
- (d) Individual signage shall not exceed 1m² in area; and
- (e) No illumination is permitted.

3.3 Real Estate Signage

Standards

- (a) Individual signage shall not exceed 1.8m² in area;
- (b) Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines; and
- (c) No illumination is permitted.

3.4 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 standing display.

Standards

- (a) Maximum 3m in height;
- (b) In the case of free standing signs to have a maximum area of 1.8m²;
- (c) Non illuminated;
- (d) To include the contact details of the relevant construction company; and
- (e) To relate only to the approved development under construction.

4 Signage within zones other than the Residential zone

4.1 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 4.2 – 4.11 of this Policy.

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



4.2 Ground Based Signage

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

Standards

- (a) Where portable may only 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;
- (d) Signs shall not exceed 1.2m in area.

Permitted Zones

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

4.3 Pylon Signage

Freestanding and elevated signage installed at the top of a column or pole 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;
- (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

Permitted Zones

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

4.4 Monolith Signage

Freestanding and elevated signage installed within a column, or elevated by one or more piers and not attached to a building.

Standards

- (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;

Permitted Zones

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

4.5 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

4.6 Projecting Signage

Signage attached at right angles to a building or structure.

Standards

- (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 1m² in size, per side;

Permitted Precincts

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

4.7 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

4.8 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



4.9 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 2m² in area per wall.

Permitted Zones

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

4.10 Real Estate Signage

Standards

- (a) Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines;
- (b) Maximum height of 3m above ground level;
- (c) Maximum area of 3m² 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

4.11 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 standing display.

Standards

- (a) Maximum 3m in height;
- (b) In the case of free standing display, 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.

Permitted Zones

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

5 Temporary Signage

- 5.1 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*.



5.2 Tethered Signs

Signs which are suspended from or secured to a structure, tree or pole. This term includes bunting, inflatable balloons, blimps, kites, flags 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 5m above the permissible building height for the zone;
- (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

5.3 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) Must not exceed 2m² in area per display home; and
- (c) Must be no higher than 3m above ground level.

Permitted Zones

All

5.4 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.

Standards

- (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 3.0m² in area; and
- (e) Be limited to one sign per street frontage.



Permitted Zones

All Zones and Reserves, in addition, the 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).

6 Signs Needing Specific Approval in Each Instance

The following discretionary signs may be permitted in the City of Melville after specific consideration against the provisions of Clause 8 of this policy.

6.1 Bill Postings

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

6.2 Hoarding and Billboard Signs

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

6.3 Roof Signs

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

6.4 Above-Awning Sign

Signage fixed on top of an awning or verandah.

6.5 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.

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 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 1.8m² 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.

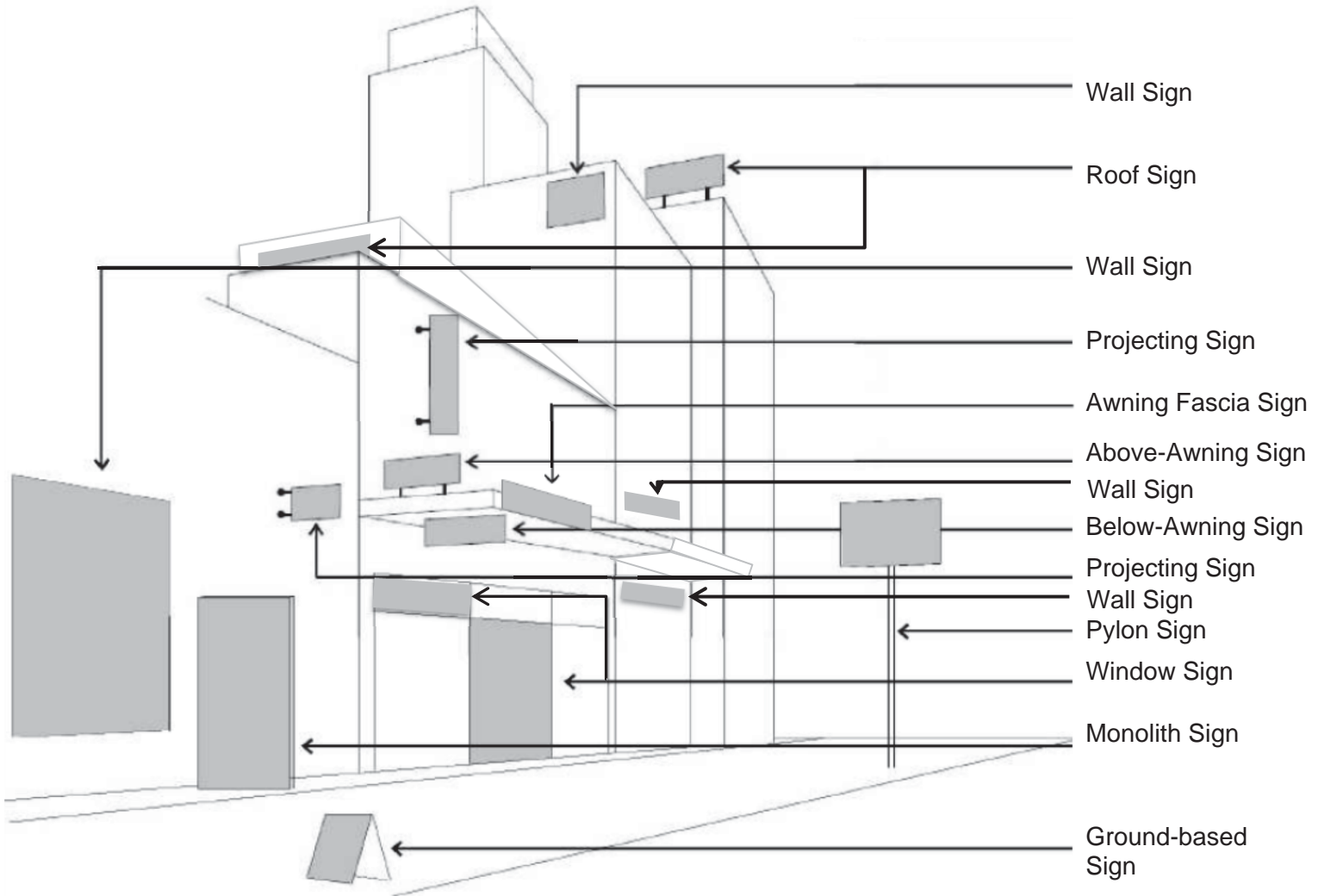
7.1 Where Planning Approval is granted for the installation of a new Identilite Directional Sign or a replacement sign within an existing Directional Sign, the Applicant will be required to enter into a Deed of Agreement with the City of Melville.

8 Variations

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
- (j) The signage must not contain obscene or offensive information, or illustration.

Figure 1 – Outdoor Advertising and Signage Types



(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

15/03/2016

P16/3692

Ordinary Meeting of Council

20/09/2016

P16/3718