

OUTDOOR ADVERTISEMENTS AND SIGNAGE

This document outlines the assessment criteria for outdoor advertisements and signage in the City of Melville. If you are searching for general information in relation to planning requirements please refer to the Planning Services page of our website <https://www.melvillecity.com.au/> or alternatively you can speak to one of our planning officers either on the phone, 9364 066 or in person at 10 Almondbury Road, Booragoon during business hours, 8.30am – 5:00pm Monday to Friday

Policy Type: Local Planning Policy Policy Owner: Director Planning	Policy No. LPP 2.2 Last Review Date: 15 August 2023
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POLICY OBJECTIVES

1. To encourage good quality, well considered advertising signage within the City of Melville.
2. To enable wayfinding and identification of businesses across the City.
3. To exempt certain signage from the need for development approval.
4. To allow for a performance-based assessment of signage where development approval is required.
5. To maintain and enhance levels of visual amenity through the control of advertisement clutter.
6. To ensure signage does not present a hazard or obstruction to pedestrians or motorists.
7. To ensure all signage is designed to be consistent with, and appropriate to, the location and function of the site it serves.
8. To protect the significant characteristics of buildings, public reserves, streetscapes and the general amenity of the area.

POLICY SCOPE

The provisions of this policy apply to all signs within the scheme area under Local 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.

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.
- 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 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.

Signage in Thoroughfares

All advertising signage located within a Thoroughfare requires development approval unless it is otherwise noted as exempt in this policy. Despite compliance with this Policy any sign in the Road Reserve may also be required to comply with 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 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.

Thoroughfare

Means 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.

POLICY STATEMENT

Signage which meets the criteria set out in Clauses 1-4 is exempt from the need for development approval from the City.

Signage proposals that depart from the criteria listed in Clauses 1-4, or those that are classed as discretionary under the provisions of Clause 5 of this policy will require a development approval. These proposals will be considered on their merit relative to the design principles listed in Clause 6: Performance standards.

1 Signage within the Residential zone

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

1.1 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;
- (b) A maximum height of 1.8m above ground level;
- (c) Not erected or installed within 1.5 metres of any part of a crossover or street truncation
- (d) Individual signage shall not exceed an area of 0.5m²; and
- (e) No illumination is permitted.

1.2 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) A maximum height of 1.8m above ground level.
- (d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation; and
- (e) No illumination is permitted.

1.3 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) Not erected or installed within 1.5 metres of any part of a crossover or street truncation;
- (d) Individual signage shall not exceed 1m² in area; and
- (e) No illumination is permitted.
- (f) The sign may only promote the business operating on the site and may not promote any other products or services.

1.4 Real Estate Signage

Standards

- (a) Individual signage shall not exceed 1.8m² in area;
- (b) Not erected or installed within 1.5 metres of any part of a crossover or street truncation ; and
- (c) No illumination is permitted.
- (d) Must be removed within one week of the completion of the property transaction.

1.5 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-standing display.

Standards

- (a) Maximum 3m in height;
- (b) In aggregate signs to have a maximum area of 1.8m²;
- (c) Non illuminated;
- (d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation;
- (e) To include the contact details of the relevant construction company; and
- (f) To relate only to the approved development under construction.

2 Signage on land which is not within the Residential zone

Applications for signage to be installed on Zones other than the Residential Zone shall satisfy all of the following:

- (a) A maximum of three signs per tenancy; and
- (b) Satisfy the development standards set out in Part 4.1 – 4.10 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;
 - i. Be static and not pulse, flash or rotate or chase.
 - ii. Not contain any fluorescent, reflective or retro-reflective colours or materials
 - iii. Not interfere with or be likely to be confused with traffic control signals.
 - iv. Be internally illuminated using a low level of illumination, not exceeding 300cd/per metre square.
 - v. Not be located in, opposite or adjacent to land zoned Residential under the provisions of LPS No.6
 - vi. Be switched off between the hours of 11:00pm and sunrise unless open for business during these hours.
- (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.

2.1 Ground Based Signage

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

Standards

- (a) Only displayed during operational business hours, directly in front of the tenancy;
- (b) Limited to one sign per tenancy;
- (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
- (e) Does not obstruct a pedestrian thoroughfare.

Permitted Zones

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

2.2 Pylon Signage

Freestanding and elevated signage installed at the top of a column/s or pole/s 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) The supporting column or pole shall be a minimum 2.75 metres above natural ground level
- (d) Limited to one sign per lot frontage. Where more than one business tenancy exists on the parent lot, the signage must be designed to accommodate the advertising requirements of all tenancies.
- (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

2.3 Monolith/Tombstone Signage

Freestanding vertical sign protruding directly out of the ground, not elevated on a column or pole 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;
- (d) 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

2.4 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

2.5 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

2.6 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

2.7 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

2.8 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 2m² in area per wall.

Permitted Zones

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

2.9 Real Estate Signage

Standards

- (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 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

2.10 Construction Related 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 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
- (e) To relate only to the approved development under construction; and
- (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

3 Temporary Signage

The following types of signs are exempt from the need for development approval provided that the relevant standards are met.

3.1 Tethered Signs

Signs which are suspended from or secured to a structure, tree or pole. This term includes bunting, inflatable balloons, blimps, kites, flags, banners 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 height 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

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

Standards

- (a) Bill postings are displayed for a maximum period of 30 days in a calendar year

3.3 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 event;
- (d) Maximum 3.0m² in area;
- (e) Be limited to one sign per street frontage; and
- (f) Sign content must relate to the event only.

Permitted Zones

All Zones and Reserves,

3.4 City of Melville signage

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).

Standards

City of Melville signage shall conform to the standards outlined for community service signage in Clause 3.3 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 may 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:

- a. Event signs: includes training, games and other events

Temporary signage which is in place on the day of a game, club training or other event only.

Standards:

- i. not directly fixed to a building or other structure;
- ii. used to promote an event, activity or club sponsor;
- iii. erected on the day of the event or activity only;
- iv. located and installed in a manner to minimise risks to players, spectators and other reserve users.

- b. Club registration:

Signage to promote the registration of new and existing players and members to the club.

Standards:

- i. to promote the registration of new and existing club members only;
- ii. to be located at the primary address of the associated sporting club;
- iii. Non-illuminated;
- iv. Displayed for a maximum period of 60 days per calendar year for each sporting club operating from the site;
- v. To be a maximum 3.0m² in area; and
- vi. Limited to one sign per street frontage per sporting club operating from the site.

c. Sponsorship signs:

Permanent signage to promote the sponsors of the club

Standards:

- i. Signs to face internally toward the leased space/field of play;
- ii. Maximum of one sign designed to easily accommodate the sponsors for each club operating from the site;
- iii. Maximum size of 3.0m²; and
- iv. Maximum height of 3.0 metres above natural ground level.

3.6 School Signs

Standards

- (a) Signs to be a maximum height of 3m when measured from ground level;
- (b) Signage must be no greater than 1.0m in width;
- (c) Limited to one sign per lot frontage;
- (d) Signs are to advertise only activities that are directly related to the school;
- (e) Signs do not contain a digital display and are not illuminated;
- (f) Located within the lot boundary; and
- (g) Not erected or installed within 1.5 metres of any part of a crossover or street truncation.

4 **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.

Where Planning Approval is granted for the installation of a new Identite 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.

5 **Signs Needing Specific Approval in Each Instance**

The following signs always require development approval. These will be assessed against the provisions of Clause 8 of this policy.

5.1 **Hoarding and Billboard Signs**

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

5.2 **Roof Signs**

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

5.3 **Above-Awning Sign**

Signage fixed on top of an awning or verandah.

5.4 **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.

5.5 **Third Party Advertising**

A 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.

6 **Performance 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;

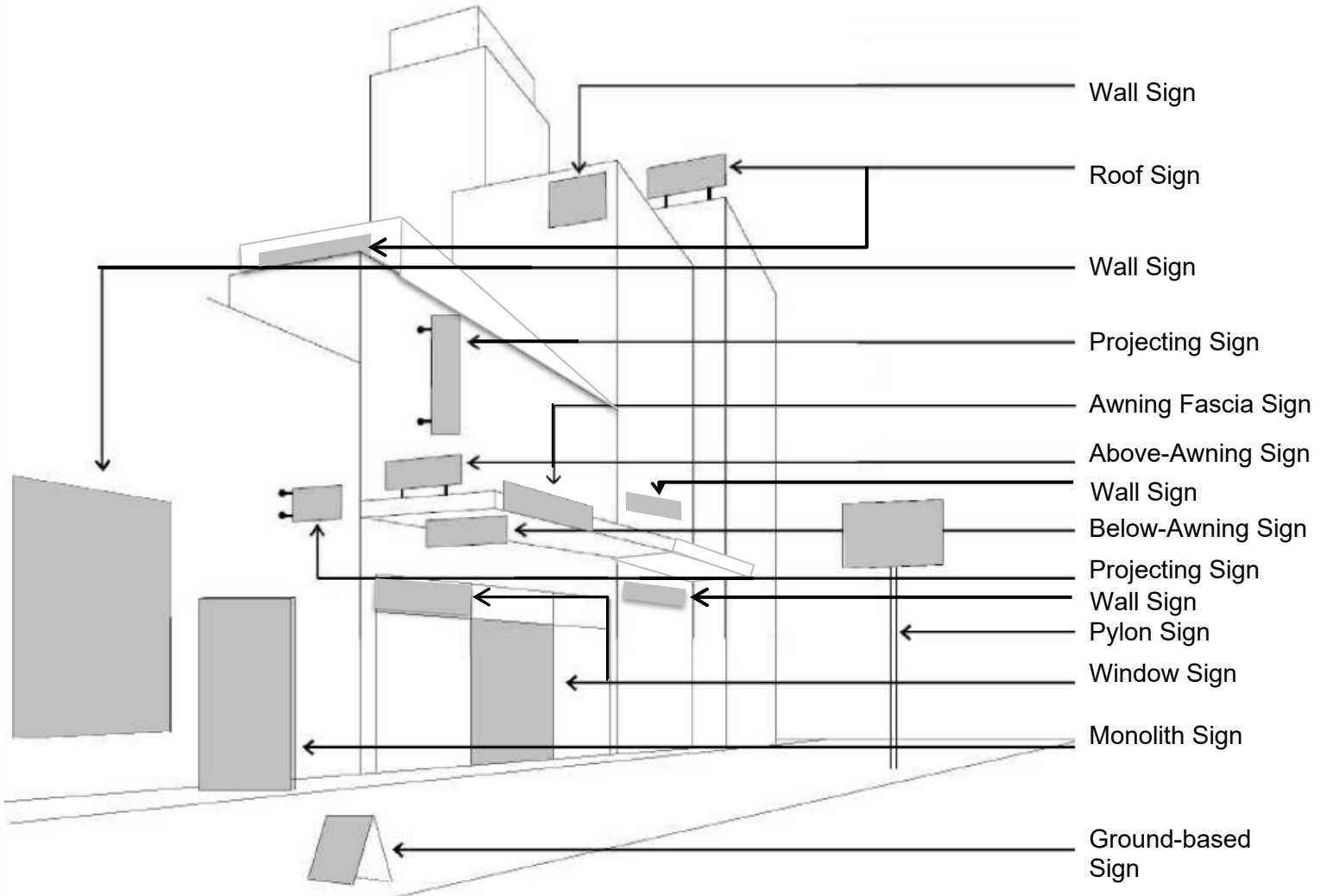
- (b) The proposal is compatible with existing signage on the site and within the surrounding area and will not obscure existing signage on adjacent tenancies or properties;
- (c) Will not result in the creation of an unacceptable level of visual clutter within the area, to the detriment of visual amenity;
- (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
- (j) The signage must not contain obscene or offensive information, or illustration.
- (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

- 7.1 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:
- a) When development approval is sought for a mixed use or commercial development comprising of more than three non-residential tenancies:
 - b) 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.
 - c) Where discretion is sought against the provisions of Part 6.0 of this policy, the City may require the submission of a Signage Strategy.
- 7.2 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.
- 7.3 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.

- 7.4 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.

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

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Ordinary Meeting of Council

15/08/2023

UP23/20