

## 2.18 ADVERTISING SIGNS POLICY

(ADOPTED 24 AUGUST 2010)

### 1. INTRODUCTION

Advertising signs are a significant element of the City's built environment. The proliferation of inappropriate signage can detract from the visual amenity of the City's commercial areas. In addition, too much advertising can be less effective as messages are lost through visual clutter and excessive information.

In order to allow for the provision of signs that complement the locality, the City exempts certain forms of advertising signs from the requirement to obtain development approval. The City also seeks to consolidate advertising signage where possible.

### 2. DEFINITIONS

The following terms are used in this policy:

#### 2.1 Advertising sign

The term 'advertising sign' has the same meaning as 'advertisement' in Schedule 1 of Town Planning Scheme No. 4 (the Scheme) as follows:

Advertisement: means 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 purpose of advertising.

#### 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 does not substantially differ from the colour of the surface to which the sign is attached.

#### Aggregate area

The aggregate area of a certain type of sign is the total, combined surface area of each instance of that type of sign on a site.

### 3. NEED FOR DEVELOPMENT APPROVAL

Clause 67 of the Scheme states that:

*a person shall not begin or continue to display an advertisement, other than an existing or **exempted advertisement**, without having first applied for and obtained development approval.*

An exempted advertisement is one that meets the standards set out in Part 5 of this policy. Exempted advertisements do not need development approval from the City.

Any advertising signs that do not meet the standards set out in Part 5 of this policy require development approval.

*Note: An advertising sign may also require a Sign Licence from the City's Building Services regardless of whether or not development approval is required.*

#### **4. OBJECTIVES**

The objectives of this policy are to:

- improve the quality and appropriateness of advertising signs through the application of good design principles;
- consolidate advertising signs where appropriate;
- limit the proliferation of advertising signs; and
- ensure that advertising signs do not present a hazard or obstruction to pedestrians or block motorists' views of traffic information signs or traffic lights.

#### **5. STANDARDS FOR EXEMPT ADVERTISING SIGNS**

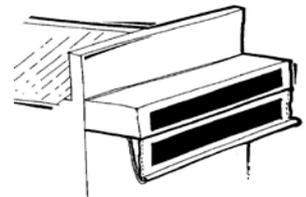
Advertising signs that:

1. meet the standards set out in Part 5 of this policy;
2. comprise no more than five individual advertising signs per tenancy; and
3. where illuminated, are illuminated in a manner that does not flash or pulsate or otherwise reduce the amenity of the locality as determined by the City's Planning Services;

are exempt from the requirement to obtain development approval.

##### **5.1 Awning sign**

An awning sign is an advertising sign fixed to the outer or return fascia of an awning or verandah associated with a commercial building, and includes signs on blinds, sunshades and similar structures.



An awning sign is an exempt advertisement where:

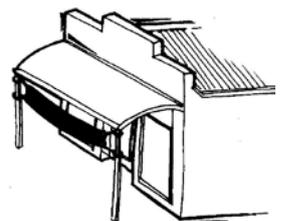
- a) there is only one such sign per street frontage of the subject tenancy;
- b) it has an area of  $0.4\text{m}^2$  per 1m of street frontage of the subject tenancy (up to a maximum area of  $10\text{m}^2$ ); and
- c) it is contained within the width of the building.

##### **5.2 Banner sign**

A banner sign is an advertising sign that is printed onto plastic sheeting or similar material and may be hung from a commercial property.

A banner sign is an exempt advertisement where:

- a) there is only one such sign per street frontage of the subject tenancy; and



- b) it has a maximum size of 4m<sup>2</sup>
- c) it is in place for a maximum of fourteen days



### 5.3 Bus shelter sign

A bus shelter sign is an advertising sign within an existing signage casing that is placed on or within the framework of a bus shelter located in a road reserve in the City of Subiaco.

A bus shelter sign is an exempt advertisement where it has a maximum area of 3m<sup>2</sup> (or 6m<sup>2</sup> in the case of a double-sided sign).

Advertising will generally not be supported unless within an existing signage casing

### 5.4 Construction site sign

Means an advertising sign that is erected at a building site and informs the public about the development and the various companies involved in the development.



A construction site sign is exempt where:

- a) there is only one such sign per street frontage of the subject property;
- b) it has a maximum area of 1m<sup>2</sup> where the subject site is less than 5000m<sup>2</sup> in area;
- c) it has a maximum area of 2m<sup>2</sup> on site greater than 5000 m<sup>2</sup> in area; and
- d) it is in place only while construction is in progress at the subject site.

### 5.5 Entertainment sign

An entertainment sign is an advertising sign that is displayed at an entertainment venue to publicise a particular movie or performance.

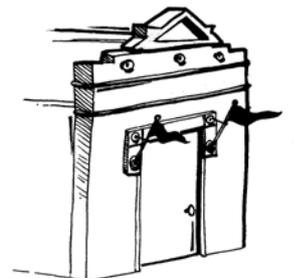


Entertainment signs are exempt advertisements where:

- a) they have an aggregate area of 0.2m<sup>2</sup> per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 10m<sup>2</sup>); and
- b) they are removed upon completion of the event to which they relate.

### 5.6 Flag sign

A flag sign is an advertising sign that is printed onto a flag (typically flown from a pole) and associated with a commercial property.



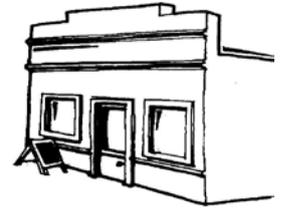
Flag signs are exempt advertisements where:

- a) the aggregate area of surfaces that provide advertising is 0.2m<sup>2</sup> per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 2m<sup>2</sup>);

- b) they have a minimum ground clearance of 2.4m;
- c) their maximum height is less than 3m above ground level; and
- d) they project less than 0.6m from the facade of the building.

## 5.7 Ground-based sign

A ground-based sign is a portable advertising sign (including an A-frame sign) that is usually placed on the public footpath outside a commercial building.



A ground-based A-frame sign is an exempt advertisement where:

- a) it is associated with a ground floor tenancy;
- b) there is only one such sign per street frontage of the subject tenancy;
- c) it does not exceed 1.2m in height and 0.75m in width; and
- d) it is placed hard up against and secured to the wall of the subject tenancy or to the footpath immediately adjacent to the wall.
- e) it is only displayed during the normal hours of business to which the sign relates

A ground-based sign other than an A-frame sign (such as advertising that is provided to a screen associated with an alfresco dining area) is an exempt advertisement where:

- a) it is associated with a ground floor tenancy;
- b) there is only two such signs per street frontage of the subject tenancy;
- c) it contains the business name only; and
- d) each sign has a maximum area of 0.5m<sup>2</sup> (or 1m<sup>2</sup> in the case of a double-sided sign).

*Note: The provisions for ground-based signs other than advertising signs relate only to the size of the advertising and not to the size of the structure to which the advertising is attached. Such structures may require a building licence.*

## 5.8 Home occupation or home business sign

These are advertising signs associated with a home occupation or home at a residential property.

These types of signs are exempt advertisements where:

- a) there is only one such sign per street frontage of the subject dwelling;
- b) it is mounted flush against the ground floor facade of the subject dwelling or perimeter fence;
- c) it does not exceed 0.2m<sup>2</sup> in size; and

- d) it is not illuminated.

### 5.9 Property sale or lease sign

A property sale or lease sign is an advertising sign that is placed on or in front of a commercial or residential building or site, with the intention of advertising the sale or lease of that building or site.



A property sale or lease sign is an exempt advertisement where:

- a) there is only one such sign per street frontage of the subject property;
- b) it has an area of  $0.1\text{m}^2$  per 1m of street frontage of the subject property (up to a maximum aggregate area of  $2\text{m}^2$ );
- c) it is mounted flush against the facade of the building or erected parallel to the street frontage;
- d) its maximum height is less than 3m above ground level; and
- e) it is removed upon completion of the sale or lease agreement of the property to which it relates.

### 5.10 Public authority sign

A public authority sign is an advertising sign provided by a public authority to provide directions or information.

### 5.11 Sign required by law

A sign required by law is an advertising sign required under any Act or Statute.

### 5.12 Under verandah sign

An under verandah sign is an advertising sign placed perpendicular to the facade of a commercial building and located under a verandah or awning.



An under verandah sign is an exempt advertisement where:

- a) there is only one such sign per street frontage of the subject tenancy;
- b) the aggregate area of all surfaces that provide advertising is  $0.2\text{m}^2$  per 1m of street frontage of the subject tenancy (up to a maximum area of  $2\text{m}^2$ ) and in cases where only one surface is provided with advertising the area is  $0.1\text{m}^2$  per 1m of street frontage of the subject tenancy (up to a maximum area of  $1\text{m}^2$ ); and
- c) it has a minimum ground clearance of 2.4m.

### 5.13 Wall sign

A wall sign is an advertising sign attached or painted directly onto an external wall of a commercial building.

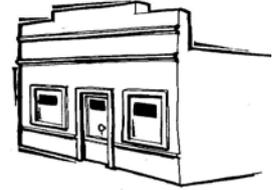


Wall signs are exempt advertisements where they have an aggregate

area of 0.4m<sup>2</sup> per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 10m<sup>2</sup>).

### 5.14 Window sign

A window sign is an advertising sign that is attached to a window of a commercial building, or which is located in the interior of a commercial building and up to 0.6m behind a window.



One or more window signs are exempt advertisements where:

- a) they cover no more than 50% of the window to which they are associated; and
- b) they have an aggregate area of 0.4m<sup>2</sup> per 1m of street frontage of the subject tenancy (up to a maximum aggregate area of 10m<sup>2</sup>).

## 6. SIGNS THAT REQUIRE DEVELOPMENT APPROVAL

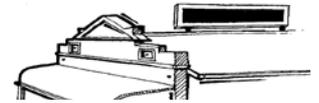
Signs that do not meet the standards set out in Part 5 require development approval.

The following advertising signs, as well as any other type of sign not set out in Part 5, require development approval.

The City will generally not approve the provision of any of the following signs to a commercial premise because they do not provide a positive contribution to the amenity and built form of the locality. In addition, the City will not approve the provision of any of the following signs to a property used for residential purposes under any circumstances.

### 6.1 Above-roof sign

An above-roof sign is an advertising sign that protrudes above the normal roofline of a building.



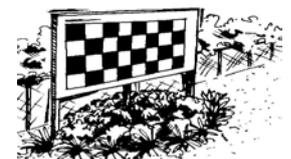
### 6.2 Balloon or blimp sign

A balloon or blimp sign is an advertising sign printed on a balloon or similar device and flown above the advertised premises.



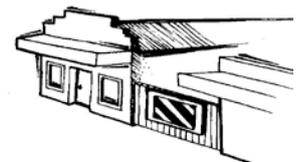
### 6.3 Hoarding Sign

A hoarding sign is a large freestanding advertising sign.



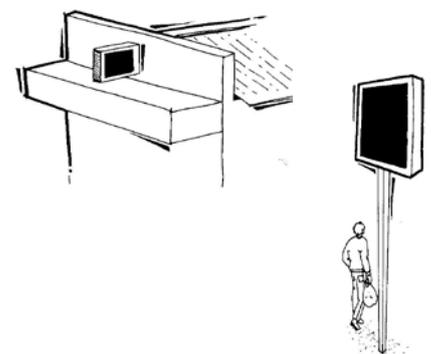
### 6.4 Panel sign

A panel sign is an advertising sign that is attached to a panel and mounted onto an existing vertical structure such as a side fence.



### Projecting Sign

A projecting sign is an advertising sign fixed perpendicular to the wall of a building and located above an awning or verandah.



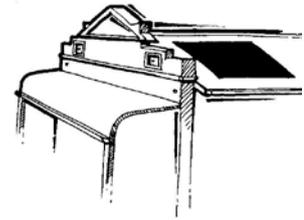
*In some cases a building may not be provided with an awning or verandah. This matter is discussed in Part 7.1.*

## **6.6 Pylon Sign**

A pylon sign is a stand-alone advertising sign supported by one or more piers and not attached to a building.

## **6.7 Roof Sign**

A roof sign is an advertising sign that is painted on or mounted flush to the roof of a building.



## **7. VARIATIONS TO STANDARDS**

Any advertising signs that:

- vary the standards set out in Part 5 of this policy;
- are covered by Part 6 of this policy; or
- result in the provision of more than five signs per tenancy;

require development approval and will be assessed in accordance with the principles set out below.

### **7.1 Appropriateness to setting**

The design and scale of advertising signs should be appropriate to their setting and to the predominant character of the locality.

The City will consider the following matters when assessing advertising signs that require development approval:

- The scale and design of signs should be appropriate to the building to which they relate. The building should be used as a frame for new signage.
- The scale and design of signs should be compatible with existing surrounding development and be appropriate to the general nature of land use in the area.
- Signs should not block important views, obscure architectural detailing or be detrimental to the amenity of nearby properties.
- Signs should not result in the destruction of important elements of the building fabric.
- Building facades should not be spoiled by clumsy and unsightly methods of securing a sign or providing electrical services to a sign.
- Where a building is not provided with an awning or verandah, the City will consider the provision of a projecting sign provided that it accords with the standards for an under verandah sign and provided that its maximum height is less than 3.4m above ground level.

### **7.2 Consolidation of signs**

Visual noise results when too many signs compete for the viewer's attention and it may be beneficial to rationalise the signs on a site into a more cohesive and attractive visual statement.

The City encourages the rationalisation of signage in circumstances where:

- signs have been installed in an ad-hoc manner over an extended period of time; or

- where several businesses are located in close proximity to one another and form part of a shopping centre or similar commercial aggregation.

### **7.3 Safety**

A sign should not in any way endanger the safety of the public, display advertising which resembles any traffic signs or which constitute a traffic hazard. The City will not support advertising signs which:

- present a hazard or obstruction to pedestrians,
- block motorists and cyclists views of traffic information signage or traffic lights;
- are not well secured; or
- are highly illuminated so as to detrimentally impact on the safety of motorists or pedestrians.

### **Design**

The following design principles should be considered when designing advertising signs:

- Advertising signs are generally most effective when they are simple and clear.
- An attractive or interesting building can act as a sign in its own right and also makes a positive contribution to the streetscape and the local community.
- Provision of a memorable landmark such as a clock or public artwork can draw attention to a site. This is a more subtle form of advertising that has the potential over time to become a well-known civic feature.
- Quality landscaping can create a memorable and highly visible identity for a business.