

**Signs Local Planning Policy**

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<i>Policy Owner</i>	Planning and Development Directorate
<i>Distribution:</i>	All Employees
<i>Implementation:</i>	26 April 2005 Council Meeting Item PD09-04/05
<i>Next Review Date:</i>	April 2007

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**Objectives**

The key objective of this policy is to provide guidance on design and placement of the common forms of advertising signs within the City.

The policy has been prepared to support and be read in conjunction with the City's District Planning Scheme No. 2 and Signs Local Laws. In particular DPS2 contains the following objectives for the control of advertisements within the City:

1. To ensure that the visual quality and character of particular localities and transport corridors are not eroded;
2. To achieve advertising signs that are not misleading or dangerous to vehicular or pedestrian traffic;
3. To minimise the total area and impact of outdoor advertising commensurate with the realistic needs of commerce for such advertising;
4. To prohibit outdoor advertising which is considered to be superfluous or unnecessary by virtue of their number, colours, height, prominence, visual impact, size, content and relevance to the premises on which they are located;
5. To reduce and minimise clutter; and
6. To promote a high standard of design and presentation in outdoor advertising.

**Statement***Area*

This policy applies to the whole of the City of Wanneroo.

*Design Requirements*

The following design requirements relate to the range of signs commonly used with the City.

Where words and expressions are used in this policy they shall have the respective meanings given to them in DPS2 and the City's Signs Local Law. Where a particular type of sign could fit within the definition of more than one sign type, the requirements for the more specific sign type shall apply.

The size of a sign is to be measured as the greatest horizontal dimension by the greatest vertical dimension, excluding any support structures.

In general advertising signs shall:

- not contain any offensive material;
- not be affixed to boundary fences or walls;
- not extend beyond the boundary of the lot on which they are situated, except as otherwise provided by this policy;
- bear relevance to the site on which they are located, except as otherwise provided for in this policy; and
- integrate with the building design, particularly through the provision of signage panels within the building facades, wherever possible.

## **On Building Signs**

### ***Wall Signs***

A Wall sign means a sign that is painted or affixed on the front, side or rear elevation of a building or structure but does not project more than 300mm out from the wall.

Wall signs shall:

- be limited to a maximum of one sign per tenancy, per street frontage;
- not extend laterally beyond either end of the wall or protrude above the top of the wall;
- not exceed 25% in aggregate area on any one wall to a maximum of 8m<sup>2</sup>; and
- be integrated with the building design.

A Wall sign, if located within a Residential zone and attached to a building used predominantly for non residential purposes, shall:

- be limited to a maximum of one sign per lot; and
- not exceed 1.2m<sup>2</sup> in area.

A Wall sign, if located within a Residential zone and attached to a building used predominantly for residential purposes, shall:

- be limited to a maximum of one sign per lot; and
- not exceed 0.2m<sup>2</sup> in area.

### ***Projecting Signs***

A Projecting sign means a sign that projects 300mm or more from a wall of a building.

Projecting signs shall:

- be limited to a maximum of one per tenancy or one for every 40 metres of linear street frontage;
- not project more than 1.0m from the wall and not exceed 1.5m<sup>2</sup> in area;
- not be placed within 2.0 metres of either end of the wall to which they are attached; and
- not project above the top of the wall to which they are attached.

### ***Verandah Signs***

A Verandah sign means a sign affixed on or above a verandah fascia or under a verandah and includes signs affixed to cantilever awnings and balconies.

Signs on the underside of a verandah shall:

- not exceed 2.4 metres in length;
- not exceed 400mm in height;
- not be located within 1.0 metres of another such sign on the underside of the same verandah;
- be positioned at right angles to the building façade;
- be fixed to provide a clear headway under the sign of not less than 2.75 metres; and
- not project beyond the edges of the verandah.

Signs on the verandah fascia shall:

- not exceed 400mm in height;
- not project beyond the edges of the verandah.

Signs affixed to the top of a verandah fascia, cantilever awning and balconies are *not permitted* within the City given the potential negative impact on visual amenity.

### ***Window Signs***

A Window sign means a sign which is fixed either to the interior or exterior of the glazed area of a window, any part of which is visible from outside the building.

A Window sign shall not cover more than 50% of the glazed area of any one window or exceed 10m<sup>2</sup> in aggregate per tenancy.

### ***Roof Signs***

A Roof sign means a sign located on a roof or protruding from the normal roof line of a building.

Roof signs are *generally not supported* within the City given the potential negative impact on visual amenity.

### ***Inflatable Signs***

An “*Inflatable sign*” means a sign that is painted, stencilled or attached to an inflated device, such as a balloon.

Inflatable signs shall not:

- Exceed 7.0 metres in diameter or 9.0 metres in height above roof height.
- Not be displayed for more than 14 days in aggregate for any one calendar year

Prior to erection of an inflatable sign the advertiser shall supply to the Council, a certificate from a structural engineer certifying that the connection of the inflatable object to the building or lot is of a structurally sound design.

### ***Off Building Signs***

#### ***Banners***

A “*Banner*” means any temporary sign in the form of a sign made of a light weight, non-rigid material, such as cloth, canvas or similar fabric that relates to the promotion of a specific event.

Banners shall:

- be displayed for up to one week prior to the promotional event or offer.
- be removed immediately following the promotional event or offer.
- not exceed dimensions of 1.0m and 3.0m.
- not be displayed for period of time greater than six (6) weeks.
- be restricted to promote no more than four (4) promotional events per year.

No more than one banner per site will be permitted.

### ***Portable Signs***

A portable sign means an advertising sign that is not attached to a building or other structure and may be either portable or fixed in nature.

Portable Signs shall:

- not exceed one fixed sign per street frontage on any one lot and one portable sign per tenancy. Portable signs shall only be displayed during normal business hours of the business to which the sign relates;
- have a maximum vertical or horizontal dimension of 1.2 metres and an area of not more than 0.6m<sup>2</sup>;
- be located entirely on private property;
- be secured and stabilised; and
- be placed so that they do not obstruct pedestrian walkways, present a hazard to motorists or pedestrians or obstruct car parking bays.

### ***Pylon Signs***

A Pylon sign means a sign supported on one or more poles and not attached to a building and includes a detached sign framework, supported on one or more poles to which sign infills may be added.

Pylon signs shall:

- be limited to a maximum of one per street frontage or one for every 40 metres of linear street frontage;
- not exceed 6.0 metres in height;
- not exceed 2.5 metres measured horizontally across the face of the sign; and
- be located centrally within the lot and no closer than 3.0m to a side boundary.

Individual pylon signs will not be supported for individual tenancies where multiple units exist or are proposed to exist on a lot. The pylon sign/s shall be designed to provide one infill panel for each unit on the lot and may be increased in height to 8 metres.

### ***Rural Producers Sign***

A Rural Producers sign means a sign erected on land lawfully used for rural purposes which advertises goods or products produced, grown or lawfully manufactured on the land within the boundaries of which the sign is located.

A Rural Producers sign shall:

- be limited to a maximum of one per street frontage of any lot;

- not exceed 3m<sup>2</sup> in area or 3 metres in height; and
- show only the name and address of the occupier of the land, name of the property and only advertise goods or products produced, grown or lawfully manufactured upon the land.

### **Estate Development Signs**

#### ***Entry Statements***

An Entry Statement means a fence or wall constructed of masonry or other materials to identify the entrance of an estate and may include, but not be limited to, a sign indicating the estate name and locality, sculptures, flagpoles and flags.

Entry Statements shall be located entirely within private property.

Where an entry statement contains an estate name, it shall also include the approved locality name depicted in at least equal prominence.

The estate developer is to enter into an agreement with the City at the engineering approval stage, to ensure that the developer takes on all responsibility for all on going maintenance of the entry statement and that it is removed by the developer at a predetermined time linked to the completion of the sales at the estate, unless alternative arrangements are agreed to by the City.

Entry statements will only be considered in the context of an overall Signage Strategy.

#### ***Estate Signs***

An Estate sign means a sign erected on a lot within a subdivision or development estate, displaying information about the estate such as the estate name, the plan of subdivision or development, the estate features, sales and real estate agency contact details.

Estate signs shall:

- be located entirely within the estate to which they relate and may be located on public land within that estate;
- not exceed six metres by three metres, mounted on one or more support poles;
- be located at justified strategic points within the estate to avoid unnecessary proliferation of estate signs;
- where visible from the perimeter of the subdivision or development estate be limited to a maximum of two signs; and
- be removed within 30 days of 95% of the lots or buildings within the estate being sold.

Estate Signs will only be considered in the context of an overall Signage Strategy.

In addition to the above requirements the Council may grant temporary approval (up to 12 months) for the erection of no more than one (1) off-site estate sign where it is satisfied that the proposed sign is necessary to assist in directing the public towards a removed subdivision or land development estate and provided that the sign:

- can be located entirely on private property, with the consent of the relevant landowner/s;
- is generally located within 1km of the land development estate or subdivision and is in close proximity to the nearest road intersection;
- avoids conflict or competition with other land development estates or subdivisions; and
- content is predominately for directional purposes.

### ***Display Home Signs***

A Display Home sign means a sign advertising a home or homes on display for public inspection.

Display Home signs shall:

- be limited to one sign per display home;
- not exceed 6.0 metres in height or 2.5 metres measured horizontally across the face of the sign; and
- where located adjacent to a lot used for residential purposes, be located at least 3.0 metres from the boundary of the residential lot.
- not be illuminated; and
- be removed within 30 days of the closure of the display home centre.

In addition to the above, one Display Home Composite Sign may be permitted on public land adjacent to a display home centre, where multiple builders exist or are proposed to exist in the centre provided that the sign:

- does not exceed 6.0 metres in height or 2.5 metres measured horizontally across the face of the sign;
- is designed to provide one infill panel for each builder on the lot.
- only promotes the display home centre, its opening hours and the building companies represented within the centre; and
- The sign is removed within 30 days of the closure of the display home centre.

A display home composite sign will only be considered in the context of an overall Signage Strategy for the centre.

## **Variation to Standards**

It is the intention of this Policy that signs that comply with the standards herein will be exempt from the need to obtain planning approval, unless expressly stated that a Signage Strategy is required. Variations sought to the standards outlined above (design or number) or for signs not included within this Policy may be considered in the context of a Signage Strategy.

### ***Signage Strategies***

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

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

- All new buildings where multiple tenancies are proposed;
- Signs for subdivision or development estates which propose more than ten lots;
- Signs for display homes, villages or centres;
- Signage where the total number of signs (existing and proposed) on the site exceeds a total of four.
- Involving a variation to the requirements of this policy;

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

Once approved, all subsequent sign applications will be assessed against previously approved signage strategies. Modifications to the signage strategy to permit additional signage will be subject to a further approval and will need to be further justified.

## **Responsibility for Implementation**

Manager Approval Services  
Manager Planning Services