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## What is a Sign?

A 'Sign' means any message, direction or representation displayed on a building, structure, board, flags or bunting whether they contain a written message or not and includes any display produced by way of a video or other electronic means. This includes:

- Business identification signage;
- Building identification signs;
- Advertisements

...but does not include traffic signs or traffic control facilities.

Signs which are proposed to be placed on private property (building or land) or leased premises might include the following:

- Wall
- Projecting verandah
- Window
- Roof
- Inflatable & banners
- Portable
- Pylon
- Entry statements
- Estate and display home

## Why control signs?

The City's objectives related to the control of advertising are:

- To ensure that the visual quality and character of popular localities and transport corridor are not eroded.
- To achieve advertising signs that are not misleading or dangerous to vehicles or pedestrians.
- To minimize the total area and impact of outdoor advertising balanced with the realistic needs of business for such advertising.
- To prohibit outdoor advertising which is considered superfluous or unnecessary as related to their number, colours, height, visual impact, size, content and relevance to the premises on which they are located.
- To reduce or minimize clutter.
- To promote a high standard of design and presentation in outdoor advertising.

## What approvals are required?

**A Sign Licence:** This is a licence issued by the City's Building Approvals team and ensures that the proposed sign is structurally sound and will be fixed correctly.

**Planning Approval:** If your sign does not meet the design standards in the Signs Planning Policy, then you will need to seek approval from the City's Planning team in the form of a Development Approval.

## General Guidelines for Advertising on Private Property

There are guidelines which apply to all types of signs. Signs shall:

- Not contain any offensive material;
- Not be affixed to boundary fencing or walls;
- Not extend beyond the boundary of the lot on which they are situated (some minor exceptions apply);

- Bear relevance to the site on which they are located (minor exceptions apply);
- Integrate with the building design, particularly through the provision of signage panels with the building design, where possible.

### Are any signs exempt?

Many signs do NOT need planning approval, as long as they meet the standards for that location and type of sign. These signs are considered 'exempt' from planning approval. Check the design criteria for the specific location, found in the [Signs Local Planning Policy](#).

A Sign Licence is still required for all signs, unless it is classed as exempt in the [City's Local Signs Law](#) (see Clause 15).

### SIGN LICENCE APPLICATION

#### What do I need to submit?

- Completed ['Sign Application form'](#)
- Scheduled fee
- 3 x Plans drawn to scale of not less than 1:50 showing the size, position, design and inscription to appear thereon, the method of construction and fixing of the sign for which the licence is sought.
- Detailed structural drawings.

#### What if my sign does not meet the Design Guidelines?

If your proposed sign appears to exceed or contravene the Signs Planning Policy Guidelines, then you will need to submit a Development Application (DA) to the City's Planning Implementation team.

### DEVELOPMENT APPLICATION

#### What do I need to submit?

- Completed Application Form "[Approval to Commence Development](#)"
- [Scheduled fee](#) (see below)
- 1 x site plan showing the location of the existing/proposed structure, access points, car parking areas, landscaping etc. and location of the proposed signage in relation to this. The site plan is to detail the setback of the sign from the front and side boundaries. Drawn to scale not less than 1:200.
- 1 x elevation of the sign or façade of the building to which the signs is to be affixed. The elevation should depict the total height of the sign, the height of any poles supporting the sign, the height and width of the sign and proposed graphics/wording on the sign. Drawn to scale of 1:100 or 1:200.
- Any other relevant information (e.g. illumination).
- A signage strategy\* may be required for larger developments or multiple signage applications.

## What is a \*Signage Strategy?

A Signage Strategy is an overall plan for the whole of the development area or site, with information including location, type, size and design of all existing and proposed signs. A Strategy will be required to be submitted upon application for a Signage Planning Approval for:

- All new buildings where multiple tenancies are proposed;
- Signs for sub-division or development estates (of more than 10 lots)
- Signs for display homes, villages or centres
- Signage where the total number of signs (existing and proposed) exceeds a total of four.

## Fees

To determine your application fees, please refer to please refer to our [Building Fee Schedule](#) or [Building Application Fee Calculator](#) on the City's website.

**For further information, please contact the City's Customer Relations team on 9405 5000.**

### Disclaimers:

1. In line with the City's recordkeeping requirements, please ensure that the information included on any application form is accurate and complete. Please also retain a copy of the completed form before submitting with the City as the form and any supporting documents will not be returned. The City accepts no responsibility for any loss, damage, liability or inconvenience suffered by any person as a result of using an application form or lodging an application form with the City.

2. This information sheet is produced by The City of Wanneroo in good faith and the City accepts no responsibility for any ramifications or repercussions for providing this information. This information sheet is correct as of July 2019 and prone to alteration without notification.



### Did you know?

Save time and apply online! This application is available for lodgement via the City's website [www.wanneroo.wa.gov.au](http://www.wanneroo.wa.gov.au)