1.0 CITATION

This is a Local Planning Policy prepared under Schedule 2, Part 2 of the Deemed Provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015.* This policy may be cited as Local Planning Policy (LPP) 4.6 – Signage.

2.0 INTRODUCTION

The purpose of this policy is to provide a framework for the design, placement and assessment of advertising signs (signage) within the City.

3.0 OBJECTIVES

- To ensure that the visual quality and character of particular localities and transport corridors are not eroded;
- To achieve advertising signs that are not misleading or dangerous to vehicular or pedestrian traffic;
- To minimise the total area and impact of outdoor advertising commensurate with the realistic needs of commerce for such advertising;
- 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;
- To reduce and minimise clutter; and
- To promote a high standard of design and presentation in outdoor advertising.

4.0 APPLICATION OF THIS POLICY

This policy should be read in conjunction with the development standards and requirements of District Planning Scheme No. 2 (DPS 2).

5.0 POLICY PROVISIONS

GENERAL PROVISIONS

General Development Standards

1. All signs that are compliant with this policy or are listed in Schedule 16 of District Planning Scheme No. 2 (Appendix 1) are exempt from requiring development approval as per Clause 61(1) of the Deemed Provisions of *Planning and Development (Local Planning Schemes) Regulations 2015* with exception to the following:
   a) Signage containing any illumination or radio, animation or movement in its design or structure, reflective, retro-reflective or fluorescent materials in its design or structure;
   b) Digital signage (unless otherwise provided for below); or
   c) Signs that require a signage strategy under this policy.

2. In general, advertising signs should:
   a) Not contain any offensive material deemed to be violent, insulting, obscene or defamatory to the general public, as determined by the City;
   b) Not be affixed to boundary walls or fences;
   c) Not extend beyond the boundary of the lot on which they are situated;
   d) Relate to the site on which they are located; and
   e) Integrate with the building design, particularly through the provision of signage panels within the building facades, wherever possible.
3. A sign that fits within the definition of more than one sign type shall be assessed against the criteria the City considers most applicable.
4. The area of a sign is to be measured as the greatest horizontal dimension multiplied by the greatest vertical dimension, excluding any support structures.

Signage Strategy

A signage strategy is an overall plan for a development site or structure plan area and should be submitted with an application for development approval when:

1. The signage relates to a subdivision or development estate which proposes more than ten lots;
2. The signage relates to a display home centre; or
3. The number of signs for a development site (existing and proposed) exceeds a total of four.

A signage strategy should incorporate the location, type, size and design of all existing and proposed signs, depicted on site and elevation plans. Justification should be provided on the need for the number and design of signs proposed, having regard for the relevant policy provisions and objectives.

Digital Signage

The City may consider applications for digital signage in the following circumstances:

1. Pylon Signs and Wall Signs associated with Educational Establishments, Recreation - Private (e.g. golf course), Places of Worship and tourist locations;
2. On Commercial zoned land identified as a Neighbourhood Centre or above under DPS 2 or an applicable structure plan, and associated with the tenancies on site, limited to the following:
   a) One Pylon Sign per street frontage;
   b) One Wall Sign per street frontage;
   c) One Window Sign per tenancy; and
   d) Designed and located for reciprocal use by all tenancies within a development to minimise clutter.
3. Third Party Digital Signage in an Activity Centre with a category of District Centre or above under DPS 2 or an applicable structure plan, subject to:
   a) Located centrally within the Activity Centre;
   b) Integrated with the built form and designed to complement the character of the centre; and
   c) Oriented towards a pedestrianised environment.

4. Third Party Digital Signage located within or adjacent to a Primary or Other Regional Road Reserve, subject to:
    a) Not being visible to any existing or proposed public open space (local or regional) or sensitive land uses;
    b) Does not detract from the character and amenity of the locality;
    c) Requires support from the owner/manager of the transport corridor; and
    d) Does not conflict with any traffic signals or create a road safety issue.

Exemptions

The following digital signage is exempt from requiring development approval:

- Pylon Signs associated with an Educational Establishment located on a Local Distributor road or lower, where compliant with the Pylon Sign provisions of this policy; or
- Window Signs within a Commercial or Service Commercial zone, where compliant with the provisions of the Window Sign provisions of this policy and does not face residential development or land intended for residential use.

Assessment Considerations

- Unless outlined above, applications for digital signage are required to obtain development approval and will be assessed against the most applicable sign type to which the sign relates, as well as all other relevant policy provisions.
- Illumination of signs must comply with the relevant Australian Standards (including AS 4282-2019) and any other relevant standards and guidelines. Applicants are required to provide information on the proposed luminance of a digital sign. At the request of the City, an applicant may be required to provide a Lighting Impact Assessment to demonstrate that the signs luminance does not affect the amenity of nearby sensitive land uses.
- Signs that are visible from public roads shall generally not include any animated, flashing, pulsing or chasing content.
- Digital signage applications may also be required to demonstrate they are safe from a road safety perspective. Applicants should contact the City to determine if any road safety audit report is required prior to formally submitting an application.
- Where a sign is visible from residential development or land intended for residential use, a viewing angle restriction film, or an equivalent treatment with similar effect, is to be applied to limit the viewing angle and mitigate luminance impacts on existing and future residential development.

Supporting Information for all Digital Signage

- An artist or computer generated impression to scale showing the proposed development and its relationship with the surroundings;
- Information on the operation of the sign (e.g. dwell time, set on a timer, static/cinematic, luminance levels) and a maintenance schedule (as applicable);
- Visual impact assessment (where required); and
- Complaints management procedure addressing complaints relating to luminance levels and contents displayed.

ON BUILDING SIGNS

Wall Sign

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 300 millimetres out from the wall.



Wall signs should:

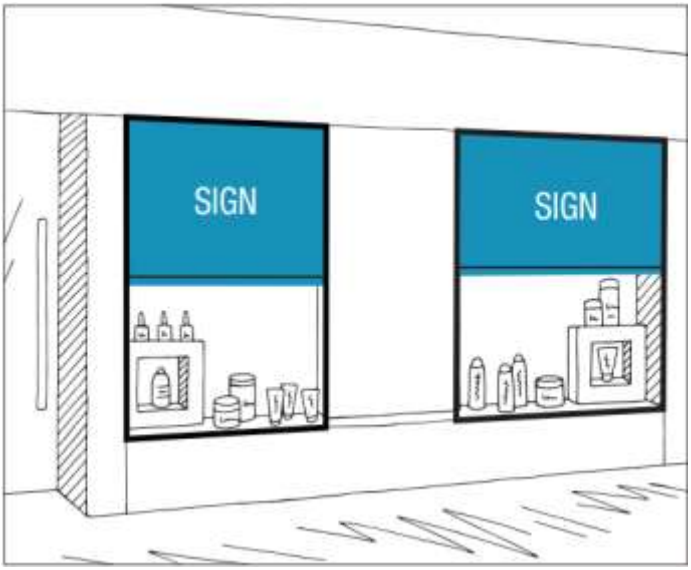
- Be limited to maximum of one sign per tenancy, per street frontage.
- Not extend laterally beyond either end of the wall or protrude above the top of the wall.
- Not exceed 25 percent in aggregate area on any one wall to a maximum of 8 square metres. For lots zoned 'General Industry' or 'Light Industry', the wall sign can be a maximum of 25 percent of the wall area.
- Be integrated with the building design.

For wall signs proposed on a 'Residential' zoned lot used predominantly for non-residential purposes, the following applies:

- Limited to one sign per lot.
- Limited to 1.2 square metres in area.

Window Sign

A sign which is either fixed to the glazed area or is a standalone structure internally, any part of which is visible from outside the building.



A window sign should:

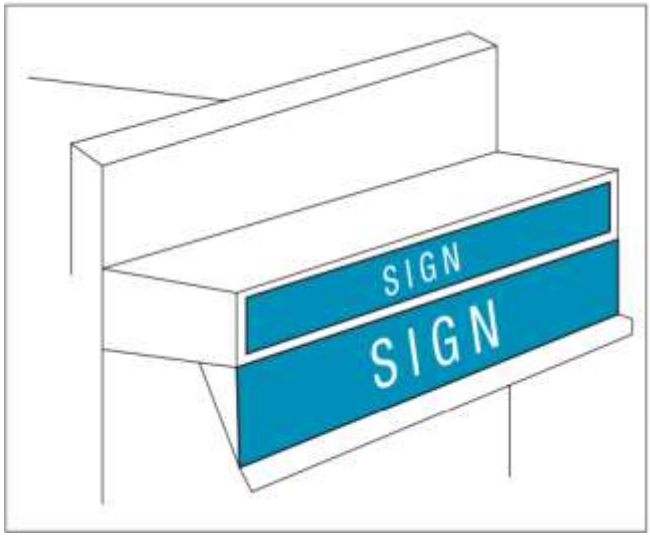
- Not cover more than 50 percent of the glazed area of any one window or exceed 10 square metres in aggregate area per tenancy whichever is lesser.
- The balance of the window shall be constructed of permeable glazing to maintain an active building frontage and presentation to the street.

Verandah Sign

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

Signs on the underside of a verandah should:

- Not exceed 2.4 metres in length.
- Not exceed 400 millimetres in height.
- Not be located within 1 metre of another such sign on the underside of the same verandah.
- Be positioned at right angles to the building façade.
- Provide a clear headway under the sign of not less than 2.75 metres, measured from floor level.
- Not project beyond the edges of the verandah.



Signs on the fascia of a verandah should not:

- Exceed 400 millimetres in height.
- Project beyond the edges of the verandah.

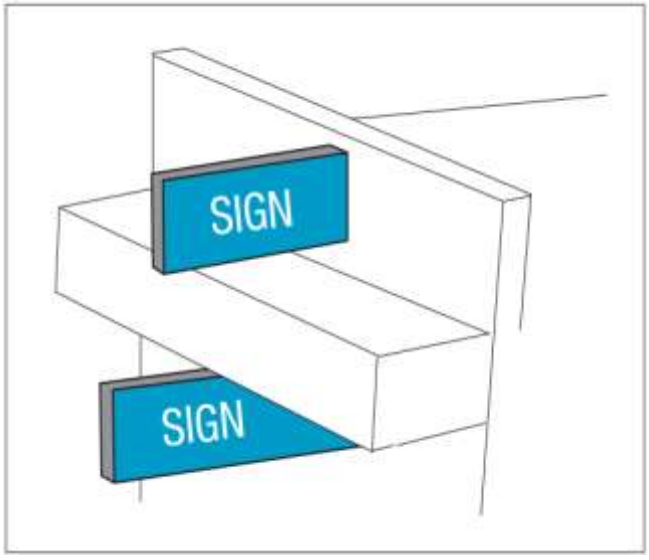
Signs affixed to the top of a verandah are generally not supported given the potential negative impact on visual amenity.

Projecting Sign

A sign that projects 300 millimetres or more from the wall of a building.

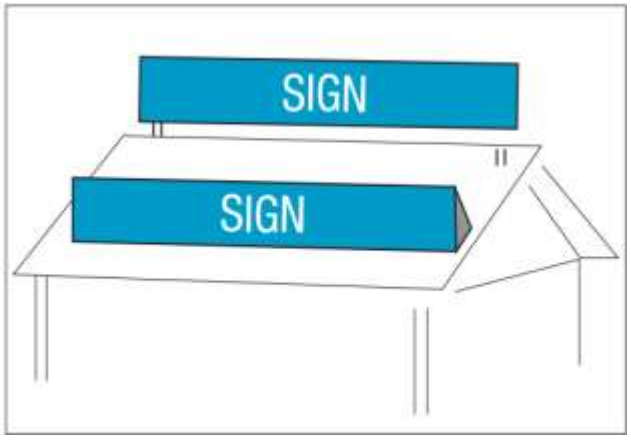
Projecting signs should:

- Be limited to maximum of one sign per tenancy or one for every 40 metres of linear street frontage.
- Not project more than 1 metre from a wall and not exceed 1.5 square metres in area.
- Not be placed within 2 metres of either end of the wall to which they are attached.
- Not project above the top of the wall to which they are attached.
- Provide a clear headway under the sign of not less than 2.75 metres, measured from floor level.



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

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



Inflatable Sign
A sign that is painted, stencilled or attached to an inflated device, such as a balloon.

Inflatable signs should not:

- Exceed 7 metres in diameter or 9 metres in height, and are permitted above roof height.
- Be displayed for more than 14 days in aggregate for any one calendar year.



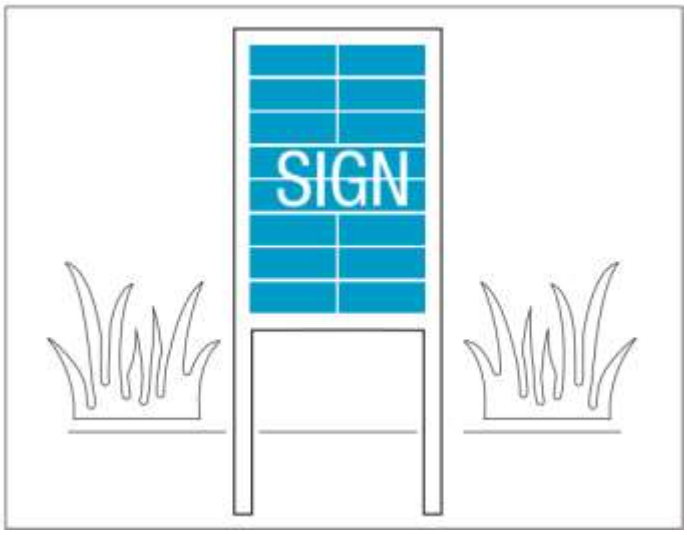
OFF BUILDING SIGNS

Pylon Sign
A sign supported on one or more poles to which infill panels may be added, that is not attached to a building.

Pylon signs should:

- Be limited to a maximum of one per street frontage or one for every 40 metres of linear street frontage.
- Not exceed 6 metres in height by 2.5 metres in width.
- Be located centrally within the lot and no closer than 3 metres to a side boundary.

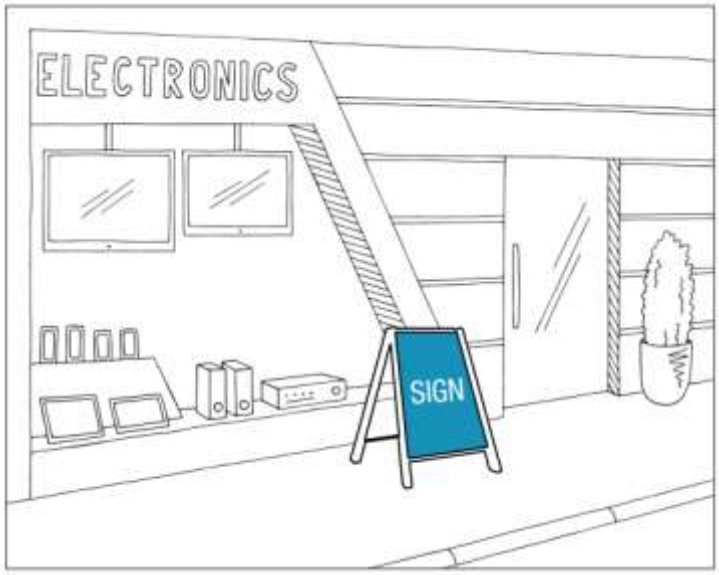
Individual pylon signs will not be supported for individual tenancies where multiple units exist or are proposed to exist on a lot. In this instance, a pylon sign shall be designed to provide one infill panel for each unit on the lot and may be increased in height to 8 metres.



Portable Sign
A sign that is not attached to a building or other structure.

Portable signs should:

- Not exceed one sign per tenancy.
- Only be displayed during normal operating hours of the business to which they relate.
- Not exceed dimensions of 1.2 metres in height or length, with an area of not more than 0.6 square metres.
- Be located on private property.
- Be secured and stabilised.
- Be placed so they do not obstruct pedestrian walkways, present a hazard to motorists or pedestrians, or obstruct car parking bays



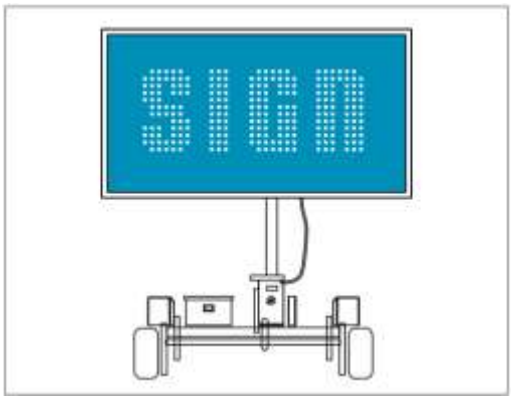
Banner Sign

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.



Banner signs should:

- Only be displayed for up to one week prior to a promotional event or offer.
- Be removed immediately following the promotional event or offer.
- Not exceed dimensions of 1 metre in height and 3 metres in length.
- Not be displayed for a period of time greater than six weeks.
- Be restricted to promoting no more than four promotional events per year.
- Be limited to a maximum of one per site.



Variable Message Sign

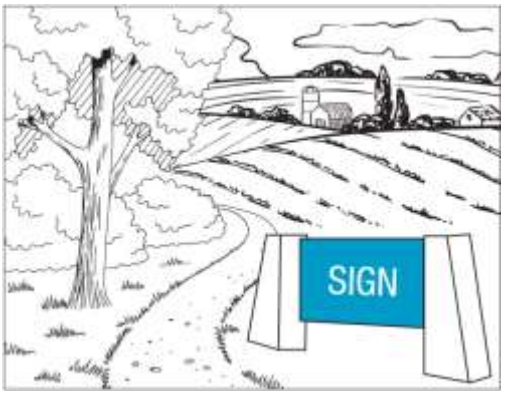
A digital messaging sign that is typically mounted on a trailer and displays advertising material which could change at regular intervals.

VMS signs are generally not supported within 20 metres of a road reserve as measured from the boundary of a lot, given the distraction they cause to drivers and potential negative impact on visual amenity.

VMS signs may be considered in a temporary manner in conjunction with a community event.

Rural Producer Sign

A sign erected on land lawfully used for rural purposes which advertises goods or products produced, grown or lawfully manufactured on the land.



Rural Producer signs should:

- Be limited to a maximum of one per street frontage of any lot.
- Not exceed 3 square metres in area or 3 metres in height.
- Show only the name and address of the occupier of the land and name of the property.
- Only advertise goods or products produced, grown or lawfully manufactured upon the land.

ESTATE DEVELOPMENT SIGNS

Entry Statement

A fence or wall constructed in masonry or other material, 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.

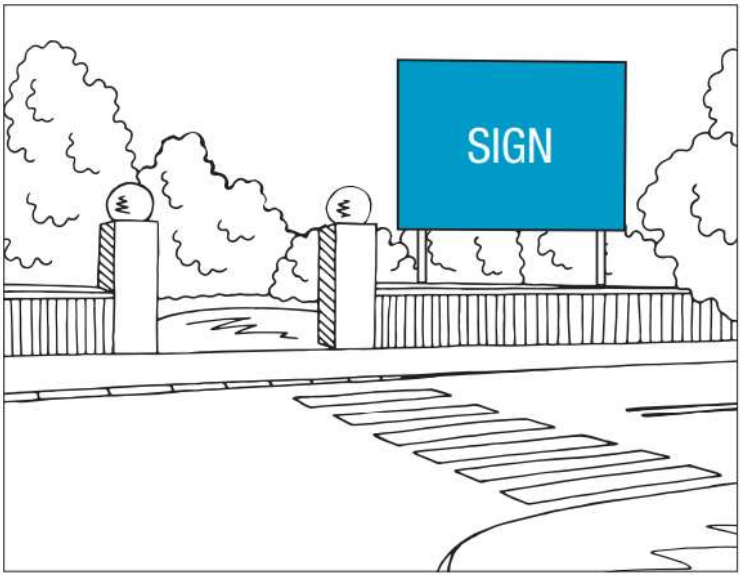


Entry statements should:

- Be located entirely within private property.
- Where an entry statement contains an estate name, it should include the approved locality name in at least equal prominence.
- All ongoing maintenance of an entry statement shall be at the cost of the developer and shall be removed prior to completion of the estate, unless otherwise agreed by the City.
- All entry statements are required to obtain development approval from the City.

Estate Signage

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



Estate signs should:

- Be located entirely within the estate to which they relate, at justified strategic points to avoid proliferation.
- Have a maximum of two signs visible from the perimeter of the estate.
- Be required to obtain development approval from the City and may only be considered in the context of an overall Signage Strategy.
- Be time limited through a condition of development approval, as determined by the City.

Dimensions:

- Estate signs in the form of a billboard, mounted on one or more support poles, should not exceed six metres by three metres.

- Where estate signage is not in the form of a billboard it will be assessed against the most applicable sign type within this policy, as determined by the City.

Off-site sign:
In addition, the City may grant approval for one off-site sign within one kilometre of an estate if considered necessary to assist with directing the public to the estate. The sign should be located entirely on private property with the consent of the landowner, and should avoid conflict with other signs.

Sea Containers:
The use of sea containers for signage purposes is generally not supported and will only be considered when:

- The signage is incidental to the use of the sea container; and
- The signage relates to the estate in which it is located.

** Estate signage may only be located on City managed land at the discretion of the City.*

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



Display Home signs should:

- Be limited to one sign per display home.
- Not exceed 6 metres in height by 2.5 metres in width.
- Not be illuminated
- If located adjacent to a lot used for residential purposes, be located a minimum 3 metres from the boundary of the residential lot.
- Be removed within 10 days of the closure of the display home.

In addition to the above, one integrated Display Home sign may be permitted where multiple builders exist provided the sign:

- Does not exceed 6 metres in height by 2.5 metres in width.
- Is designed to provide one infill panel for each builder in the display home centre.
- Is removed within 10 days of the closure of the display home centre.
- Obtains development approval from the City

** An integrated display home centre sign may only be located on City managed land at the discretion of the City.*

DEFINITIONS

Advertising Sign: means a sign in the form of a type specified below for the purpose of advertising or promoting a business or its products, and includes estate signage.

Sensitive Land Use: means land uses that are typically those where people live or regularly spend extended periods of time, such as but not limited to: caravan parks, child care premises, independent living complex, residential aged care facilities and residential development. Some commercial, institutional and industrial land uses which require high levels of amenity or are sensitive to particular emissions may also be considered "sensitive land uses". Examples include, but not limited to, some retail outlets (shops), offices, educational establishments, hospitals, hotels and tourist and visitor accommodation, and some types of storage and manufacturing.

Tourist location: refers to places where visitors typically visit for the natural, cultural or historic value while also offering leisure and amusement at a regional or sub-regional level and is determined at the discretion of the City.

Owner	Planning and Sustainability	**Document Reference**	25/428084
Implementation	December 2024	**Next Review**	December 2029
VERSION	**DECISION TO ADOPT/AMEND**		
1 - 21/384410	Council Resolution to Adopt on 12 October 2021 (PS03-10/21)		
2 - 25/428084	Policy Review Committee to Amend and Adopt on 1 December 2025 (4.3)		
3			

APPENDIX 1

SCHEDULE 16 OF DISTRICT PLANNING SCHEME NO. 2 - (CLAUSE 61(1) OF THE DEEMED PROVISIONS) - EXEMPTED ADVERTISEMENTS

a) All signs or advertising devices where the sign or advertising device does not exceed the design requirements of the local government's Signs Local Planning Policy; *AMD 52 GG 16/6/06*

b) a sign erected or maintained in accordance with an Act;

c) a property disposal sign not exceeding 2m2 erected on private property or immediately adjacent to the front boundary, where it is not possible to erect it on private property; *AMD 52 GG 16/6/06*

d) a plate not exceeding 0.2m2 in area erected or affixed on the street boundary or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the premises;

e) a direction sign;

f) a sign used solely for the direction and control of people, animals or vehicles or to indicate the name or street number of a premises, if the area of the sign does not exceed 0.2m2;

g) an advertisement affixed to or painted on a shop window not exceeding 50% of the glazed area of any one window or 10m2 in aggregate area per tenancy, whichever is the lesser, by the occupier thereof and relating to the business carried on therein; *AMD 52 GG 16/6/06*

h) a sign displaying solely the name and occupation of any occupier of business premises painted on a window or wall of those premises providing that the sign does not exceed 1.2m2 in area and a height of 600mm;

i) a sign within a building unless:

   i. it is clearly visible from a public place outside the building;

   ii. it is exempted under any other paragraph of this sub clause; or

   iii. it is considered objectionable by the local government;

j) a sign not larger than 0.6m x 0.9m on an advertising pillar or panel approved by or with the consent of the local government for the purpose of displaying public notices for information;

k) a building name sign on any building, where it is of a single line of letters not exceeding 300mm in height, fixed to the facade of the building;

l) newspaper or magazine posters, provided they are displayed against the outside wall of the business premises from which the newspapers or magazines are sold;

m) a rural producer's sign measuring up to 3m in height and 3m2 in area, which is the only sign on the lot on which it is erected; *AMD 52 GG 16/6/06*

n) a sign erected by the local government, or with the approval of the local government, on land under the care, control and management of the local government;

o) a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the local government and the company responsible for those signs;

p) a maximum of 4 garage sale signs, each not greater than 0.25m2, advertising the sale of second hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed on the day of the sale and on no more than 2 occasions for the same lot in each 6 month period;

q) a sign painted on a kerb, adjacent to a property depicting the house number and in accordance with specifications approved by the local government;

r) a sign erected by the local government for the purpose of:

   i. encouraging participation in voting (but not in favour of any candidate, political party, group or thing) at a local government election, provided that the signs are erected no more than 5 weeks prior to the election; or

   ii. indicating the name and location of a polling place for an election;

s) an election sign which is: *AMD 52 GG 16/6/06*

   i. erected on private property with the approval of the owner of that property, where such approval has been obtained prior to the erection of the election sign;

   ii. not in excess of 0.75m2 in area per property, except a corner property which may display one sign facing each thoroughfare of the corner;

   iii. erected not more than 28 days prior to the date of the election to which it relates; and

   iv. removed within 7 days of the date of the election;

t) a sign permanently affixed or painted on a vehicle to identify a company, business, service or product supplied or sold by that company. *AMD 52 GG 16/6/06*

The above signs are exempt from the requirement to obtain Development Approval except where the signs contain any illumination or radio; animation or movement in its design or structure; reflective; retro-reflective or fluorescent materials in its design or structure.