

POL	SIGNS AND ADVERTISING	LPP 3.7
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POLICY CODE:	LPP 3.7
DIRECTORATE:	Planning and Development
BUSINESS UNIT:	Planning and Development
SERVICE UNIT:	Statutory Planning Services
RESPONSIBLE OFFICER:	Manager, Statutory Planning
FILE NO.:	182/001
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VERSION NO.	9

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	27 February 2014	18 May 2017
	26 February 2015	23 November 2017
OCM:	11 October 2012	10 December 2015
	12 September 2013	9 March 2017
	13 March 2014	8 June 2017
	12 March 2015	

BACKGROUND

This policy should be read in conjunction with the City of Cockburn's Town Planning Scheme No. 3 (TPS 3), any of the City's specific Design Guidelines and Signage Local Laws.

PURPOSE:

The purpose of this policy is to ensure that the display of signs and advertisements on properties does not adversely impact upon the amenity of the area while providing appropriate exposure of activities or services. The objectives of the policy are:

- (1) To ensure that signage and advertising does not detract from the streetscape or amenity of the area.
- (2) To avoid the proliferation of signage in commercial areas.
- (3) To avoid an abundance of signs on individual sites and buildings.
- (4) To ensure that signs only relate to the services and products on the site.
- (5) To encourage the rationalisation of advertising signs on individual premises.
- (6) To encourage the incorporation of advertising signs into the design consideration of buildings.

POLICY

(1) Application

1. Where variations to the provisions of this policy are sought, the proposal shall be determined in accordance with the objectives of this policy (above) and the general development provisions of TPS 3 and may be subject to neighbour consultation.
2. Where a property is subject to specific Design Guidelines which contain provisions inconsistent with this policy, the Design Guidelines shall prevail.
3. Signs proposed on land reserved (partially or wholly) under the MRS shall be referred to the relevant Public Authority in accordance with the relevant WAPC Instrument of Delegation.
4. The maximum signage area contained in the policy refers to an aggregate of signage.

(2) General Development Provisions

1. *All Signs shall:*

- a) Not pose a threat to public safety or health.
- b) Only relate to services and products on the subject site.
- c) Not consist of inappropriate or offensive language or material.
- d) Not protrude over Council property, including footpaths (unless allowed under a verandah or attached to a fascia) or neighbour's property.



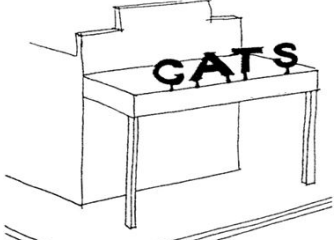
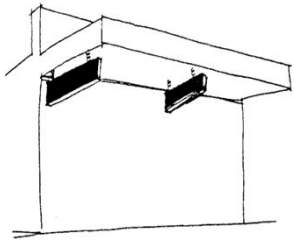
2. *Illuminated Signs shall:*

- a) Not cause a nuisance, by way of light spillage, to abutting sites.
- b) Not comprise flashing, intermittent or running lights.
- c) Not interfere with or be likely to be confused with, traffic control signals.
- d) Have a minimum clearance of 2.75m from finished ground level to the lowest part of the sign.
- e) Have any boxing or casing in which it is enclosed constructed of incombustible material.
- f) Have its electrical installation constructed and maintained to the satisfaction of Western Power Corporation or the appropriate electricity supply authority and in accordance with the S.A.A. Code 3000-1991.
- g) Be maintained to operate as an illuminated sign.

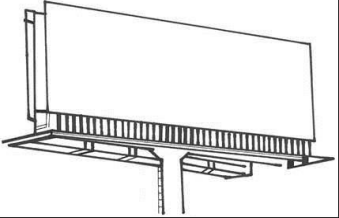
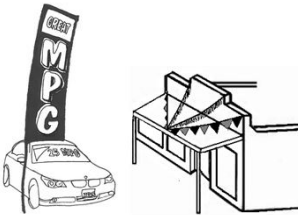
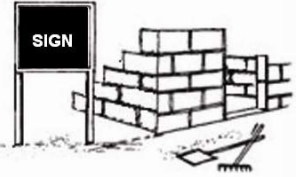
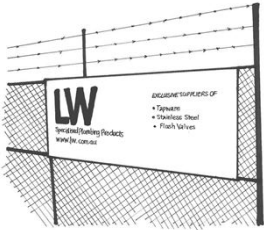
POL	SIGNS AND ADVERTISING	LPP 3.7
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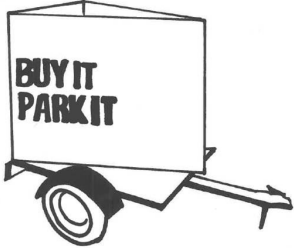
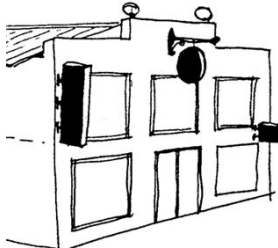

- h) Not have a light of such intensity as to cause annoyance to the public.
3. *Signs on Residential Properties (including Home Occupation) shall:*
- a) Not exceed 0.2m² in area and only for the purpose of identifying the name of the dwelling and/or nature of an approved home occupation operating from the dwelling.
 - b) Not exceed 0.5m in height where they are of a single line of letters fixed to the facade of a building.
4. *Signs on Heritage Buildings shall:*
- a) Contribute to the significance of a Heritage Place and existing signs should be retained and maintained.
 - b) Not dominate a Heritage Place. Instead, new signs should be placed where they would have traditionally been placed, and should be limited to a level consistent with traditional coverage.
 - c) Not be located where they would obscure or detract from a feature of the building.
 - d) Be located so as to ensure views to individually significant signs are maintained.
 - e) Not result in physical damage to any significant fabric. Signage should be readily removable, with careful consideration given in regards to the method of installation, in order to ensure that the original material can be reinstated.
 - f) If included on the State Heritage Register, be referred to the Heritage Council of Western Australia for comment.
 - g) Not require reproduction of historic advertising styles. Rather, respectful but clearly modern design is preferred for new signs.
 - h) Colours should be appropriate to the Heritage Place and in some instances which may require departure from standard company advertising colours.
5. *Temporary Signs (for events) shall:*
- a) Require planning approval if greater than 4m².
 - b) Not be exhibited more than 4 weeks prior to the event advertised and must be removed by the end of the day following the event.
 - c) Be located on the site of an event or the property of the organisation holding the event.
6. *Safety/Warning Signs shall*
- a) Not require planning approval if deemed necessary to comply with occupational, health and safety requirements.


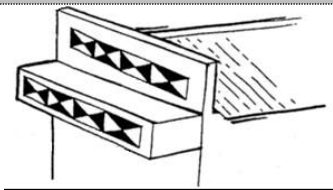
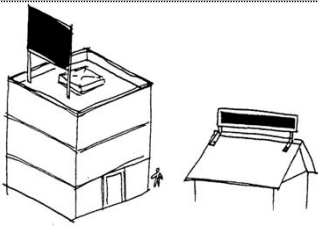
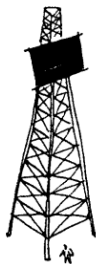
(3) Specific Sign Development Standards


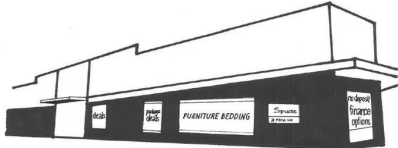
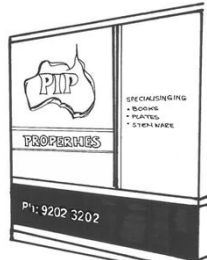
	Sign Type	Definition	Standards
1.	3D Replica Model or Shape / Object	<p>A three dimensional replica object or shape used as an advertising device and designated to replicate or copy a real world object or shape. The replica may be freestanding or attached to a building or other sign.</p>	<p>a) Planning approval is required for all 3D replica model or shape/object signs.</p> <p>b) Maximum volume of 4m³.</p> <p>c) Maximum height of 3m.</p> <p>d) Must not be erected for more than 4 weeks in any 12 month period.</p>
			
2.	Advisory Sign	<p>A sign erected on land which has been approved for subdivision, advertising the lots for sale.</p>	<p>a) Planning approval is required for all advisory signs greater than 6m².</p> <p>b) Erected at the ratio of 1m² of area per hectare with no individual sign exceeding 20m².</p> <p>c) Shall be removed from the site within two years or when 80% of the lots in the subdivision have been sold, whichever comes first.</p>
			
3.	Awning Sign (Above)	<p>A sign located above the outer fascia of a verandah, balcony or awning.</p>	<p>a) Planning approval is required for all awning signs (above).</p> <p>b) Lettering shall not exceed 1m in height.</p> <p>c) Maximum area of 6m².</p>
			
4.	Awning Sign (Below)	<p>A sign fixed to or suspended from the underside of a verandah, balcony or awning.</p>	<p>a) Planning approval is required for awning signs (below) that propose a minimum headway of less than 2.75m and are 4m² in area or greater.</p>
			

POL	SIGNS AND ADVERTISING	LPP 3.7
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Sign Type	Definition	Standards
<p>5. Billboard Sign</p> 	<p>A sign fixed to a free-standing structure that is not a building and has one or more supports.</p>	<p>a) Planning approval is required for all billboard signs.</p> <p>b) Billboard signs are generally not supported unless the City deems that the sign has a public/community purpose.</p>
<p>6. Bunting / Flag / Tethered</p> 	<p>A single or group of flags or material that may be freestanding or attached to a rope or line stretched between two or more points.</p>	<p>a) Planning approval is required for all bunting, flags or tethered advertising signs.</p> <p>b) Bunting, flags and tethered signs are generally not supported unless the City deems the sign has a public/community purpose.</p>
<p>7. Construction Sign</p> 	<p>A sign which is displayed for the duration of the construction period which displays the project or contractors details relating to the site.</p>	<p>a) Planning approval is required for construction signs that exceed 6m² for single/grouped dwellings, 10m² for multiple dwellings, commercial and industrial development or 20m² for shopping centre development.</p> <p>b) Construction signs shall only be in place for the duration of construction/development works.</p>
<p>8. Fence Sign</p> 	<p>Any sign attached to a fence.</p>	<p>a) Planning approval is required for fence signs greater than 6m² per street frontage.</p> <p>b) Maximum of one sign per street frontage on any one lot.</p> <p>c) Not permitted on lots located on district distributor roads.</p>

	Sign Type	Definition	Standards
9.	Ground Based Sign	A sign which is not attached or otherwise affixed to a building and no portion of which is higher than 1.2m above natural ground level.	<ul style="list-style-type: none"> a) Planning approval is required for ground based signs exceeding 4m². b) Maximum of one sign per tenancy on a lot unless incorporated in a barrier that distinguishes an outdoor dining area.
			
10.	Product Display Sign	An object which is displayed for the purposes of advertisement; or an advertisement sign which is attached to or placed on a vehicle (car, truck, boat, trailer, caravan, machinery, whether moveable or not).	<ul style="list-style-type: none"> a) Planning approval is required for all product display signs. b) Product display signs are generally not supported within the City unless the sign has a public/community purpose.
			
11.	Projecting Sign	A sign which projects more than 300mm from a wall of the building below the eaves or ceiling height.	<ul style="list-style-type: none"> a) Planning approval is required for projecting signs that propose a minimum headway of less than 2.75m and are 4m² or less. b) Shall not project more than 1m from the wall.
			
12.	Pylon Sign	A sign supported by one or more piers and not attached to a building.	<ul style="list-style-type: none"> a) Planning approval is required for all pylon signs greater than 3m in height or 4m². b) Maximum area of 20m² on any face. c) Maximum of one sign per street frontage. d) Setback at a minimum distance of its own overall height to street or right of way. e) Setback 6m from any other
			

Sign Type	Definition	Standards
		<p>sign erected on the same lot.</p> <p>f) Maximum height of 6m above natural ground level.</p>
13. Real Estate Sign	<p>A sign advertising the display, sale or lease of the property.</p>	<p>a) Planning approval required for real estate signs greater than 6m².</p> <p>b) Limited to one sign per lot.</p>
		
14. Roof Sign	<p>A sign which is affixed to the fascia or parapet, or forms part of a projection above the eaves of the building.</p>	<p>a) Planning approval is required for roof signs greater than 6m².</p> <p>b) Not be within 0.5m of either end of the external walls of the building.</p> <p>c) Not permitted if there is a roof sign (above) on the same lot.</p> <p>d) Complements the architectural style of the building.</p>
		
15. Roof Sign (Above)	<p>A sign erected on or attached to the roof of a building.</p>	<p>a) Planning approval is required for all roof signs.</p> <p>b) Not permitted if there is a roof sign on the same lot.</p> <p>c) Shall not project higher than 2m above the roof or 50% of the height of the building to which it is attached (whichever is higher).</p>
		
16. Tower Sign	<p>A sign affixed to, or placed on an open structural mast or tower.</p>	<p>a) Planning approval is required for all tower signs.</p> <p>b) Maximum height and width of the sign shall not exceed the height or width of the structure to which it is attached.</p> <p>c) Maximum area of 6m².</p>
		

Sign Type	Definition	Standards
<p>17. Variable Message Sign</p> 	<p>A sign which is permanent or portable and displays electronically generated variable messages.</p>	<ul style="list-style-type: none"> a) Planning approval is not required for public authorities to use variable message signs. b) Variable message signs are not supported within the City unless used by public authorities for public purposes. c) Planning approval is required for all Variable Message Signs that display Service Station fuel prices in a variable/LED Format. Advertised fuel prices are restricted to change only once in a 24 hour period.
<p>18. Wall Sign</p> 	<p>A sign which is affixed to the external part of a wall of the building but does not project above the lowest point of the eaves or ceiling of the building.</p>	<ul style="list-style-type: none"> a) Planning approval is required for wall signs greater than 6m². b) Shall not exceed 10% in area on any one wall. c) If the background colour of the sign matches the balance of the colour of the wall on which it is located, then the area of the sign shall be determined by measuring around the words of the sign. If the background colour of the sign does not match the balance of the colour of the wall on which it is located, the area of the sign is to be measured around the borders of the entire sign.
<p>19. Window Sign</p> 	<p>Sign which is affixed to either the interior or exterior of the glazed area of a window.</p>	<ul style="list-style-type: none"> a) Planning approval required for any window signs greater than 6m². b) Not to exceed more than 25% of the window. c) Lettering shall not exceed 1m in height.

POL	SIGNS AND ADVERTISING	LPP 3.7
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