



## Planning & Development Services

City of Albany  
Policy

# SIGNS

# City of Albany - Sign Policy

## Policy Statement

1. Signs are an element of the built environment that if not appropriately managed can detract from the visual amenity of an area. Too many signs can be less effective in their purpose as messages get lost in the clutter.

## Objectives

2. Signs should:
  - a) Be structurally sound;
  - b) Be appropriate to the use of the land;
  - c) Be appropriate to the character of an area;
  - d) Be appropriate to the character of the building; and
  - e) Not present a hazard to pedestrians or block motorists' views.

## Scope

3. The signage policy is complimentary to Local Planning Scheme No 1 and guides the development/erection of signs that require planning approval. It does not apply to signs that are exempted or listed in the scheme.

### Relationship of this Policy to Local Laws.

4. The SIGNS LOCAL (AMENDMENT) LAW 2008 is a local law that has to be complied with in addition to the Local Planning Scheme and Local Scheme Policy. The City's Building services section issues licences under the local law. The local law is mainly focused on the physical erection of signs and controlling construction standards, safety and maintenance of signs.
5. Part 8 of the LPS1 requires the prior approval of advertisements, except for the erection of any of the exempted classes of advertisements listed in Schedule 5 of *Local Planning Scheme 1*.
6. This Policy is adopted in accordance with the City of Albany *Local Planning Scheme 1* (LPS1). This Policy supports signs and design criteria in addition to and without contradicting the exempted classes of advertisements listed in Schedule 5 of *Local Planning Scheme 1*.

## Definitions

7. The City's *Local Planning Scheme 1* defines advertisement as:

*“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.”*

*Note: advertisement is inclusive of any word, letter, illustration painted onto a wall or structure.*

### Strategic Context

8. This policy relates directly to the following element of the *Community Strategic Plan "Albany 2023"*: *to advocate, plan and build friendly and connected communities.*

### Legislative Context

9. In addition to provisions of the scheme and policy, the City of Albany has adopted a Sign Local Law. The local law has been adopted to ensure that the larger wall signs and signs affixed to the ground are structurally adequate.
10. All signs require a permit in accordance with the Sign Local Law.

### Policy Provisions

11. A proposed sign that complies with the provisions of Schedule 5 of *Local Planning Scheme 1* and the provisions of this Policy does not require Planning Approval.
12. Planning approval is required for all signage that is not exempted as listed in the Schedule 5 of *Local Planning Scheme 1* and Table 1 within this Policy.
13. Planning approval is required for signage proposed within a place of heritage significance.

*Note: Applications for signs within a place of heritage significance will be referred to the regional heritage advisor and/or State Heritage Office for assessment.*

14. The following signs will not be permitted:
  - a) A sign that can be viewed externally to a Lot and that is advertising a business, services or goods that are not available to the public within that Lot (third party sign);
  - b) A sign that is illuminated in a living area (residential, tourist residential, etc).
  - c) A Sky Sign.

*Note: A Sky Sign extends higher than the roof gutter line of a building...includes a floatation sign.*

15. With the exception of a third party sign or sky sign, an application for a sign that is non-compliant with Schedule 5 of the Local Planning Scheme 1 or the provisions of the Policy will at the discretion of the assessing officer be either approved on the ground that the sign complies with the objectives of the Policy, be refused on the ground that the sign does not comply with the objectives of the Policy or referred to the Council for deliberation.
16. Advertising structures are to be placed completely within the confines of the lot. The exceptions to this are A-Frame Signs and Flag Signs.
17. Approved illuminated signs are not to be illuminated outside of business operational hours.
18. Attachment 1 is to be completed on application for planning approval for an advertisement.

Table 1

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy				
<p>If a proposed sign complies with the following Scheme provisions, then Planning Scheme Consent is not required.</p>			<p>If a proposed sign complies with Schedule 5 of the Scheme and the following Scheme Policy provisions, then Planning Scheme Consent is not required.</p>				
Land Use and/or Development	Exempted Sign Type & No. (Includes the change of posters or poster signs and applies to non-illuminated signs unless otherwise stated).	Maximum Area	Policy Provisions				
Dwellings	One professional nameplate as appropriate.	0.2m <sup>2</sup>	<p>Illuminated signs are not exempted in residential areas and will not be supported.</p> <p>Other than for an approved business, (Home Business, Bed and Breakfast, Holiday Accommodation, Medical Clinic, Consulting Rooms and the like), signs at residential properties will not be supported.</p>				
Home Business or Home Occupation	One advertisement sign describing the nature of the home business or home occupation.	0.5m <sup>2</sup>	<p>The criteria applied to Home Business or Home Occupation also apply to Bed and Breakfast, Holiday Accommodation, Medical Clinic, Consulting Rooms, Agriculture related business and the like.</p> <p>Illuminated signs are not exempted in living areas and will not be supported.</p> <table border="1"> <tr> <td>Wall Sign exempted if:</td> <td>Complies with Scheme (max 0.5m<sup>2</sup>) (includes Banner Sign)</td> </tr> <tr> <td>Free Standing Sign exempted if:</td> <td>1) Complies with Scheme (max 0.5m<sup>2</sup>) and does not exceed one (1) free standing sign that does not exceed 2m in height and 2m<sup>2</sup>.</td> </tr> </table>	Wall Sign exempted if:	Complies with Scheme (max 0.5m <sup>2</sup> ) (includes Banner Sign)	Free Standing Sign exempted if:	1) Complies with Scheme (max 0.5m <sup>2</sup> ) and does not exceed one (1) free standing sign that does not exceed 2m in height and 2m <sup>2</sup> .
Wall Sign exempted if:	Complies with Scheme (max 0.5m <sup>2</sup> ) (includes Banner Sign)						
Free Standing Sign exempted if:	1) Complies with Scheme (max 0.5m <sup>2</sup> ) and does not exceed one (1) free standing sign that does not exceed 2m in height and 2m <sup>2</sup> .						

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy	
<b>Places of Worship, Meeting Halls and Places of Public Assembly</b>	One advertisement sign detailing the function and/or activities of the institution involved.	0.5m <sup>2</sup>	Fence Sign exempted if:	1) Complies with Scheme (max 0.5m <sup>2</sup> ) and does not exceed one fence sign that does not exceed 1m <sup>2</sup> .
			Wall Sign exempted if:	Complies with Scheme (max 1 sign and max 0.5m <sup>2</sup> ).  (includes Banner Sign)
			Free Standing Sign exempted if:	1) Complies with Scheme (max 1 sign and max 0.5m <sup>2</sup> ) and does not exceed one free standing sign that does not exceed 2m in height and 7.5m <sup>2</sup> .
<b>Cinemas/Theatres</b>	Two advertisement signs (illuminated or non-illuminated) detailing the entertainment being presented from time to time at the venue upon which the signs are displayed.	No sign is to exceed 5m <sup>2</sup>	Wall Sign exempted if:	Complies with Scheme (max 5m <sup>2</sup> and max 2 signs)  (includes Banner Sign)
			Free Standing Sign exempted if:	1) Complies with Scheme (max 5m <sup>2</sup> and max 2 signs) or does not exceed one free standing sign that does not exceed 5m in height and 5m <sup>2</sup> .
<b>Shops, Showrooms and Other Uses appropriate to a Shopping Area</b>	All advertisement signs affixed to the building below the top of the awning or, in the absence of any awning, below a line measured at 5 metres from the ground floor level of the building.	Not applicable	Wall Sign exempted if:	Complies with Scheme (below 5m and area not applicable)  (includes Banner Sign)
			Projection Sign exempted if:	1) Does not exceed one per building; 2) Does not project from building more than one metre; and 3) Does not exceed 2m <sup>2</sup> .
			Flag Sign - exempted if:	<u>Located on Building</u> Complies with Scheme (below 5m and area not applicable) and does not exceed two (2) per Lot.  <u>Free Standing</u> Complies with Scheme (below 5m and area not applicable) and: 1) Does not exceed 2 per Lot (includes flag signs approved in road reserve); 2) Does not exceed 3m in height.

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy	
			Fascia Sign (affixed on or below fascia) exempted if:	Complies with Scheme (below 5m and area not applicable) and: 1) For fascia signs that are hanging (below fascia), a minimum ground clearance of 2.75m is achieved.
			Free Standing Sign (Pylon/Monolith) exempted if:	Complies with Scheme (below 5m and area not applicable) and: 1) Does not exceed 6m in height; 2) Does not exceed one (1) per lot; 3) Does not project beyond property boundary.
			Roof Sign exempted if:  <i>Note: Sky signs are not permitted</i>	Complies with Scheme (below 5m and area not applicable) or: 1) Does not exceed 10m <sup>2</sup>
<b>Industrial and Warehouse Premises</b>	A maximum of <u>four</u> advertisements signs applied to or affixed to the walls of the building but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projecting from a building and excluding signs which are connected to a pole, wall or other building.	Total area of such advertisements not to exceed 15m <sup>2</sup>	Wall Sign exempted if:	Complies with Scheme (max 15m <sup>2</sup> and max 4)  (includes Banner Sign)
			Flag Sign – affixed to building exempted if:	1) Does not exceed two (2) per Lot.
			Fascia Sign (affixed on or below fascia) exempted if:	1) For fascia signs that are hanging (below fascia), a minimum ground clearance of 2.75m is achieved.
	A maximum of two freestanding advertisement signs not exceeding five metres in height above ground level.	Total area of such advertisements not to exceed 10m <sup>2</sup> and individual advertisement signs are not to exceed 6m <sup>2</sup>	Free Standing Sign (Pylon/Monolith) exempted if:	1) As per Scheme: and a. does not project beyond property boundary; b. does not exceed 6m in height above ground level; c. individually do not exceed 9m <sup>2</sup> . 2) Flag sign may be approved in addition to Pylon sign subject to: a) Max 2 per Lot (includes flag signs approved in road reserve); b) Not to exceed 3m in height and 3m <sup>2</sup> in area.

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy
<b>Racecourses, Major Racing Tracks, Sports Stadium, Major Sporting Grounds and Complexes</b>	All advertisement signs provided that, in each case, the advertisement is not visible from outside the complex or facility concerned either from other private land or from public places and streets.	Not applicable	Wall Sign exempted if: <ol style="list-style-type: none"> <li>1) Maximum of one (1) wall sign advertising the use (football club), visible to the street.</li> </ol>
			Free Standing Sign exempted if: <ol style="list-style-type: none"> <li>1) Maximum of one (1) free standing sign advertising the use (golf club), visible from the street and not exceeding 3m in height.</li> </ol>
			Third Party Sign exempted if: <p>Complies with Scheme (not visible from outside complex).</p>
<b>Public Places and Reserves</b>	<ul style="list-style-type: none"> <li>• Advertisement signs (illuminated and non-illuminated) relating to the functions of Government, a public authority or Local Government excluding those of a promotional nature constructed or exhibited by, or on behalf of any such body;</li> <li>• Advertisement signs (illuminated and non-illuminated) required for the management or control of traffic on any public road, car park, cycleway, railway or waterway where such advertisement has been constructed or exhibited by or at the direction of a Government department, public authority or the Local Government; and</li> <li>• Advertisement signs (illuminated and non-illuminated) required to be exhibited by or pursuant to any statute or regulation or the like made pursuant to powers contained within a statute provided that such advertisement is constructed and/or exhibited strictly in accordance with</li> </ul>	Not applicable	Exempted if complies with Scheme

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy
	the requirements specified therein.		
<b>Railway Property and Reserves</b>	Advertisement signs exhibited on such land provided that each such advertisement is directed only at persons at or upon the railway station.	No sign is to exceed 2m <sup>2</sup>	Exempted if complies with Scheme (max 2m <sup>2</sup> )
<b>Advertisements within Buildings</b>	All advertisement signs placed or displayed within buildings, which cannot be seen by a person outside of those buildings.	Not applicable	Exempted if complies with Scheme
<b>All Classes of Buildings other than Dwellings</b>	One advertisement sign containing the name, number and address of the building, the purpose for which the building is used or the name and address of the managing agent thereof.	0.2m <sup>2</sup>	Exempted if complies with Scheme (0.2m <sup>2</sup> )
<b>Temporary Signs</b>	Exempted Sign Type & No. (Includes non-illuminated signs unless otherwise stated).	Maximum Area	Illuminated signs are not to be supported...otherwise as per Scheme (exempted).
<b>Building Construction Sites (advertisement signs displayed only for the duration of the construction) as follows:</b> a) Dwellings b) Multiple Dwellings, Shops, Commercial and Industrial Properties c) Large Developments or Redevelopment Projects involving	a) One advertisement sign per street frontage containing details of the project and the contractors undertaking the construction work; a) One sign as for a) above; and b) One sign as for a) above and one additional sign showing the name of the project builder	a) 2m <sup>2</sup> ; b) 5m <sup>2</sup> ; and c) 10m <sup>2</sup> (main sign) & 5m <sup>2</sup> (additional sign)	Exempted if complies with Scheme



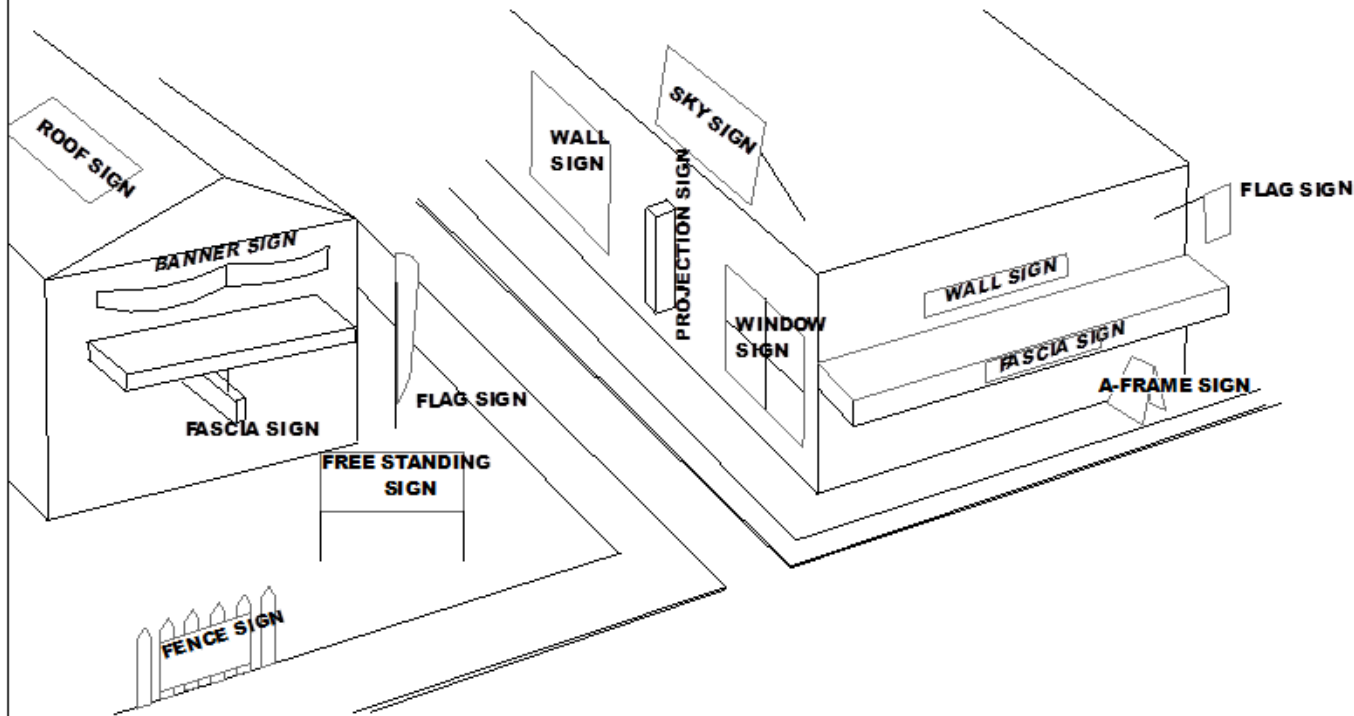
Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy
Shopping Centres, Offices or Other Buildings exceeding three storeys in height.			
Sales of Goods or Livestock	One advertisement sign per lot displayed for a period not exceeding three months advertising the sale of goods or livestock upon any land or within any building upon which the sign is exhibited provided that the land is not normally used for that purpose.	2m <sup>2</sup>	Exempted if complies with Scheme
<p><b>Property Transactions</b>                      (advertisement signs displayed only for the duration of the period over which property transactions are offered and negotiated) as follows:</p> <p>a) Dwellings</p> <p>b) Multiple Dwellings, Shops, Commercial and Industrial Properties</p> <p>c) Large Properties comprised of Shopping Centres, Buildings in excess of four storeys and Rural Properties in excess of five hectares</p>	<p>a) One advertisement sign per street frontage for each property relating to the sale, leasing or impending auction of the property at or upon which the sign is displayed;</p> <p>b) One advertisement sign as for a) above; and</p> <p>c) One advertisement sign as for a) above.</p>	<p>a) 2m<sup>2</sup>;</p> <p>b) 5m<sup>2</sup>; and</p> <p>c) 10m<sup>2</sup></p>	Exempted if complies with Scheme

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy
<p><b>Display Homes</b> (advertisement signs displayed only for the duration of the period over which homes are on display for public inspection)</p>	<p>One advertisement sign for each dwelling on display plus one additional advertisement sign for each group of dwellings displayed by a single project builder giving details of the project building company and details of the range of dwellings on display.</p>	<p>2m<sup>2</sup> (individual sign) 5m<sup>2</sup> (additional sign)</p>	<p>Exempted if complies with Scheme</p>
<p><b>Other Signs</b></p>	<p>Refer to Local Planning Policy Signs.</p>	<p>Not applicable</p>	<p>A-Frame Sign exempted if:</p> <ol style="list-style-type: none"> <li>1) Located on Crown Road Reserve immediately adjacent to business to which sign relates;</li> <li>2) Placed so as not to obstruct a pedestrian or impede the vision of a driver of a vehicle entering or leaving a thoroughfare or crossing;</li> <li>3) Sign writing relates only to business adjacent;</li> <li>4) Removed at the close of business each day;</li> <li>5) One (1) per business;</li> <li>6) Does not exceed 1m in height and 1m<sup>2</sup> in area.</li> </ol> <p>Flag Sign – free standing exempted if:</p> <ol style="list-style-type: none"> <li>1) Located on private allotment or Crown Road Reserve immediately adjacent to business to which sign relates;</li> <li>2) Placed so as not to obstruct a pedestrian or impede the vision of a driver of a vehicle entering or leaving a thoroughfare or crossing;</li> <li>3) Sign writing relates only to business adjacent;</li> <li>4) Removed at the close of business each day;</li> <li>5) Max 2 per Lot;</li> <li>6) Does not exceed 3m in height and 3m<sup>2</sup> in area.</li> </ol> <p>Sign on vehicle</p> <ol style="list-style-type: none"> <li>1) Advertisements displayed on or in any</li> </ol>

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy	
			<p>Window Sign</p> <p>Election Sign exempted if:</p>	<p>vehicle or vessel which is normally moving is exempt from requiring approval.</p> <p>1) Signs in windows are exempt from requiring approval.</p> <p>1) Free standing and not being affixed to any existing sign, post, power or light pole, or similar structure;</p> <p>2) Placed so as not to obstruct a pedestrian or impede the vision of a driver of a vehicle entering or leaving a thoroughfare or crossing;</p> <p>3) Not being erected until the election to which it relates has been officially announced;</p> <p>4) Being removed within 24 hours of the close of polls on voting day;</p> <p>5) Being securely installed;</p> <p>6) Not being an illuminated sign;</p> <p>7) Not incorporating reflective or fluorescent materials.</p>
			<p>Offices</p>	<p>Free Standing Sign</p> <p>1) Maximum of one free standing sign not exceeding 6m in height and 9m<sup>2</sup></p> <p>Wall Sign</p> <p>1) Not exceeding 10% of the area of wall.</p> <p>Flag sign - wall</p> <p>1) Max 2 per Lot (includes flag signs approved in road reserve);</p> <p>2) Not to exceed 3m in height and 3m<sup>2</sup> in area.</p> <p>Fascia Sign</p> <p>1) For fascia signs that are hanging (below fascia), a minimum ground</p>

Schedule 5 – Exempted Advertisements [cl.8.2(f)]			Policy
			<p>clearance of 2.75m is achieved.</p> <p>Projection Sign</p> <ol style="list-style-type: none"> <li>1) Does not exceed one per building;</li> <li>2) Does not project from building more than one metre; and</li> <li>3) Does not exceed 2m<sup>2</sup>.</li> </ol>
			<p><b>Any signs that fallout out of the category of signs referred to in the Scheme and Policy require Planning Approval. Such signs will be judged against protecting the amenity of an area and in-keeping with existing characteristics.</b></p>

# REPORT ITEM PD059 REFERS



**Attachment 1: Additional Information for Advertising**

**ADDITIONAL INFORMATION FOR ADVERTISEMENTS**

*Note: To be completed in addition to the Application for Planning Approval form.*

1. DESCRIPTION OF PROPERTY UPON WHICH ADVERTISEMENT IS TO BE DISPLAYED INCLUDING FULL DETAILS OF ITS PROPOSED POSITION WITHIN THAT PROPERTY:

\_\_\_\_\_

\_\_\_\_\_

2. DETAILS OF PROPOSED SIGN:

a) TYPE OF STRUCTURE ON WHICH ADVERTISEMENT IS TO BE ERECTED (I.E. FREESTANDING, WALL MOUNTED, OTHER):

\_\_\_\_\_

b) HEIGHT: \_\_\_\_\_

WIDTH: \_\_\_\_\_

DEPTH: \_\_\_\_\_

c) COLOURS TO BE USED:

\_\_\_\_\_

d) HEIGHT ABOVE GROUND LEVEL:

- (TO TOP OF ADVERTISEMENT): \_\_\_\_\_

- (TO UNDERSIDE): \_\_\_\_\_

e) MATERIALS TO BE USED: \_\_\_\_\_

\_\_\_\_\_

ILLUMINATED: YES/NO

If yes, state whether steady, moving, flashing, alternating, digital, animated or scintillating and state intensity of light source: \_\_\_\_\_

3. PERIOD OF TIME FOR WHICH ADVERTISEMENT IS REQUIRED:

\_\_\_\_\_

4. DETAILS OF ANY SIGNS (IF ANY) TO BE REMOVED IF THIS APPLICATION IS APPROVED:

\_\_\_\_\_

\_\_\_\_\_

**NOTE: THIS APPLICATION SHOULD BE SUPPORTED BY A PHOTOGRAPH OR PHOTOGRAPHS OF THE PREMISES SHOWING THE PROPOSED POSITION FOR THE ADVERTISEMENT SUPERIMPOSED THEREON AND THOSE ADVERTISEMENTS TO BE REMOVED, AS DETAILED IN SECTION 4 ABOVE.**

SIGNATURE OF ADVERTISER(S): \_\_\_\_\_ DATE: \_\_\_\_\_

(IF DIFFERENT FROM LANDOWNERS)

**Review Position and Date**

N/A

**Associated Documents**

*Local Planning Scheme 1*

**Version Control**

<b>Document Approval</b>			
<b>Document Development Officer:</b>		<b>Document Owner:</b> <i>(Dale Putland)</i>	
Enter Title		Jan Van Der Mescht	
<b>Document Control</b>			
<b>File Number - Document Type:</b>	LP.PLA.1 – Policy		
<b>Synergy Reference Number:</b>	(?)		
<b>Meta Data: Key Search Terms</b>	Policy		
<b>Status of Document:</b>	<b>Council policy position:</b> Draft		
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Draft	Adrian Nicoll	Draft (Advertising)	1/10/2014