



## Council Policy

# Local Planning Policy – Signs, Hoardings and Billposting

© City of Albany, 2006

## 1. Objective

The City of Albany has many different land uses (commercial, industrial, rural and residential), which have differing levels of signage needs. This policy has been developed in conjunction with a new Local Law.

Council will consider all applications for signage in accordance with the following objectives:

- To ensure that signs are appropriate for their location;
- To minimise the proliferation of signs;
- To ensure that signs do not adversely impact on traffic circulation and management, or pedestrian safety;
- To protect the amenity of residential areas, townscape areas and areas of environmental significance;
- To protect the significance of heritage places or buildings;
- To ensure that signs are constructed with quality materials;
- To encourage signs located within the Rural or Special Rural Zone or in areas of environmental significance to be sympathetic with the natural environment in terms of materials and colours;
- To ensure signs are generally erected on land where the advertised business, sale of goods or service is being carried out;
- To ensure that signs are maintained to a high standard.

## 2. Scope

The principal purpose of this Policy is to provide assistance to business operators who wish to erect a sign on private land.

The Policy sets out the standards applicable to different types of signage, the considerations of Council in determining an application and the conditions that may be appropriately imposed on the planning approval for an advertisement.

## 3. Definitions

An advertisement is to be classified according to the following categories –

**Development sign** – an advertisement displayed on a lot advertising units or lots for sale that complies with one of the following criteria:

- i) The lot has been approved by the Department of Planning and Infrastructure for subdivision into 10 lots or more.
- ii) The lot has been approved via planning scheme consent for residential development and involves 25 units or more.

**Display Home sign** – means an advertisement sign which is displayed on a lot advertising a building company and inviting members of the public to inspect their dwelling on display.

**Election notice** – means a notice declaring a forthcoming election of public interest and/or calling for nominations of such election or a notice declaring the results of any such election.

**Fly posting** – means advertising by means of posters placed on fences, walls, trees, rocks and any like places, or things without authority, and “fly-post” has a like meaning.

**Horizontal sign** – an advertisement attached to a building with its largest dimension horizontal.

**Illuminated sign** – an advertisement that is so arranged as to be capable of being lighted either from within or without the advertisement by artificial light provided, or mainly provided, for that purpose.

**Information panel** – a panel used for displaying a posted or painted advertisement.

**Institutional sign** – an advertisement displayed on any land or building used as a surgery, clinic, hospital, rest home, home for the aged, or other place of a similar nature.

**Monolith Sign** - means an advertisement sign which is not attached to a building or any other structure and with its largest dimension being vertical. Such a sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.

**Other advertisement** – an advertisement, which is not described by any other category of advertisement referred to in clause 2.1 of this Policy.

**Projection sign** – an advertisement that is made by projection of artificial light on a structure.

**Property transaction sign** – an advertisement indicating that the premises on which it is displayed are for sale or for lease or are to be auctioned.

**Pylon sign** – an advertisement supported by one or more piers and which is not attached to a building and includes a detached sign framework supported on one or more piers to which sign infills may be added.

**Roof sign** – an advertisement displayed on the roof of a building.

**Rural producer’s sign** – an advertisement displayed on land used for horticultural purposes and which advertises products produced or manufactured upon the land and includes the property owner’s or occupier’s name.

**Semaphore sign** – A sign, which is at right angles to the adjacent street and which projects more than 300mm from the face of a building

**Sign infill** – a panel, which can be fitted into a pylon sign framework.

**Third Party Sign** – a sign on any building or site or premises where the services or goods so advertised are not available to the public within that building or site.

**Tower sign** – an advertisement displayed on a mast, tower, chimneystack or similar structure.

**Verandah sign** – an advertisement above, on or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or private land.

**Vertical sign** – an advertisement attached to a building with its largest dimension vertical.

**Wall sign** – a sign affixed to an exposed sidewall of a building at right angles to the street.

## 4. Policy Statement

In addition to the specifications contained in Table 1, the specifications and requirements for each category of advertisement referred to in clause 3 are stipulated below.

### ***Overall Signage***

No more than four (4) signs shall be located on each building, or in the case of a multi-tenanted building no more than two (2) signs per tenancy up to an overall maximum of ten (10) signs, inclusive of signage attached to a building's roof, verandah or other architectural feature (does not include pylon signs or any other sign not attached to building).

Within the Residential zone no signage up to 0.2m<sup>2</sup> shall be permitted for approved home based businesses, and signs no greater than 1m<sup>2</sup> shall apply to approved consulting rooms, day care centres, medical centres or holiday accommodation units located in this zone.

### ***Development signs***

A development sign is to be removed from the site within 2 years of the grant of planning approval for the sign or when all of the lots or units, by number, in the subdivision/development have been sold, whichever is the sooner.

A development sign located within an existing residential area and directly opposite established houses is to be reduced in size to a maximum area of 9m<sup>2</sup>. Where the sign is located internally of a new subdivisional area, or is located on land used for commercial purposes a maximum area of 18m<sup>2</sup> applies.

### ***Illuminated Signs***

An illuminated sign shall -

- (a) have any boxing or casing in which it is enclosed constructed of combustible material;
- (b) not have a light of such intensity or colour as to cause annoyance to the general public or to owners and patrons of adjacent land;
- (c) not comprise flashing, intermittent or running lights.
- (d) Have a minimum clearance of 2.75 metres from finished ground level.
- (e) Not be located in a heritage precinct, if stipulated by a more specific planning policy, where illuminated signage is prohibited.

### ***Information panel***

A wall panel should comprise a framework surround with a lockable transparent cover behind which separate notices may be pinned affixed or painted.

### ***Monolith sign***

All monolith signs shall have infills, either translucent or opaque, filling the complete width and height of the sign. The monolith sign on a lot with multiple tenancies should be designed to allow all tenants to advertise in compliance with this Policy, and should not incorporate 'brand' advertising.

### ***Projection sign***

An application for approval for a projection sign should not be approved if, upon the sign being projected onto a structure, exceeds the specifications stated in columns 2 & 3 of Table 1.

### ***Property transaction sign***

- (a) A property transaction sign advertising an auction shall, if approved –
  - i) not be erected more than 28 days before the proposed date of the auction;
  - ii) be removed no later than 14 days after the auction, subject property has been sold, or at the direction of the local government whichever is the sooner; and
  - iii) where such a sign is erected on land having a frontage to a road that is a main road within the meaning of the *Main Roads Act 1982*, consists of letters not less than 150 mm in height.
- (b) A property transaction sign advertising grouped dwellings/commercial or industrial units in a building erected, or to be erected, are, or will be available for letting or for purchase shall, if approved –
  - i) not be erected before the issue of a planning scheme consent for any such building; and
  - ii) not be erected or maintained for a period exceeding three months following completion of any such building, without the prior approval of the local government.

(c) Any property transaction sign of any description shall be erected on the land to which it relates and not elsewhere.

### ***Pylon sign***

The pylon sign on a lot with multiple tenancies should be designed to allow all tenants to advertise in compliance with this Policy, and should not incorporate 'brand' advertising.

### ***Roof sign***

A roof sign shall -

- (a) not extend laterally beyond the external wall of the structure or building on which it is erected or displayed.
- (b) only be permitted where it can be demonstrated that, having regard to the character of the area in which they are to be situated, they do not adversely affect its amenities or those of other areas.
- (c) not protrude above the highest ridge of the roof line.

### ***Rural Producer's sign***

A rural producer's sign should not advertise anything other than the sale of produce grown on the land on which the sign is erected.

### ***Semaphore sign***

- (a) A semaphore sign should be fixed –
  - i) at right angles to the wall or structure to which it is to be attached; and
  - ii) over or adjacent to the entrance to a building.
- (b) No more than one semaphore sign should be fixed over or adjacent to any one entrance to a building.

### ***Tower Sign***

A tower sign shall not extend laterally beyond the structure on which it is placed.

### ***Verandah sign – verandah facia***

A verandah sign fixed to the outer or facia of a verandah shall not project beyond the outer frame or surround of the facia.

### ***Verandah sign – under verandah***

An under verandah sign should be fixed at right-angles to the front wall of the building to which it is to be affixed, except at the corner of a building at a thoroughfare intersection, where the sign may be placed at an angle with the wall so as to be visible from both thoroughfares.

### ***Vertical sign***

A vertical sign where placed on a corner of a building at a thoroughfare intersection, may be placed at an angle with the wall so as to be visible from both thoroughfares.

### ***Wall signs***

Wall signs should not –

- (a) be displayed on the front façade of a building;
- (b) be closer than 1 metre from the front façade of the building to which it is attached.
- (c) In aggregate cover more than 25% of the wall's area up to a maximum of 15m<sup>2</sup>.

### ***Acceptable deviation***

The local government may exercise its discretion to approve a deviation from the specific standards subject to the applicant demonstrating that the likely affect of the location, height, bulk, scale, orientation and appearance of the advertisement will not:

- (a) conflict with or detrimentally affect the amenity of the locality;
- (b) interfere with traffic safety.

### **SIGNS NOT PERMITTED**

The following signs shall not be permitted, where:

- (a) it would detract from the aesthetic environment of a park or other land used by the public for recreation;
- (b) in the case of an internally illuminated advertisement, its display would cause glare or dazzle or would otherwise distract the driver of a vehicle;
- (c) in the case of an externally illuminated advertisement, the light would not be directed solely onto the device and its structural surround and the light source be so shielded that glare would not occur or extend beyond the advertisement and cause the driver of any vehicle to be distracted;
- (d) it would be likely to interfere with, or cause risk or danger to traffic on a thoroughfare by virtue of the fact that it:
  - (i) may be mistaken or confused with, or obstruct or reduce the effectiveness of any traffic control device;
  - (ii) would invite traffic to turn and would be sited so close to the turning point that there would not be reasonable time for a driver of a vehicle to signal and turn safely;
  - (iii) would invite traffic to move contrary to any traffic control device;

- (iv) would invite traffic to turn where there is fast moving traffic and no turning lane;
- (v) may obscure the vision of a person driving a vehicle;
- (e) in the case of an illuminated advertisement, it may confuse with or mistaken for the stop or tail light of a vehicle or vehicles;
- (f) it significantly obstructs or obscures the view of a river, the sea or any other natural feature of beauty; or
- (g) any sign which, in the opinion of Council is objectionable, dangerous or offensive
- (h) any sign painted the roof of any building;
- (i) any sign is sited within a road reserve during normal business hours (except signage approved in accordance with Council's Activities in Thoroughfares and Public Places and Trading Local Law 2001).
- (j) any sign is located in the centre of any roundabout;
- (k) it is Fly Posting;
- (l) it is Third Party Signage, notwithstanding the placement of a such a sign in a public place where the advertisement in the absolute discretion of Council, is for the benefit or credit of the municipality.
- (m) it would detrimentally affect the amenity of the area.
- (n) it would detrimentally affect the significance and aesthetics of a Heritage Area or a place on the Heritage List.

### **CONTENT OF SIGNAGE**

A sign shall generally not contain any information other than:-

- The name of any occupiers;
- Details of the business name or business carried-out on the land;
- Telephone or contact details;
- Details of the goods sold or services provided;
- The trademark or logo of the business or products for sale;

### **EXEMPTED SIGNAGE**

The following signage is exempt from gaining Planning Scheme Consent:

- (a) a sign erected or maintained in accordance with an Act;
- (b) a property disposal sign not exceeding the specifications in Table 1 erected on private property or immediately adjacent to the front boundary, where it is not possible to erect it on private property;
- (c) a plate not exceeding 0.6m<sup>2</sup> in area erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the premises;
- (d) 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 0.2m<sup>2</sup>;
- (e) an advertisement affixed to or painted on a shop window by the occupier thereof and relating to the business carried on therein;
- (f) a sign displaying solely the name and occupation of any occupier of business premises painted on a wall of those premises;
- (g) a sign within a building;
- (h) a sign not larger than 0.7m 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 (also includes parking signs on private property where Council has consented to patrolling the car park);
- (i) a building name sign on any building, where it is of a single line of letters not exceeding 600mm in height, fixed to the facade of the building;
  - (j) newspaper or magazine posters, provided they are displayed against the outside wall of the business premises from which the newspapers or magazines are sold so as to cause no obstruction to pedestrian traffic;
  - (k) a rural producer's sign less than 2m<sup>2</sup> in area, which is the only sign on the lot on which it is erected;
  - (l) 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;
  - (m) 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;
  - (n) a maximum of 4 garage sale signs, each not greater than 0.25m<sup>2</sup>, 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;
  - (o) 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 28 days prior to the election; or
    - (ii) advertising a planning proposal; or
    - (iii) indicating the name and location of a polling place for an election.
  - (p) an election sign which is:
    - (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 0.75m<sup>2</sup> 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;
    - (iv) erected in accordance with the restriction provisions of clause 14;
    - (v) removed within 7 days of the date of the election.
  - (q) a sign permanently affixed or painted on a vehicle to identify a company, business, service or product supplied or sold by that company.
  - (r) Except for a roof sign, tower sign, projection sign, development sign (opposite an established residential area only) or hoarding, all other signs which comply with Table 1 of this Policy and are not excluded under the provisions of Clause 2 (Signs Not Permitted) of this Policy.

A person shall not erect or maintain a sign that would otherwise be an exempt sign under specified within this Clause, if it contains:

- (a) any radio;
- (b) animation or movement in its design or structure; or
- (c) reflective, retro-reflective or fluorescent materials in its design or structure.

## 5. Legislative and Strategic Context

This policy has been made in accordance with clause 7.21 of Town Planning Scheme No 1A, and Clause 6.9 of Town Planning Scheme No 3. The Policy does not bind the Council in respect of any application for Planning Scheme Consent, but Council shall have due regard to the provisions of the Policy and the objectives of the Policy before making its determination.

## 6. Review Position and Date

Executive Director Development Services to review on or before 30/6/2009

## 7. Associated Documents

Nil.

CEO Authorisation: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_\_\_

Advertisement	Max height of device (m) – sign face only	Max length of device (m)	Max area of sign face (sqm)	Min distance to bottom of sign (m)	Max height above NGL (m)	Max projection from building (m)	Setbacks to front boundary (m)	Setbacks to side boundary (m)	Other Requirements
<b>Development signs</b>									
<b>Established Areas</b>	3.0	4.0	9.0		4.0		2.0	5.0	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.2 of Policy.</li> <li>❖ Only (1) development sign per lot.</li> </ul>
<b>New Estates</b>	3.0	6.0	18.0		5.0		2.0	5.0	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.2 of Policy.</li> <li>❖ Only (1) development sign per lot.</li> </ul>
<b>Display Home sign</b>	3.0	2.0	3.0		4.0		2.0	5.0	<ul style="list-style-type: none"> <li>❖ Only 1 sign per display home.</li> <li>❖ A display home sign is to be approved for a period not exceeding 12 months.</li> </ul>
<b>Horizontal sign</b>	1.2 metres where sign up to 7.5 metres from ground level and 1.6 metres where over 7.5 metres from ground level.	Except where the building is located within the light industry, industry, general industry, noxious industry, special industry or other commercial zone, the sign shall not be within 600mm of either end of the wall to which it is attached.	8.0			0.6		1.0	<ul style="list-style-type: none"> <li>❖ Only one (1) horizontal sign per building façade (does not include second horizontal sign on verandah fascia), or in the case of a multi-tenanted building one (1) horizontal sign per tenancy.</li> <li>❖ In the case of a stand-alone shopping centre development a maximum of four (4) horizontal signs are permitted.</li> <li>❖ A company's logo/symbol (non-word) as part of a horizontal sign can extend to 2.0 metres where the sign is up to 7.5 metres from ground level and 2.5 metres where over 7.5 metres from ground level.</li> <li>❖ A horizontal sign shall not exceed 20% of the buildings front façade area.</li> </ul>
<b>Information panel</b>	1.8	3.0	4.0	1.2	5.0				<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.4 of Policy.</li> </ul>
<b>Institutional sign</b>	1.2	2.0	2.4		6.0		3.0	1.5	
<b>Monolith Sign</b>	6.0	2.0	10.0		6.0		0.5	1.0	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.5 of Policy.</li> <li>❖ Only 1 monolith/pylon sign per lot.</li> <li>❖ To be setback 6 metres from any other signage on lot.</li> </ul>
<b>Projection sign</b>	10.0	10.0	50.0		12.0				<ul style="list-style-type: none"> <li>❖ Only 1 projection sign per lot.</li> </ul>

Adoption Date: 18 July 2006  
Adoption Reference: Item 11.3.2  
Review Date: 30 June 2009  
Maintained By: Executive Director Development Services  
Document Reference: NP06679.1

102 North Road, Yakamia WA 6330  
PO Box 484, Albany WA 6331  
Tel: (+61 8) 9841 9333  
Fax: (+61 8) 9841 4099  
staff@albany.wa.gov.au  
www.albany.wa.gov.au

Advertisement	Max height of device (m) – sign face only	Max length of device (m)	Max area of sign face (sqm)	Min distance to bottom of sign (m)	Max height above NGL (m)	Max projection from building (m)	Setbacks to front boundary (m)	Setbacks to side boundary (m)	Other Requirements
<b>Property transaction signs</b>									
Dwellings	1.8	1.5	1.7		2.0				<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.7 of Policy.</li> <li>❖ No more than two (2) property transaction signs in total are to be permitted on each lot.</li> </ul>
Multiple Dwellings / Commercial / Industrial	2.0	1.5	3.0		3.0				<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.7 of Policy.</li> </ul>
Pylon sign	4.0	2.0	8.0	2.75 – refer other requirements.	6.0	0.9 into public place	0.5 to post/s	1.0	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.8 of Policy.</li> <li>❖ Only 1 pylon /monolith sign per lot.</li> <li>❖ To be setback 6 metres from any other signage on lot.</li> <li>❖ Min. distance to bottom of sign can be reduced if sign located wholly within landscaped area</li> </ul>
Roof sign	2.5		4.5	4.0				1.0	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.9 of Policy.</li> </ul>
Rural producer's sign	2.0	1.5	4.0		3.0		1.0	1.0	<ul style="list-style-type: none"> <li>❖ As per 2.2.10 of Policy.</li> </ul>
Semaphore sign	1.8	1.0	1.5	2.75	5.0	1.0		1.0	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.11 of Policy.</li> </ul>
Tower sign	20% of structure's height	Width of structure		3.0		0.6			<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.12 of Policy.</li> </ul>
<b>Verandah signs</b>									
Above Facia	0.8	2.5	3.0		5.0				<ul style="list-style-type: none"> <li>❖ To be located so that an equal distance from the sign to the outer return of each side of the facia is achieved.</li> </ul>
On Facia									<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.13 of Policy.</li> </ul>
Under Verandah	0.6	2.4	0.75	2.4					<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.14 of Policy.</li> <li>❖ A 400mm setback from either end of the sign to the shopfront wall and verandah is required.</li> </ul>

Adoption Date: 18 July 2006  
Adoption Reference: Item 11.3.2  
Review Date: 30 June 2009  
Maintained By: Executive Director Development Services  
Document Reference: NP06679.1

102 North Road, Yakamia WA 6330  
PO Box 484, Albany WA 6331  
Tel: (+61 8) 9841 9333  
Fax: (+61 8) 9841 4099  
staff@albany.wa.gov.au  
www.albany.wa.gov.au

Advertisement	Max height of device (m) – sign face only	Max length of device (m)	Max area of sign face (sqm)	Min distance to bottom of sign (m)	Max height above NGL (m)	Max projection from building (m)	Setbacks to front boundary (m)	Setbacks to side boundary (m)	Other Requirements
<b>Vertical sign</b>	2.0	Shall not be within 1800mm of either end of wall to which it is attached.	4.0	2.5		0.6		0.9	<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.15 of Policy.</li> <li>❖ The sign should not project by more than 1200mm above top of wall to which it is attached and a second vertical sign may be only approved where a 6m separation between another vertical sign on the same building can be achieved.</li> <li>❖ A height of 2.5 metres is applicable for signs within the following zones: light industry, industry, general industry, noxious industry, special industry and other commercial.</li> </ul>
<b>Wall sign</b>	3.0	7.0	15.0	1.5					<ul style="list-style-type: none"> <li>❖ As per Clause 2.2.16 of Policy.</li> <li>❖ The sign is not to exceed the height of the building's eaves.</li> </ul>