

## SIGNS AND ADVERTISING

### What is a sign/advertisement?

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:

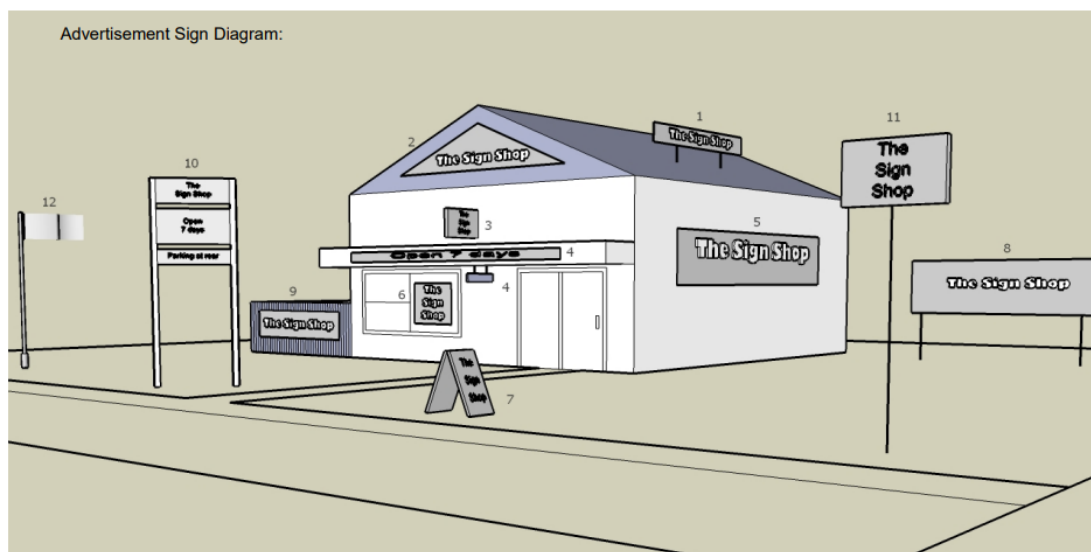
- Business identification signage, and
- Advertisements.

But does **not include** traffic signs, traffic control facilities or wayfinding signs.

Types of signs that may require development approval include the following:

- Above Roof Sign
- Created Roof Sign
- Ground Based Sign
- Illuminated Sign
- Moveable Sign
- Projecting Sign
- Tethered Sign
- Window Sign
- Awning/Verandah Sign
- Fence Sign
- Hoarding Sign
- Monolith Sign
- Panel Sign
- Pylon Sign
- Wall Sign

The diagram below provides an example of the different sign types:



Advertisement Sign Types:

1. Above Roof 2. Created Roof 3. Projecting 4. Awning 5. Wall 6. Window 7. Ground Based 8. Hoarding 9. Fence 10. Monolith 11. Pylon 12. Tethered

Each type of sign has different design requirements. Please refer to the City's Policy No. 7.5.2 Signs and Advertising for specific development requirements for each type of sign.

### Do I need development approval for advertising signs?

Development approval is **not** required for advertising signs if it is fully compliant with the deemed-to-comply requirements of the City's Policy No. 7.5.2 Signs and Advertising.

Development approval **is** required for all advertising signs located on properties subject to heritage protection or within character retention areas.



Where an application does not meet the requirements as set out in the City's Policy No. 7.5.2 Signs and Advertising, written justification detailing how the development satisfies the policy objectives is required to be submitted with the application. A Planning Officer will consider this variation and whether the application is considered to meet the relevant policy objectives of Policy No. 7.5.2 Signs and Advertising, to determine whether the variation can be considered. Where variations are not deemed appropriate or in line with the design principles, amended plans or reconsideration of the proposal will be required.

### How long does the development application process take?

The City has 60 days in which to determine the application or 90 days if the application requires community consultation.

Clause 75(c) of the *Planning and Development (Local Planning Schemes) Regulation 2015* states that applications may take longer than 90 days where it is agreed to in writing between the local government and the applicant.

### How long do I have to install my advertising signs?

Development approvals are valid for 2 years. The installation of the advertising signs is to be substantially commenced within this time period.

### What information is required for a Development Application?

Please refer to the relevant Development Application Checklist.

### Building Approval

Applying for development approval and a building permit are two separate processes, both controlled under different legislation. A building permit ensures that the building is structurally safe and complies with the relevant building legislation.

If you would like further information on the Building Permit process and patio requirements please contact the City on **9273 6000**.

### Do you have more questions?

The City is unable to confirm if a proposal will be supported in the absence of a formal development applications. However, applicants can discuss planning proposals and preliminary plans with the City's Urban Planners. Urban Planners can provide general advice to applicants on a proposed development or land use and the information required to lodge a complete application.

A Duty Planner is available to talk to at the City's Administration Office Monday to Friday, 8.30am to 5.00pm, in person or on the phone.

**Phone: 9273 6000**

**Email: [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au)**

**Address: Main Administration Building, 244 Vincent Street, Leederville 6007, WA**

### Disclaimer:

*This information is produced by the City of Vincent in good faith and the City accepts no responsibility for any ramifications or repercussions for providing this information. Verification with the original planning schemes, relevant development approvals and other relevant documents is recommended for detailed references.*