

**POLICY NO: 7.5.2**

**SIGNS AND ADVERTISING**

**OBJECTIVE**

To ensure that the display of advertisements on properties does not adversely impact upon the amenity of the surrounding areas while providing appropriate exposure of activities or services.

**POLICY STATEMENT**

Development considered to be of a minor nature as per clause (33) of the City's Town Planning Scheme No. 1, is exempt from planning approval. In terms of proposed signage and advertising, where the signs are not specified as development of a minor nature in Policy No. 3.5.1 relating to Minor Nature Development, planning approval is required.

This results in the two following scenarios;

- In cases in which proposed signage fully complies with all requirements in this Policy, only a sign licence is required.
- In cases in which proposed signage does not fully comply with all the requirements in this Policy, it will be necessary to lodge an application for planning approval pursuant to the Scheme, prior to a sign licence being issued.

In both scenarios, a sign licence must be applied for and obtained from the City prior to the erection of all signage types detailed in this Policy.

1. Definitions

**"Above Roof Sign"** means an advertisement sign which protrudes above the normal roof line with little or no relation to the architectural design of the building, but does not include a Created Roof Sign.

**"Advertisement"** means 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 purpose of an advertisement, announcement or direction and includes any hoarding or similar structure used or adapted for use, for the display of advertisements and "advertising" has a correlative meaning. The term includes any airborne device anchored to any land or building or any other similar object placed or located so as to serve the purpose of advertising.

**"Awning/Verandah Sign"** means an advertising sign painted or fixed to the face or return fascia of an awning and includes signs attached to the underside of an awning or verandah (other than fascia or return end), as well as signs attached above or projecting from a verandah.

**"Billboard"** means a sign erected for the purpose of advertising products or services which are not being offered on a site on which the sign is erected.

**"Bill Posting"** means the sticking of any bill or painting, stencilling or affixing any advertisement on any building, structure, fence, wall, hoarding, signpost, pole, blind or awning, so as to be visible to any person in a street, public place, public reserve or other land.

**"Created Roof Sign"** means an advertisement sign which is affixed to the fascia, the roof itself or forms part of a projection above the eaves or ceiling of the building and complements the architectural style of the building, but does not include an Above Roof Sign.

**"Display Home Sign"** means an advertisement sign which is erected on a lot on which a home is erected where the lot and house have been approved by the City of Vincent for a display home.

**"Electoral Sign"** means a sign containing an electoral advertisement relating to a prospective or forthcoming election of the Parliament of Australia or of the State or either House thereof respectively or to a Municipal election and to a referendum.

**"Exempted Advertisement"** means an advertisement that is:

- i) fully displayed before the commencement of the Town Planning Scheme No. 1; or
- ii) displayed under a licence or other approval granted by the Council before the commencement of the Scheme.

**"Fence Sign"** means any sign attached to a fence.

**"Fly Posting"** means advertising by means of posters placed on fences, walls, trees, or other structure or objects, without the authority of the City of Vincent.

**"Ground Based Sign"** means an advertisement sign which:

- i) is not affixed to a building, post, wall, fence, tree or any other structures; and
- ii) is no higher than 1.2 metres above the finished ground level.

**"Heritage Place"** means a place listed on the City's Municipal Heritage Inventory.

**"Hoarding Sign"** means an advertisement sign with its largest dimension being horizontal and a portion of the sign being greater than 1.2 metres above the finished ground level.

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

**"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.

**"Moveable Sign"** means any movable signage of a permanent nature, including electronic and illuminated, that can be programmed to display different messages, and includes movable boards, notices, structures or similar device used for the purposes of advertising products or services offered on a site. Ground based signage is excluded in this definition.

**"Panel Sign"** means an advertisement sign which is affixed to a panel and is greater than 1.2 metres above the finished ground level, but does not include a Fence or Pylon Sign.

**"Planning Approval"** means approval by the responsible authority under any town planning scheme controlling land development and use within the area.

**"Projecting Sign"** means an advertisement sign which is attached to a projection or projects more than 300 millimetres from a wall of the building below the eaves or ceiling height.

**"Pylon Sign"** means an advertisement sign which is affixed to a structure having one or more supports where the overall height (inclusive of the supports) is greater than the sign's horizontal dimension and a portion of the sign is greater than 1.2 metres above the finished ground level.

**"Sale Sign"** means an advertisement sign which indicates that the property or premises whereon the sign is affixed, is for sale, for letting and/or to be auctioned.

**"Tethered Sign"** means an advertisement sign which is suspended from or tethered to any structure, tree or pole (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites.

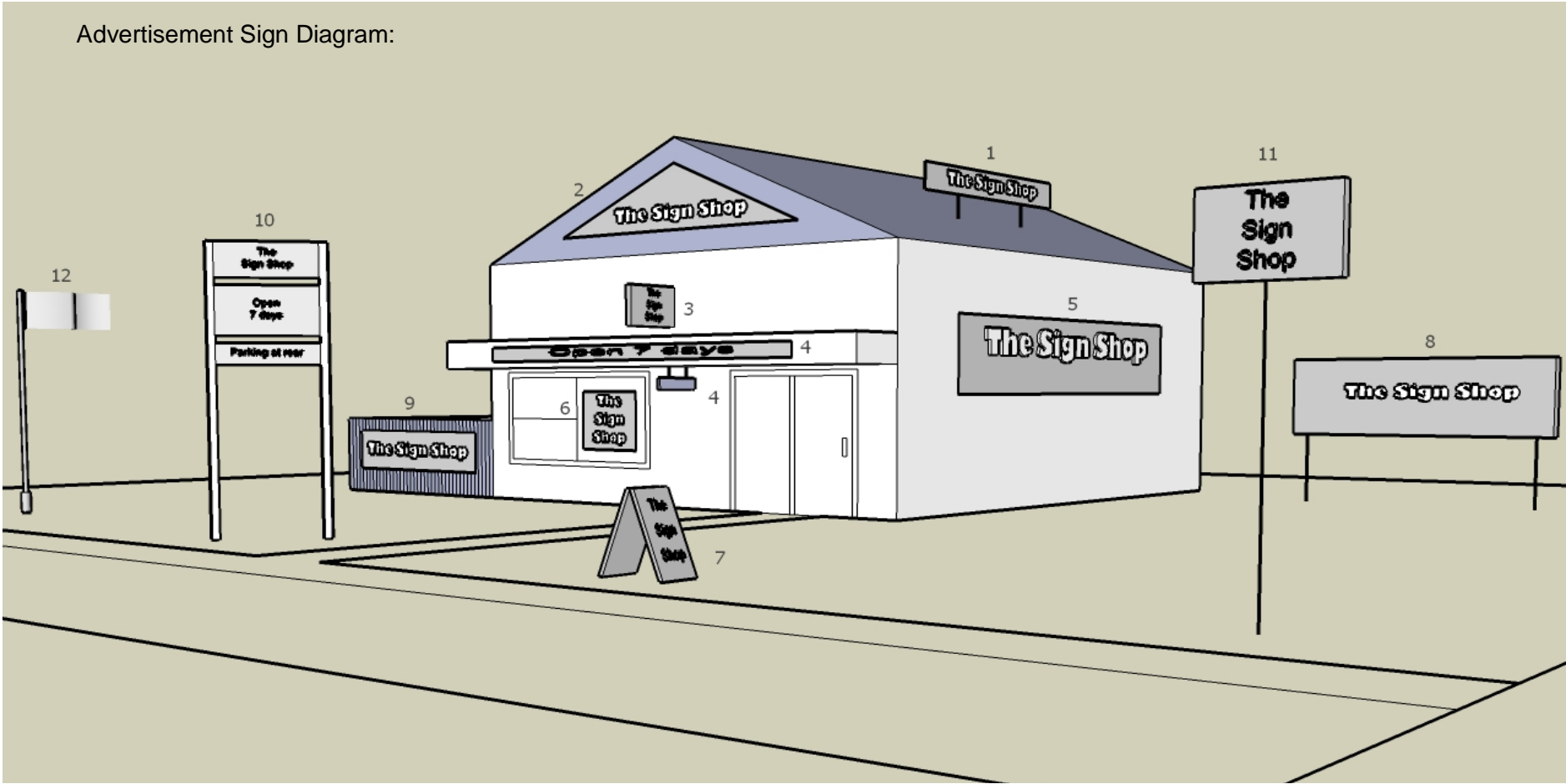
**"Thoroughfare"** shall have the same meaning as "Thoroughfare" in the Local Law relating to Local Government Property.

**"Verandah"** for the purpose of this Policy includes cantilever awnings, cantilever verandahs and balconies whether in, on or above a street, way, footpath, public place or private property.

**"Wall Sign"** means an advertisement sign which is affixed to the external part of a wall of the building but does not project more than 300 millimetres from the wall and no part of which is above the lowest point of the eaves or ceiling of the building.

**"Window Sign"** means an advertisement sign which is affixed to either the interior or exterior of the glazed area of a window or alternately, suspended from the ceiling, or which is located in the interior of a glazed area of a window setback up to 0.4 metres behind a window, with the sole purpose of advertising out onto the street.

Advertisement Sign Diagram:



**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

Note: The signs depicted in this diagram are those that can be diagrammatically illustrated. For all sign types allowed in the City of Vincent, refer to the Definitions Section (1) above and the corresponding Standards in Sections (2 and 3) below.

2. Standards

i) Standards Common to all Signs

All advertisement signs are to:

- a) not pose a threat to public safety or health;
- b) not extend beyond any boundary of a lot except with the approval of the City of Vincent;
- c) if they advertise services or products other than those available on the lot, require the submission of a sign strategy acceptable to the City of Vincent for the whole site;
- d) if illuminated:
  - aa) not cause a nuisance, by way of light spillage, to abutting sites;
  - bb) not comprise flashing, intermittent or running lights, or images that change more than once in any five minute period;
  - cc) not interfere with or be likely to be confused with, traffic control signals; and
  - dd) have a minimum clearance of 2.75 metres from finished ground level to the lowest part of the sign;
- e) the total signage area is not to exceed 10 per cent of the total area of the building wall in which that signage is located.
- f) No signage is permitted on fences, walls or the like structures which do not form an integral part of the building (this is not to include awnings). Signage may only be permitted on fences if:
  - aa) a tenancy is located on a district distributor; or
  - bb) a tenancy is heritage listed and the installation of a sign on the building may result in physical damage to any significant fabric.
- g) not protrude over Council property, including footpaths (unless allowed under a verandah or attached to a fascia) or neighbour's property.

ii) Standards for Signs on Commercial Properties/Uses Located in Residential and Residential / Commercial Zones:

- a) a maximum of 2 signs per tenancy (not including home occupation).

iii) Standards for Signs on Residential Properties and Buildings (including Home Occupation):

All advertising signs located on a residential property or building are to:

- a) not exceed 0.2 square metres 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; and
- b) not exceed 500 millimetres in height for dwelling/building name signs on grouped dwellings, multiple dwellings and special purpose dwellings developments where they are of a single line of letters fixed to the facade of a building.

All other signs are not permitted on a residential building or property, without the prior approval of the City of Vincent.

3. Sign Specific Standards

i) Above Roof Sign

The construction of a new Above Roof Sign or an increase in the dimensions of an existing Above Roof Sign is as follows:

- a) no Above Roof Sign is permitted to be erected on buildings except where such signs are designed as an integral part of the design of the building and are for the purpose of the identification of the building, its ownership or the major activities carried on within it;
- b) an Above Roof Sign other than those identified in a) above, are only permitted where it can be demonstrated that they do not adversely affect the character or amenities of the area in which they are to be situated, or those of other areas; and
- c) no Above Roof Sign is to protrude above the highest ridge of the roofline.

A maximum of one Above Roof Sign may be placed on a building and is to:

- a) not extend laterally beyond the external walls of the building; and
- b) comply with the following table:

Height of Roof * (metres)	Maximum Projection above Roof (metres)	Maximum Area (square metres)
Less than 5	2	4.5
5 to 8	3	9
More than 8	4	18

\* Above finished ground level at the point where the sign is to be placed

- ii) Awning/Verandah Sign
  - a) A Sign attached to the fascia of an awning or verandah is to:
    - aa) be no more than 200 millimeters thick provided that the sign face is not within 600 millimeters of the kerb;
    - bb) be limited to one sign per elevation; and
    - cc) be constrained in height by the dimensions of the awning face.
  - b) A Sign attached to the underside of an awning or verandah is to:
    - aa) not exceed 2.4 metres in length or exceed a width of 500 millimetres;
    - bb) have relevant structural engineering certification;
    - cc) not be within 3 metres of another such sign attached to the underside of the same verandah per tenancy;
    - dd) be at right angles to the front street boundary except on a corner lot where the sign may be placed so as to be visible from both streets;
    - ee) be placed so that the centre of its base longitudinally is halfway from the outer edge of the verandah and the vertical plane of the shop front directly opposite the end of such sign;
    - ff) not project beyond the outer frame or surround of the verandah; and
    - gg) have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign.
  - c) A Sign attached above or projecting from a verandah is to:
    - aa) not exceed 2 metres in length or exceed a width of 500 millimetres;
    - bb) not be within 3 metres of another such sign attached above the same awning or verandah;
    - cc) not be within 600 millimetres of the kerb and have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign; and
    - dd) have relevant structural engineering certification.

iii) Bill Posting and Billboards

Bill Posting, Billboards and the structures of a similar or identical type are not permitted within the City of Vincent.

iv) Created Roof Sign

Created Roof Sign is to:

- a) be affixed parallel to the fascia or portion of the building to which it is attached;
- b) comply with the following table:

Maximum Height Above Finished Ground Level (metres)	Maximum Area (square metres)
Less than 7.5	3
7.5 to 9	4.5
More than 9	9

- c) not project more than 300 millimetres from the portion of the building to which it is attached; and
- d) not be within 500 millimetres of either end of the fascia, roof or parapet of the building to which it is attached.

v) Display Home Sign

A Display Home Sign is to:

- a) be a maximum area of 2 square metres;
- b) be a maximum height of 4 metres above the finished ground level;
- c) not be illuminated after 9.00pm; and
- d) be approved for a period not exceeding twelve months at any one time.

vi) Electoral Sign

- a) All electoral signs are considered as minor nature development in accordance with clause 1 (ii) of the City of Vincent's Policy 3.5.1 relating to Minor Nature Development and are exempt from planning approval;
- b) All electoral signs shall be removed within 24 hours after polling day; and
- c) All electoral signs in a thoroughfare shall comply with clause (6.5) of the City of Vincent's Local Law relating to Local Government Property.



vii) Fly Posting

Fly Posting is not permitted within the City of Vincent.

viii) Ground Based Sign

A Ground Based Sign is to:

- a) be located adjacent to the building to which the sign relates and be located on the footpath immediately adjacent to the building;
- b) be displayed only during the normal business hours of the business to which the sign relates;
- c) be limited to a maximum of one sign per tenancy on a lot;
- d) have no moving parts once the sign is in place;
- e) be predominately displayed as an 'A' frame sign that opens and closes;
- f) advertise only the name of the owner or occupier of the premises, and/or the nature of the business and/or activities to which it relates and carried on therein;
- g) have a maximum vertical or horizontal dimension of 1 metre and area of 0.9 square metres;
- h) be placed so as not to cause interference or be hazardous to vehicular, pedestrian and cyclist traffic; and
- i) be of sound construction, maintained in good condition, neatly sign-written and located in the position to the satisfaction of the City of Vincent.

ix) Hoarding Sign

A Hoarding Sign is to:

- a) have a maximum area of 20 square metres;
- b) be limited to a maximum of one sign per street frontage of the lot;
- c) be not less than 1.2 metres or greater than 6 metres from the finished ground level; and
- d) not be erected in the area between any building and any street boundary of a lot except with the approval of the City of Vincent.

x) Illuminated Sign

An Illuminated Sign is to:

- a) have any boxing or casing in which it is enclosed constructed of non-combustible material;
- b) have its electrical installation constructed and maintained to the satisfaction of Western Power or the appropriate electricity supply authority and in accordance with the S.A.A. Code 3600-1976;
- c) be so protected that if any glass, other than the glass of a fluorescent tubing, breaks none of the glass can fall on any street, way, footpath or other public place;
- d) be maintained to operate as an illuminated sign; and
- e) not have or produce light of such intensity or colour as to cause annoyance to the public and not interfere with the traffic control lights.

xi) Monolith Sign

A Monolith Sign is to:

- a) not be located within 1 metre of the boundaries of the lot on which it is erected;
- b) not exceed 6 metres in height or 2 metres in width;
- c) be limited to no more than one Monolith Sign per lot in relation to a business, shop or premises unless it is a corner lot where one sign per lot frontage may be permitted; and
- d) be the only freestanding sign permitted on the lot.

xii) Movable Signs

Unless Moveable Signs are utilised by government agencies and departments to provide temporary advice to vehicular traffic of potential road hazards (including road works, closures, traffic delays, etc), this sign type is not permitted within the City of Vincent.

xiii) Panel Sign

A Panel Sign is to:

- a) have a maximum vertical dimension of 2 metres and a maximum area of 5 square metres;
- b) not have, in total, a combined area greater than 20 square metres per lot;

- c) not be less than 1.2 metres or greater than 6 metres from the finished ground level;
  - d) not be erected in the area between any building and the front boundary of a lot except with the approval of the City of Vincent; and
  - e) not be within 10 metres of another panel sign on the same lot.
- xiv) Projecting Sign
- a) A Projecting Sign is to:
    - aa) be limited to a maximum of one Projecting Sign per tenancy; and
    - bb) have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign.
  - b) A Projecting Sign attached directly to a building is to:
    - aa) not project more than 1 metre from the wall and not exceed 4 square metres in area;
    - bb) not be placed within 2 metres of either end of the wall to which it is attached; and
    - cc) not project above the top of the wall to which it is attached.
- xv) Pylon Sign
- a) A Pylon Sign is to:
    - aa) have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign;
    - bb) not be more than 6 metres above the finished ground level;
    - cc) not exceed 2.5 metres measured either vertically or horizontally across the face of the sign;
    - dd) not be greater than 4 square metres in area; and
    - ee) on private property be limited to a maximum of one sign per street frontage on any one lot; and
  - b) The structure to which a pylon sign is affixed is to comprise only one or more supports with a total width not exceeding 300 millimetres unless a sign strategy acceptable to the City of Vincent for the whole site has been submitted and approved.

- xvi) Signage on Fencing
  - a) Signage on Fencing is to:
    - (aa) be limited to a maximum of one sign per street frontage on any one lot;
    - (bb) not exceed 20 percent in area of the portion of the fence on which it is located; and
    - (cc) not extend beyond any boundary.
- xvii) Sale Sign
  - a) A Sale Sign of any description is to be erected on the land to which it relates and not elsewhere.
  - b) A Sale Sign advertising for sale lots created by a subdivision is to:
    - aa) not exceed 1 square metre in area;
    - bb) not be erected for a period exceeding twelve months without the approval of the City of Vincent; and
    - cc) not be erected until:
      - A) the plan of subdivision has been approved by the Western Australia Planning Commission; and
      - B) the land has been zoned for the appropriate use.
  - c) A Sale Sign advertising an auction is to:
    - aa) not exceed 2 square metres in area;
    - bb) not be erected more than 28 days before the proposed date of the auction;
    - cc) be removed no later than 48 hours after the auction has been held; and
    - dd) 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, consist of letters not less than 150 millimetres in size.
  - d) A Sale Sign advertising less than 10 dwellings erected or to be erected are or will be available for letting or for purchase is to:
    - aa) not exceed 2 square metres in area;
    - bb) not be erected before the issue of a building licence for any such development; and
    - cc) not be erected for a period exceeding six months following completion of any such development, without the approval of the City of Vincent.

- e) A Sale Sign advertising 10 or more dwellings erected or to be erected are or will be available for letting or for purchase is to:
  - aa) have a area that does not exceed one per cent of the lot area;
  - bb) have a length that does not exceed one third of the length of one frontage of the lot;
  - cc) not be erected before the issue of a building licence for any such development; and
  - dd) not be erected for a period exceeding twelve months following completion of any such development, without the approval of the City of Vincent.
  
- xviii) Tethered Signs
  - a) A Tethered Sign is to:
    - aa) be located wholly within the boundaries of the lot;
    - bb) have a maximum vertical dimension of 750 millimetres and a maximum area of 2 square metres;
    - cc) not be less than 2.75 metres from the finished ground level to the lowest part of the sign or greater than 6 metres from the finished ground level to the highest part of the sign;
    - dd) be limited to a maximum of one sign per street frontage on any one lot; and
    - ee) not be within 10 metres of a Pylon Sign.
  
- xix) Wall Sign
  - A Wall Sign is to:
    - a) be limited to a maximum number of two such signs on any one wall for each tenancy within a building other than a building within a residential zone;
    - b) not exceed 10 percent in area in total on any one wall (excluding projecting signs), unless a sign strategy acceptable to the City of Vincent for the whole site has been submitted and approved. To ensure consistency in determining the area of a sign, the following guidance is provided:
      - aa) 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;
      - bb) if the background colour of the sign does not match the balance of the colour of the wall on which it is located, then the area of the sign is to be measured around the borders of the entire sign.

- c) if placed directly over door openings, have a minimum clearance of 2.7 metres from the finished ground level;
- d) if attached to the building by means of cables, ropes or the like:
  - aa) be non-flammable; or
  - bb) not be erected for more than 14 days in total in any one calendar year;
- xx) Window Signs  
A Window Sign is to:
  - a) not cover more than 50 percent of the glazed area of any one window or exceed 10 square metres in area in total per tenancy on a lot.
  - b) maintain an active and interactive presentation to the street for the balance of the window.

#### 4. Standards Common to Signs on Heritage Buildings

- i) Historic Signs  
Historic Signs contribute to the significance of a Heritage Place and should be retained and maintained.
- ii) New Signs:  
New Signs are to:
  - a) not dominate a Heritage Place. Instead, signs should be placed where they would have traditionally been placed, and should be limited to a level consistent with traditional coverage;
  - b) not be located where they would obscure or detract from a feature of the building;
  - c) be located so as to ensure views to individually significant signs are maintained; and
  - d) not be located on 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.
- iii) Size of New Signs:  
There is no standard size for new signs, with the appropriate size varying according to the character of a Heritage Place. It should be noted however, that standard company sign sizes may not be suitable.
- iv) Design of New Signs:  
Reproduction of historic advertising styles is not necessary for new signs. Rather, respectful but clearly modern design is preferred for new signs. Colours should be appropriate to the Heritage Place and in some instances, this may require departure from standard company advertising colours.

v) Illumination of New Signs:

New signs should not be internally illuminated unless this is a characteristic of the Heritage Place. External lighting should be consistent with the character of a Heritage Place.

5. Variations of Standards

If it is established to the satisfaction of the City of Vincent that a particular standard or provision of this Policy is unreasonable or undesirable in the particular circumstances of the case, the City of Vincent may at its discretion vary the standard or provision subject to such conditions as it thinks fit. Applications for variation of standards for proposals involving three (3) or more signs may be required to include a sign strategy for the whole of the subject site. This involves obtaining and completing a Sign Strategy Pro Forma, which is to be submitted with the Development Application.

Where the Standards are not met, the proposed signs will be assessed in accordance with the principles set out below:

i) Appropriateness of Setting:

- a) The scale and design of the proposed signage is appropriate to the building and the architectural detailing to which it relates:
- b) The scale and design of the proposed signage is compatible with existing surrounding development and is appropriate to the general nature of land use in the area;
- c) The proposed signage does not dominate the streetscape;
- d) The proposed signage does not block important views, obscure architectural detailing or is not detrimental to the amenity of nearby properties; and
- e) The proposed signage does not result in the destruction of important elements of the building fabric.

ii) Consolidation of Signs:

- a) Rationalisation of signs is necessary where signs have been installed in an ad-hoc manner over an extended period of time; or
- b) Where several businesses are located in close proximity to one another and form part of a shopping centre or similar commercial aggregation.

It should be noted that a proposed development may still be refused on the basis of non-compliance with signage requirements, regardless of whether the provisions of clause (5) as outlined above have been met.