

**9.12 AMENDMENT TO LOCAL PLANNING POLICY NO. 7.5.2 - SIGNS AND ADVERTISING**

- Attachments:**
1. **Summary of Consultation**
  2. **Schedule of Modifications**
  3. **Draft Amendment to Local Planning Policy No. 7.5.2 - Signs and Advertising**

**RECOMMENDATION:****That Council:**

1. **PREPARES** an amendment to Local Planning Policy No. 7.5.2 – Signs and Advertising, included at Attachment 3, in accordance with Schedule 2, Part 2, Clause 5(1) of the *Planning and Development (Local Planning Schemes) Regulations 2015*;
2. **AUTHORISES** the Chief Executive Officer to advertise the proposed amendment in accordance with Schedule 2, Part 2, Clause 4(1)(a) of the *Planning and Development (Local Planning Schemes) Regulations 2015*; and
3. **REQUESTS** the Chief Executive Officer amend Local Planning Scheme No. 2 to prohibit third party advertising/billboards throughout Vincent as part of the next Local Planning Scheme Review.

**PURPOSE OF REPORT:**

For Council to consider a draft Amendment to Local Planning Policy No. 7.5.2 – Signs and Advertising for the purpose of advertising for public comment.

**BACKGROUND:**

[Local Planning Policy No. 7.5.2 – Signs and Advertising](#) (the Policy), was adopted by Council on 20 November 2001. Minor amendments were made on 30 August 2011 and 20 October 2020; a major review has not been undertaken since its adoption.

At its Ordinary Meeting of 20 October 2020, Council considered a Notice of Motion in relation to the Policy and among other things resolved to:

*‘REQUESTS Administration to investigate the suitability of Billboard Signs in the City of Vincent, including through community engagement, and to undertake a review of Local Planning Policy No. 7.5.2 – Signs and Advertising incorporating the results of the investigation by December 2021.’*

The current definition for billboards within the Policy is:

*‘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’.*

These advertising signs are more commonly referred to as third party advertising. Billboards are currently prohibited, though the City receives requests and applications to consider third party advertising occasionally. Some billboards have previously been approved with a time limit.

Preliminary community engagement on the Policy was undertaken for a period of 26 days from 12 May to 7 June 2021, including a survey which was widely promoted through the City’s group mid-2021 community consultation exercise. Survey questions were targeted to address the following key issues:

- The community’s sentiment to billboard signs (third party advertising);
- What circumstances and locations might this advertising be appropriate;
- The community’s attitude to large format signage;
- Whether there should be a limit to the number of signs per tenancy;
- Whether the current limits to window signage is adequate; and

- The community's attitude towards controls on the type of advertising material (i.e. advertising relating to smoking, alcohol consumption or fast food).

The consultation resulted in 34 submissions. 33 of those respondents live in the City of Vincent and three of those respondents run a business in Vincent.

The following provides a summary of the responses:

- 25 respondents oppose and seven support third party advertising in Vincent;
- If third party advertising was allowed, the most respondents stated it should be limited to community information or not for profits, with two submitters supporting other uses;
- 26 respondents had concerns and seven no concerns with large format hoarding signs;
- 23 respondents considered 50 percent window coverage was appropriate, with seven stating that less than 50 percent was appropriate and four stating more than 50 percent was appropriate;
- 32 respondents stated there should be controls on advertising of tobacco and alcohol related material and one stated there should not be any controls; and
- 26 respondents support limiting to the number of signs per tenancy and four stated there should not be a limit.

A summary of the outcomes of the above engagement are included in **Attachment 1**.

#### **DETAILS:**

In addition to initial consultation, Administration has completed a full review of the Policy. The review identified 11 issues, detailed in **Attachment 2**. To address the identified issues, Administration prepared draft amendments to Local Planning Policy: Signs and Advertising (draft Policy) as at **Attachment 3**.

The draft amended Policy seeks to protect amenity and safety, ensure a streamlined planning process, and provide appropriate opportunities for business identification and advertising. The operative aspects of the draft amended Policy are as follows:

1. Signs are limited to four per tenancy in most cases.
2. Window signs must maintain 70 percent visual transparency to ensure active frontages and passive surveillance can be achieved.
3. Community event and sponsorship signage is streamlined.
4. Billboards/third party advertising is not permitted. The draft amended Policy clarifies that for existing billboards and third party advertising when temporary planning approvals expire, these should only be extended until end 2024, to allow the City's Local Planning Scheme is amended to prohibit this signage completely.
5. On public land, promotion of alcohol, smoking or unhealthy foods will be prohibited.
6. On private land, smoking shops and bars will be limited to one sign per tenancy, solely advertising the business name.
7. The draft Policy provides sufficient detail to allow most signage to be exempt from the need for planning approval, provided it complies with the General and Sign Specific standards of the draft Policy.

#### Measures to reduce proliferation and streamline the planning process

The current Policy lacks clear direction on the amount of advertising signs that are permitted, and the current requirements are difficult to measure. Amendments to the sign specific standards include deemed to comply provisions that limit the number of individual sign types and/or the permitted signage coverage. The provisions generally allow up to four signs for small businesses or more/larger signs for larger tenancies where building size and street frontage allows for additional signs. The provisions seek to strike a balance between providing an achievable exemption pathway for all businesses, and protecting the amenity of the area.

#### Third Party Advertising/Billboards

The majority of submissions did not support third party advertising/billboards (25 respondents opposed and seven in favour), with the following reasons given:

- Third party advertising/billboards detract from the amenity of the area;

- There is already enough visual pollution in the area.
- There is already sufficient third party advertising online.
- Too many signs are an unnecessary distraction for drivers.
- Third party advertising/billboards can attract graffiti.

For these reasons it is recommended that third party advertising/billboards be prohibited in all instances through Local Planning Scheme No. 2 (LPS2). It is recommended that this occur through the City's upcoming LPS2 review, which has just commenced and is scheduled to be complete in mid to late 2024.

#### Time Limited Third Party Advertising/Billboards

The City has two existing time limited third party advertising/billboards previously approved that have been subject to a number of extensions.

The City encourages redevelopment of these sites in line with the City of Vincent's Local Planning Strategy, which sets a vision for these to become high density mixed use development.

The two sites in question have some challenges with redevelopment, including access and lots size. At the time of approval it was determined that the improved landscape outcome (social dividend) that would be delivered for these sites by allowing the temporary third party advertising/billboards would be a better outcome than the sites remaining vacant until their development into high density mixed use became viable.

The community consultation undertaken as part of the review of this Policy has highlighted the concern the community has with the proliferation of advertising signage. The two time limited approvals of third party advertising/billboards have contributed to this. Both of these sites have now had numerous extensions with no progress on their redevelopment in line with the vision set for them in the Local Planning Strategy.

The draft amended Policy proposes to address this by setting an end date for the further extension of these approvals in line with the current LPS2 review. Any further extensions to these approvals would then be considered following a decision on whether to prohibit absolutely third party advertising/billboards in LPS2. Currently the expected timeframe for final adoption of the reviewed LPS2 by the Minister for Planning is mid to late 2024.

The draft amended Policy also states that any further time limited approval for new third party advertising/billboards are prohibited in the same way as permanent third party advertising/billboards.

#### **CONSULTATION/ADVERTISING:**

Advertising of the draft Policy would occur for 21 days, in accordance with the *Planning and Development (Local Planning Schemes) Regulations 2015* and the City's Community and Stakeholder Engagement Policy:

- Advertisement in a local newspaper;
- Display notice of the proposal in Council offices;
- Referral in writing to affected persons/agencies; and
- Display on the City's website and Imagine Vincent.

#### **LEGAL/POLICY:**

Section 2.7(2)(b) of the *Local Government Act 1995* provides Council with the power to determine policies.

The City's Policy Development and Review Policy sets out the process for the development and review of the City's policy documents.

The *Planning and Development Act 2005* and *Planning and Development (Local Planning Schemes) Regulations 2015* (the Regulations) provide the criteria for creating, amending, and reviewing Local Planning Policies.

Development controls are contained within the City's Local Planning Scheme No. 2 and State Planning Policy No. 7.3 – Residential Design Codes of Western Australia.

**RISK MANAGEMENT IMPLICATIONS**

Low: It is low risk for Council to propose amendments to Local Planning Policy No. 7.5.2 - Signs and Advertising for the purpose of advertising.

**STRATEGIC IMPLICATIONS:**

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Sensitive Design

*Our planning framework supports quality design, sustainable urban built form and is responsive to our community and local context.*

*Our built form character and heritage is protected and enhanced.*

**SUSTAINABILITY IMPLICATIONS:**

This does not contribute to any environmental sustainability outcomes. This action/activity is environmentally neutral.

**PUBLIC HEALTH IMPLICATIONS:**

This is in keeping with the following priority health outcomes of the City's *Public Health Plan 2020-2025*:

*Health Protection - Priority area 18. Alcohol and smoking*

*Action 18.4 Advocate for reduced exposure to alcohol and tobacco advertising, marketing, promotion and sponsorship.*

**FINANCIAL/BUDGET IMPLICATIONS:**

Nil.

**COMMENTS:**

The draft Policy seeks to:

1. Provide clear direction on the design and application process for advertising signs on private property;
2. Ensure the City's objectives of protecting amenity, safety, heritage and public health are achieved;
3. Maintain a streamlined planning process; and
4. Provide appropriate opportunities for business identification and advertising.

At the conclusion of community consultation all submissions received and any updates to the draft amended policy would be presented to Council for consideration.

**Policy No. 7.5.2 - Signs and Advertising Consultation Summary**

Administration has undertaken a preliminary review of Policy No. 7.5.2 - Signs and Advertising. The review has highlighted a number of issues that require further investigation and may result in amendments to the Policy.

To further inform this review, preliminary community consultation was undertaken to determine the following:

- The community’s sentiment towards billboard signs (third party signage);
- In what circumstances and locations might third party signage be appropriate;
- The community’s attitude to large format signage;
- Whether there should be a limit to the number of signs per tenancy;
- Whether the current limits for window signage is sufficient;
- The community’s attitude towards controls on the type of advertising material (ie. advertising relating to smoking, alcohol consumption or fast foods).

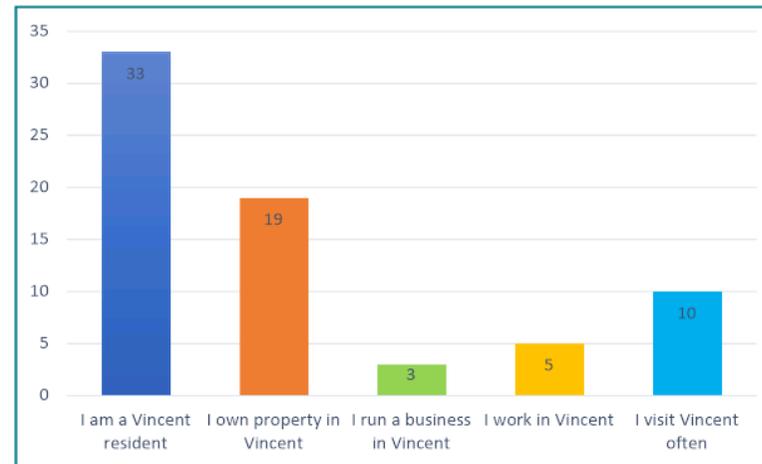
Consultation was undertaken for a period of 26 days from 12 May - 7 June 2021.

The questions asked related to third party advertising, large format signs, signage coverage, window signs and sign content as it relates to public health.

The following summarises the submissions which were received in response to preliminary consultation undertaken on the Policy. The results of consultation along with the review by Administration will inform the next step of the policy development.

**Who responded?**

The consultation resulted in 34 submissions. The breakdown of these are below:



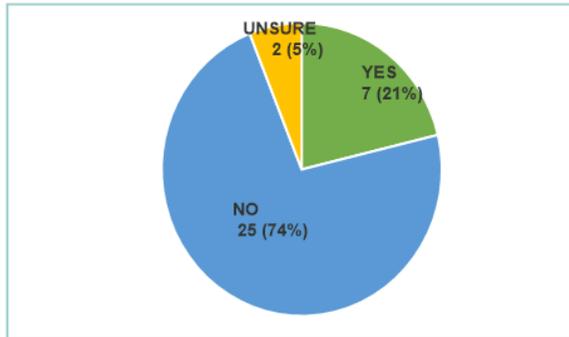
***97% of respondents live in the City of Vincent, while only 9% of respondents run a business in Vincent.***

The responses provided to the survey have been summarised and compiled into key themes with a summary of the main issues raised.

**Third Party Advertising**

The current Policy prohibits third party (billboard) signage. The consultation sought a community view on third party signage.

**Q. Do you think third party advertising signage should be allowed in the City of Vincent?**

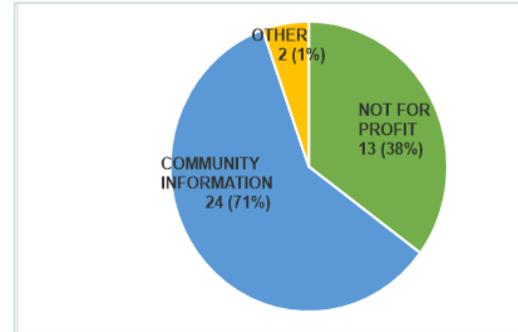


**Where respondents answered no to third party signs, these key reasons were given:**

- Third party signs detract from the amenity of the area.
- There is already enough visual pollution in the area.
- There is already sufficient third party advertising online.
- Too many signs are an unnecessary distraction for drivers.
- Billboard signage can attract graffiti.

Where respondents answered yes to third party signage, they did not give a reason for their response.

**Q. If third party advertising were to be allowed in Vincent, should advertising be limited to particular material?**



**If third party advertising were to be allowed in Vincent, where do you think they should be located?**

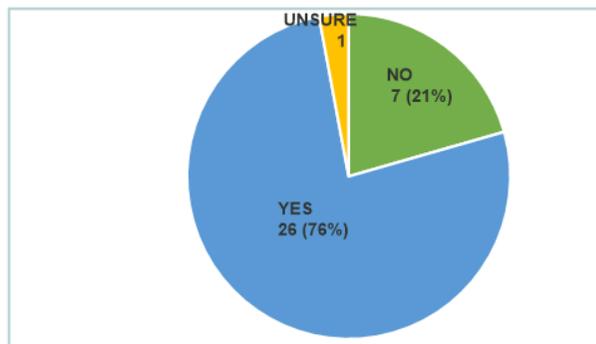
- Roads with car dominance rather than Town centres.
- Only allowable within certain distance of traffic lights.
- In commercial areas, not residential streets
- Parks, public opens space, community centres.
- More urban parts of the city near major roads.
- City of Vincent office.

There were mixed responses on the appropriate location of third party signs, however the majority of respondents identified the importance of maintaining amenity and safety.

### Large format hoarding signs

The current Policy allows large format signage of up to 20 square metres, referred to in the policy as hoarding signs. The survey asked the community to provide their thoughts on large hoarding type signage.

#### Would you have any concerns allowing large format/billboard signs within Vincent?



Respondents that had concerns with large hoarding signs had the following key issues:

- Large billboard type signs detract from the amenity of the area.
- They attract undesirable attention.
- If lit up they create more light pollution.
- There is already enough visual pollution in the area.
- Create an unsafe distraction for drivers.
- They're not necessary with social media advertising medium.
- Large size billboards overwhelm the streetscape.
- Large format billboards belong in sprawling, car-centric environments, to be viewed from a distance.

One respondent that supported large hoarding style signs commented that Vincent was a built up area close to the City where large format signs would be appropriate.

Of the respondents that supported large hoarding style signs considered the following locations most appropriate:

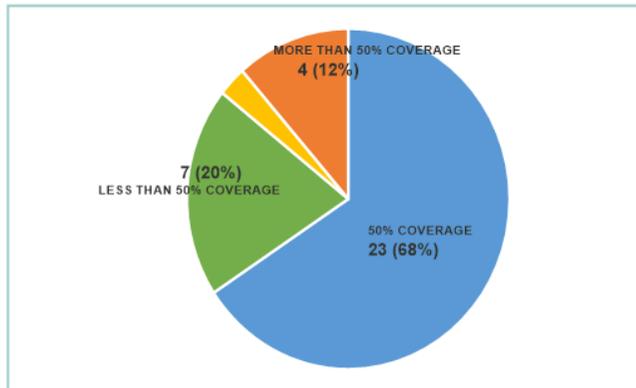
- Roadside and other busy locations.
- Along Charles Street.
- Roads that have car dominance rather than Town centres.
- Only on existing walls and building faces, not on constructions created in addition to existing walls.
- On rail line or Freeway where they may block some sound.

***76% of submitters were not supportive of large hoarding signs.***

**Window signs**

The current Policy requires that no more than 50% of the glazed area of a window is covered by signs, up to a maximum of 10m<sup>2</sup>. The community were asked to provide their thoughts on window coverage.

**Do you think the current maximum of 50% window coverage is appropriate to maintain visual openness?**



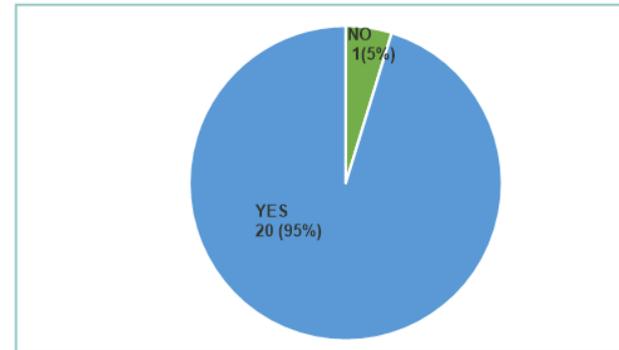
Some respondents commented that the coverage should be determined by the type of business. For example, restricted premises could be required to have more coverage.

**Public Health Plan objectives**

Currently the Policy does not contain requirements that support the City's Public Health Plan which aims to reduce exposure to unhealthy food and drink and alcohol advertising and promotion in the City.

The community were asked to provide feedback on the content of advertising material as it relates to the above public health issues.

**Should there be controls on the type of advertising material (ie reduce advertising relating to alcohol consumption, smoking or fast food)?**



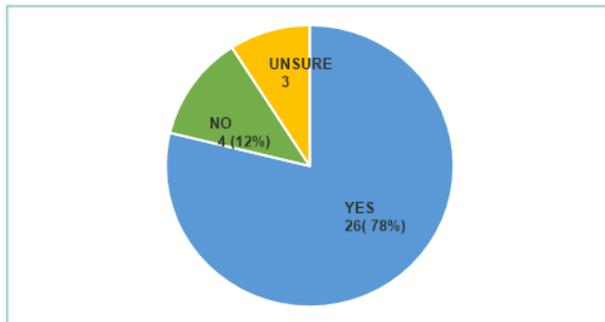
***The majority of respondents were supportive of the City imposing limits alcohol and tobacco smoking.***

**Limiting sign proliferation**

Currently the Policy has a limit on the total signage coverage being 10 percent of the total area of the building wall, however it does not limit the total number of signs that an individual business or tenancy can display.

The community were asked to provide feedback on the overall number of signs that would be considered acceptable.

**Do you think there should be a limit to the number of signs a business or premises can display?**



***The majority of respondents were supportive of the City imposing limits to the number of signs per business/tenancy.***

**Respondents had the following general comments about signage:**

*"It's already difficult to navigate the footpaths around tables, chairs and signs without any more signs."*

*"Vincent should try and limit the amount of signage, especially in the Town Centres. Less is more when it comes to advertising."*

*"Visual pollution needs to be addressed"*

*"There should be a qualitative assessment against policy objectives."*

*"It's not necessarily the number of signs but the total area of coverage that should be controlled."*

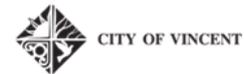
**Policy No. 7.5.2 – Signs and Advertising – Proposed Modifications:**

Issue	Proposed Modifications
The Policy objectives are limited potentially resulting in the risk of poor outcomes and limited scope for compliance action.	The Policy Objectives have been expanded to align the City’s strategic objectives for protecting amenity, safety, heritage and ensuring development responds to the local context.
There is overlap and lack of clarity with sign specific definitions and standards	Sign Specific definitions have been simplified and consolidated to reduce overlap and provide further clarity.
Limited clarity on when advertising signs are exempt from development approval.	<p>A new section has been included for Exemptions from Development Approval in Clause 2. Exemptions include the following signs:</p> <ol style="list-style-type: none"> <li>1. Signs not included on the State Register of Heritage Places that comply with General and Sign Specific Standards of the policy;</li> <li>2. Real Estate, Display Home and Construction signs; and</li> <li>3. Eco signs.</li> </ol> <p>The exemptions provide a streamline process for businesses seeking to advertise their business premises. The exemptions allow small business to erect up to four sign types without the requirement of a development application where they meet sign specific standards and provides an opportunity for larger tenancies to rationalise signage to meet the exemption requirements.</p>
Additional clarity is required around third party advertising and other forms of prohibited advertising.	A new section has been included for Prohibited Advertising Signs in Clause 3, including provisions for new and existing Third party advertising in addition to other sign types that are not appropriate in Vincent.
The Policy lacks provisions to address community event and sponsorship signage, limiting the City’s position on signage of this nature.	New Sign Specific Standards have been included for community event and sponsorship signs in Clause 10.11 and 10.12 of the draft Policy.
Large freestanding advertising signs of up to 20 square metres are currently permitted without a development application, potentially limiting the City’s ability to assess their suitability.	An objective of the Policy seeks to ensure advertising signs are incorporated into the design of buildings. Where free standing signs are proposed, Clause 10.5 includes sign specific standards to limit their impact. Smaller less intrusive freestanding signs up to 3 square metres are exempt through Clause 2, however development approval is required for large freestanding signs, allowing the City an opportunity to assess their suitability.
Provisions to address the number of signs and coverage are limited, potentially leading to a proliferation of advertising signs, particularly in Town Centres where business premises are concentrated.	<p>The following modifications are proposed to address this issue:</p> <ol style="list-style-type: none"> <li>1. Clause 7.3 of the General Standard provides a maximum limit of four (4) different sign types for non-residential zones to ensure businesses rationalise advertising sign opportunities; and</li> <li>2. Advertising sign proliferation will also be managed by the inclusion of sign specific standards in Clause 10 that limit the number and coverage of specific advertising signs types. For example limiting some signs types to one sign per street frontage or a maximum percentage of coverage.</li> </ol>

**Policy No. 7.5.2 – Signs and Advertising – Proposed Modifications:**

Issue	Proposed Modifications
Provisions are difficult to implement when measuring total signage coverage.	Modifications have been made to the Sign Specific Standards relating to permitted sign numbers and sign coverage to provide clarity and ease of measurement.
Window signage provisions are inconsistent with the active frontage provisions outlined within Local Planning Policy No. 7.1.1 – Built Form, potentially leading to poor design outcomes	The current window sign provisions require that require no more than 50% of the glazed area of a window is covered. An amendment will require a maximum of 30% coverage to the aggregate of windows, aligning with the Local Planning Policy No. 7.1.1 – Built Form’s provisions for active frontages.
The Policy does not support the Public Health Plan relating to tobacco, alcohol and unhealthy food and drink advertising.	The following modifications address the Public Health Plan action: 1. On public land, no promotion of alcohol, smoking or unhealthy foods will be permitted. 2. On private land, smoking shops will be limited to one sign per tenancy, solely advertising the business name.
Policy format	Reformatted the Policy to be consistent with the City’s other policy documents by updating the layout and graphics and ensuring that the policy is user friendly.

## LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



<b>Legislation/local law requirements</b>	This Policy has been prepared under the provisions of <i>Schedule 2, Part 2 and 3 of the Planning and Development (Local Planning Schemes) Regulations 2015</i> .
<b>Relevant delegations</b>	16.1.1 Determination of various applications for development approval under the City's Local Planning Scheme
<b>Related policies, procedures and supporting documentation</b>	Policy 7.4.9 – Encroachments over Crown lands Local Planning Policy 7.5.1 – Minor Nature Development

### PART 1 - PRELIMINARY

#### INTRODUCTION

Advertising signs are an important aspect of business identification. They help inform the community and promote goods and services. Well designed advertising signs can make a positive contribution to their setting. Equally, poorly designed, located or excessive advertising signs can detract from the visual appeal and safety of an area.

The City's *Strategic Community Plan 2018 - 2028* (SCP) sets out the strategic direction and priorities of the City of Vincent for the short to medium future. Key actions of the SCP include: encouraging business growth; improving design outcomes; responding to the local context and supporting local and small business.

The Signs and Advertising Policy seeks to ensure advertising signs throughout Vincent achieve the objectives of the SCP.

#### PURPOSE

The purpose of this policy is to provide clear direction on the design and application process for advertising signs within the City of Vincent.

#### OBJECTIVES

This policy seeks to ensure that advertising signs within the City:

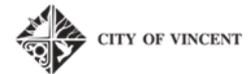
1. Do not present a hazard or obstruction to pedestrians or motorists or the efficiency of a road or traffic control devices;
2. Are suitably designed and located to maintain and enhance the amenity of the surrounding locality;
3. Only relate to services and products available on the site on which the advertising sign is located;
4. Do not result in a proliferation of advertisement;
5. Do not detract from the heritage significance of a building or area;
6. Maintain active frontages and encourages pedestrian interaction;
7. Are incorporated and integrated with the buildings of other structures on the subject lot; and
8. Align with the City's Public Health Plan objective of advocating for reduced exposure to alcohol and tobacco advertising.

#### SCOPE

The provisions of this policy apply to advertising signs proposed within the City of Vincent, with the exception of:

- Advertising signs that advertise a planning proposal for public comment,
- Advertising signs within public thoroughfares including directional street signs, on bus shelters or traffic and safety signs, and
- Election signs.

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## PART 2 - POLICY PROVISIONS

### 1. DEFINITIONS

#### 1.1 GENERAL DEFINITIONS

**Advertising sign or Sign** means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes:

- a) any hoarding or similar structure used, or adapted for use, for the display of advertisements; and
- b) any airborne device anchored to any land or building used for the display of advertising; and
- c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.

**Heritage Place** means a place listed on the City's Heritage List or State Register of Heritage Places or within a designated Heritage Area.

**Signage Strategy** means an approved signage and advertising plan to demonstrate the provision of a comprehensive and consistent strategy for signage applied across a given site.

**Street frontage** means a portion of any lot or building facing a public street or right of way.

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

**Unhealthy foods** shall have the same meaning as 'discretionary foods' in the *Australian Dietary Guidelines* as outlined in the COAG Health Council's publication, *National interim guide to reduce children's exposure to unhealthy food and drink promotion*.

**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.

#### 1.2 SIGN SPECIFIC DEFINITIONS

Definitions of individual sign specific types are addressed in each relevant clause of this Policy.

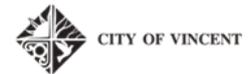
### 2. EXEMPTION FROM DEVELOPMENT APPROVAL

The following signs are exempt from development approval unless otherwise specified as a prohibited sign type:

SIGN TYPE	REQUIREMENTS FOR EXEMPTION
All signs with the exception of: a) free standing signs exceeding 2 metres in height to a maximum of 3 square metres; and b) above awning signs.	a) If the sign is not located on the State Register of Heritage Places; and b) The sign fully complies with the General Standards of Clause 7 and Sign Specific Standards of Clauses 8, 9 and 10.
<b>Construction sign</b> means an advertising sign that is erected at a building site for the duration of the construction or development period.	a) Maintains 70 percent visual permeability to the site; and b) Only be in place for the duration of the construction works/ development period.
<b>Display home sign</b> means a sign advertising the display of a display home.	a) Only be in place for the duration of the display period.
<b>Realestate sign</b> means sign advertising the sale or lease of the property.	a) Only be in place for the duration of the display or transaction period.
<b>Eco sign</b> means a temporary sign that advertises a local community event within the City that is run or sponsored by the City of Vincent.	a) Located on City owned land; and b) Does not include the promotion of smoking, alcohol or unhealthy food and drink.

Table 1. Exempt advertising signs

## LOCAL PLANNING POLICY : SIGNS AND ADVERTISING

**Example : Exemption from Development Approval**

1. The signs fully comply with the General Standards of Clause 7 and Sign Specific Standards of Clause 10; and
2. The signs are not located on a State Heritage place.

\* a) Window signs are calculated as one (1) sign covering no more than 30% of the combined window area in accordance with Clause 10.10; and  
 b) Awning fascia sign is calculated as one sign per street frontage in accordance with Clause 10.1.

Exemptions are made pursuant to Clause 61(1)(h) of the *Planning and Development (Local Planning Schemes) Regulations 2015* (the Regulations).

Where a sign is exempt from the requirement for development approval under this Policy, a Building permit may still be required in certain circumstances detailing the structural aspects of the sign. Please contact the City's Building Services team for advice regarding the need for a building permit prior to the installation of any new signage.

### 3. PROHIBITED ADVERTISING SIGNS

**Third party advertising** (previously known as billboards) means an advertisement on any building, sign or structure so as to be visible from a street, public place, public reserve or other land for the purpose of advertising products or services that are not being offered on a site on which the sign is erected.

**Fly posting** means advertising by means of posters placed on fences, walls, trees or other structure or objects.

**Variable message sign** means any portable advertising sign which can be programmed to display electronically generated messages.

**Bill posting** means the sticking of any bill or painting, stenciling 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.

**Above roof sign** means an advertising sign which protrudes above the building line or forms part of a projection above the roof of a building.

- 3.1 New third party advertising, including time limited approvals, is prohibited in all zones.
- 3.2 Existing and previously approved third party advertising subject to a time limited approval beyond the completion of the first review of the Local Planning Scheme No. 2. Every effort should be made to cease use of the site for third party advertising and establish land uses in accordance with the vision set out for the site in the City of Vincent's Local Planning Strategy.
- 3.3 Fly posting is prohibited in all zones.
- 3.4 Variable message signs are prohibited in all zones with the exclusion of government agencies for the purpose of providing temporary community advice.

## LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



- 3.5 Bill posting is prohibited in all zones.
- 3.6 Above roof signs are prohibited in all zones.
- 3.7 Any premises where the primary purpose is the sale of tobacco or other smoking products shall be permitted no more than one sign, which shall be used for the purpose of identifying a registered business name, to a maximum of 2 square metres.

### 4. CALCULATING ADVERTISING SIGNS

- 4.1 To ensure consistency in determining the area of advertising signs, the sign area is to be calculated in accordance with the following:
  - a) If the background colour of the sign matches the colour of the wall on which it is located, the area of the sign shall be determined by measuring around the words of the sign;
  - b) If the background colour of the sign does not match 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.
- 4.2 In the case of a building with a corner truncation, the truncation is to be included in the primary street frontage calculation.
- 4.3 Where more than one sign definition is applicable, the provisions for all of the relevant sign types applies. For example an illuminated awning sign on a heritage place will be assessed against the standards for awning signs, illuminated signs and heritage places.

### 5. DEVELOPMENT APPROVAL REQUIREMENTS

- 5.1 In assessing applications for advertising signs the City will give due regard to all provisions of this policy.
- 5.2 A development application should include a Sign Strategy which incorporates the location, type, size and design of all existing and proposed advertising signs and elevation plans. Justification should be provided as to the need for the number and design of advertising signs proposed, having regard for the relevant policy provisions and objectives.

### 6. VARIATIONS

- 6.1 Where the General Standards and Sign Specific Standards are not met, the proposed signs will be assessed in accordance with the Objectives of the Policy.

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 7. GENERAL STANDARDS

The following General Standards apply to all advertising signs. Where the standards are not met, a development application is required.

- 7.1 Advertising signs only relate to services and products available on the site on which the advertising sign is located;
- 7.2 Advertising signs projecting from walls or under verandahs maintain a pedestrian clearance of 2.75 metres;



Acknowledging the local context produces a uniform and consistent series of advertising sign opportunities.



Consistency of signage location and scale provides continuity to the streetscape at pedestrian level.

7.3 A maximum of four (4) different sign types in accordance with Clause 10 for sites in non-residential zones, and a maximum as per Clause 9 for sites in the Residential zone.

7.4 Advertising signs do not extend outside the building envelope, obstruct major openings or project above the line of the parapet or building roof top; and

7.5 Advertising signs do not protrude over Council property, including footpaths unless approval has been granted under the provisions of the *Local Government Property Local Law 2008*.



Adhoc and inconsistent advertising sign additions contribute to sign proliferation and reduce visual amenity.



Advertising signs should maintain active frontages and visual surveillance into and out of the business.

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 8. ADVERTISING SIGNS ON HERITAGE PLACES

Where a sign is proposed on a heritage place, due regard is to be given to the Statement of Significance of the Place, the General Standards in Clause 7 and Sign Specific Standards in Clause 10. Where provisions are inconsistent with this clause, this clause prevails.

**Deemed to comply:**

Historic signs

Historic advertising signs contribute to the significance of a heritage place and should be retained and maintained.

New signs

Advertising signs on heritage places must:

- a) Not be located where they dominate, obscure or detract from any features which contributes to the significance of the heritage place;
- b) Not be located on any fabric that contributes to the heritage significance of the place as addressed in the statement of heritage significance;
- c) Be readily removable, having regard to the method of installation in order to ensure that the original material can be reinstated;
- d) Be of a scale that does not dominate, obstruct or detract from the heritage significance of a place; and
- e) Be of a color and style that is respectful to the heritage place, without the need to replicate historic advertising signs. Clearly distinguishable modern design that is respectful to the heritage place is preferred for new signs.



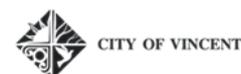
*Signage does not detract from or obscure the significant elements of the heritage place.*

## 9. ADVERTISING SIGNS IN THE RESIDENTIAL ZONE

The following provisions apply to advertising signs in Residential zones:

LAND USES	MAXIMUM NO. OF SIGNS	DEEMED TO COMPLY
Home Occupation	One per street frontage	<ul style="list-style-type: none"> <li>• Maximum of 0.2 square metres in area;</li> <li>• For the purpose of identifying the name of the dwelling or name/nature of the home occupation;</li> <li>• Illuminated signs are not permitted.</li> </ul>
Home Business	One per street frontage	<ul style="list-style-type: none"> <li>• Maximum of 0.5 square metres in area;</li> <li>• For the purpose of identifying the name/nature of the home business;</li> <li>• Illuminated signs are not permitted.</li> </ul>
Commercial	Two per tenancy	In accordance with the sign specific standards.

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 10. SIGN SPECIFIC STANDARDS

### 10.1 AWNING AND VERANDAH SIGNS

**Awning Fascia Sign** means an advertising sign painted or attached to the fascia of an awning or verandah.

Deemed to comply:

- a) Maximum of one sign per 15 metres of street frontage containing a maximum of two elements such as a business name, logo or business slogan;
- b) If attached to an awning fascia, a maximum of 200 millimetres thick; and
- c) Be contained within the dimensions of the awning face.

**Below Awning Sign** means an advertising sign attached below an awning or verandah.

Deemed to comply:

- a) Maximum of one sign per 15 metres of street frontage;
- b) Maximum of 2.4 metres length and 500 millimetres height;
- c) Minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign; and
- d) Not project beyond the dimensions of the verandah.

**Above awning sign** means an advertising sign attached above or projecting from an awning or verandah.

Deemed to comply:

- a) Maximum of one sign per 15 metres of street frontage; and
- b) Maximum of 2 metres in length or 500 millimetres height.



**Awning fascia sign calculation**

- Sign 1
- Sign 2
- Sign 3
- Sign 4



*Below awning sign*



*Below awning sign*



*Above awning sign*

### 10.2 PORTABLE SIGN

**Portable sign** means an advertising sign not permanently attached to the ground or to a structure, wall, fence or building.

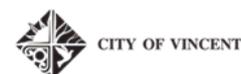
Deemed to comply:

- a) Maximum of one sign per tenancy on a lot;
- b) Be located adjacent to the building to which the sign relates;
- c) Be displayed only during the normal business hours of the business to which the sign relates;
- d) Have no moving parts once the sign is in place; and
- e) A maximum dimension of 1.2 square metres; and
- f) Portable signs located within thoroughfares shall meet the requirement of the City's Local Government Property Local Law.



*Portable sign*

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 10.3 DIGITAL AND ILLUMINATED SIGNS

The following applies to all digital and illuminated signs in addition to the sign specific provisions below.

Deemed to comply:

- a) Not located within a Residential zone;
- b) Not cause a nuisance, by way of artificial light being emitted from the sign or light, or natural or artificial light being reflected from the sign or light; and
- c) Be certified by the installer to comply with all relevant provisions of AS/NZS 4282:2019 – Control of the obtrusive effects of outdoor lighting, prior to installation.

**Digital sign** means an advertising sign that incorporates images that may move or change, including fading in and out or scrolling, but does not include a variable message sign.



Digital window sign

Deemed to comply:

- a) Not incorporate additional flashing or alternating lighting over and above the digital display
- b) If located on a freestanding sign, have a maximum area of 2 square metres;
- c) If located in a public facing window, be included in the calculation for window signs in Clause 7.2.12



Illuminated below awning sign

**Illuminated sign** means an advertising 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.

Deemed to comply:

- a) Not comprise flashing, intermittent or running lights that change more than once in any five minute period;
- b) Be turned off one hour after the close of business;
- c) Have a minimum clearance of 2.75 metres from finished ground level to the lowest part of the sign when under an awning; and
- d) Be maintained to operate as an illuminated sign.



Illuminated awning fascia sign

## 10.4 FENCE SIGNS

**Fence sign** means an advertising sign which is attached to a fence.

No signage is permitted on fences, walls or other structures which do not form an integral part of the building. Signage may only be permitted on fences if:

- A tenancy is located on a district distributor; or
- A tenancy is located on a Heritage place and the installation of a sign on the building may result in physical damage to any significant fabric.

Deemed to comply:

- a) Maximum of one sign per tenancy, per street frontage of any one lot;
- b) Not exceed 20 percent in area of the portion of the fence on which it is located to a maximum of 5 square metres and
- c) Maximum of 200 millimeters thick.



Fence sign

## LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



CITY OF VINCENT

### 10.5 FREE STANDING SIGNS

The following applies to the assessment of all freestanding signs in addition to the specific provisions for hoarding, pylon and monolith signs.

Deemed to comply:

Freestanding signs are to:

- Be no taller than 2 metres from finished ground level to the top of the sign;
- Be the only freestanding sign permitted per lot frontage. Where more than one business tenancy exists within the lot, be designed to accommodate the advertising for all tenancies.

**Hoarding sign** means a freestanding sign which is affixed to one or more supports with its largest dimension being horizontal.

Deemed to comply:

- Maximum area of 3 square metres.

**Monolith sign** means a freestanding vertical sign installed in a column or totem. The sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.

Deemed to comply:

- Maximum of 2 metres in width; and
- Maximum of 3 square metres.

**Pylon sign** means a freestanding sign which is affixed to supports with its largest dimension being vertical.

Deemed to comply:

- Minimum clearance of 2.75 metres from the finished ground level;
- Maximum 2.5 metres vertically or horizontally across the sign face;
- Maximum area of 4 square metres for a single tenancy, or 12 square metres for multiple tenancies; and
- Comprise a maximum of two supports with a total width not exceeding 3 metres.



Hoarding sign



Monolith sign



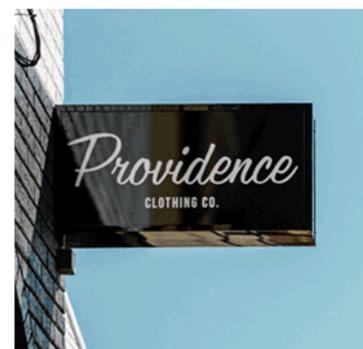
Pylon sign

### 10.6 PROJECTING SIGNS

**Projecting sign** means a sign that extends out from the wall of the building that it is attached to, and includes a sign suspended (hanging) from a bracket attached to the wall.

Deemed to comply:

- Maximum of one sign per street frontage;
- Have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign;
- Not project more than 1 metre from the wall and not exceed 4 square metres in area; and
- Not project above the top of the wall to which it is attached.



Projecting sign

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 10.7 ROOF SIGNS

**Integrated roof sign** means an advertising sign which is integrated into the roof or roof fascia of a building.

Deemed to comply:

- a) Maximum of one sign per street frontage;
- b) Be affixed parallel to the fascia or portion of the building to which it is attached;
- 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.

Roof signs are to comply with the following table:

Maximum height of roof	Maximum sign area
Less than 7.5m	3m <sup>2</sup>
7.5 to 9m	5m <sup>2</sup>
More than 9m	10m <sup>2</sup>



Roof signs are affixed parallel to the fascia but do not project above the roof line.

■ Roof area



Roof signs are incorporated into the roof design of the building on which they are attached.

## 10.8 TETHERED SIGNS

**Tethered sign** means an advertisement device which is suspended from or tethered to any structure (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes inflatables, bunting, banners, flags and kites.

Deemed to comply:

- a) Permitted to be displayed for a maximum aggregate of 30 days in any calendar year;
- b) Have a maximum area of 2 square metres;
- c) A maximum of 6 metres from the finished ground level to the highest part of the sign; and
- d) Limited to a maximum of one sign per street frontage on any one lot.



Tethered sign

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 10.9 WALL SIGNS

**Wall sign** means a sign which is affixed or painted onto the external part of a building wall but does not project more than 300mm from the wall or above the lowest point of the eaves or ceiling of the building.

Deemed to comply:

- a) Maximum of one sign per 15 metres of street frontage, not exceeding 10 percent of the wall area to a maximum of 10 metres square; and
- b) For wall signs on Residential zoned land, not exceeding 1.2 square metres in area.

Additional information:

- The wall area includes the aggregate of walls on each street frontage (per 15 metres), including the portion of the wall from ground level to the top of the building wall, but does not include windows/ openings or the roof area.
- In the case of a building with a corner truncation or multiple articulations, the total coverage of signage is to be calculated on the primary facade.



Wall signs can add visual interest when creatively designed or incorporated into the design of the building.

## 10.10 WINDOW SIGN

**Window sign** means a sign which is affixed to either the interior or exterior of a 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 onto the street.

Deemed to comply:

- a) Window signs do not exceed:
  - i) a maximum of 30% of the glazed area;
  - ii) a maximum of 10 square metres
 of the aggregate of a tenancy's ground and first floor level windows which are visible from the street or a public area, whichever is the lesser.



Windows free of excessive signage maintains active frontages and visual surveillance.



Excessive window coverage that reduces active frontages will generally not be permitted.

# LOCAL PLANNING POLICY : SIGNS AND ADVERTISING



## 10.11 COMMUNITY EVENT SIGNS

**Community event sign** means a temporary sign that advertises a local community event within the City such as a fete, hawkers market, festival or holiday program.

Deemed to comply:

- a) Maximum of one sign per frontage on a lot;
- b) Advertises a local community event with free admission and open to the general public or a free service that is located or accessible within the City;
- c) Does not exceed 1.5 metres in height and does not exceed an area of 3 square metres;
- d) Is not attached to a tree or any existing street furniture;
- e) Is not illuminated or made of reflective material;
- f) Relates only to the event or service, with the exception that a third party sponsoring the event may include a logo or similar acknowledgment on the sign, provided it does not occupy more than 20% of the sign's face area;
- g) Is not exhibited for more than a period of 30 days;
- h) Is removed within 24 hours after the date of the event or, if advertising a service, immediately on the conclusion of the 30 day period.

## 10.12 SPONSORSHIP SIGNS

**Sponsorship sign** means an advertising sign which incorporates third party advertising for a financial or other benefit to a sporting or community club, but is not directly related to the functions or activities of the club.

Deemed to comply:

- a) Located on land reserved as Public Open Space or identified as sports space in the City's Public Open Space Strategy;
- b) For the purpose of identification and sponsorship associated with the local club;
- c) Sign content must face into the reserve or viewing areas, rather than out onto the street and other public spaces.;
- d) Not be illuminated or digital;
- e) Signage is removed at the conclusion of the sponsorship agreement; and
- f) Complies with the relevant provisions of the club's lease agreement with the City.

OFFICE USE ONLY	
Responsible Officer	Manager Policy and Place
Initial Council Adoption	
Previous Title	
Reviewed /Amended	
Next Review Date	