



## **LOCAL PLANNING POLICY – Signage and Advertisements**

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### **1.0 PURPOSE**

1.1 The purpose of this policy is to:

- i. Define Signage and Advertisements that are exempt from development approval;
- ii. Establish general requirements which apply to Signage and Advertisements;
- iii. Provide guidance for determining applications for non-exempt Signage and Advertisements.

### **2.0 APPLICATION OF POLICY**

2.1 This policy applies to all land zoned by City of Nedlands Local Planning Scheme No. 3 (LPS3) and does not apply to road reserves or any other reserves under LPS3 or the Metropolitan Region Scheme (MRS).

2.2 All Signage and Advertisements are exempt from requiring development approval unless specifically required by this policy.

### **3.0 OBJECTIVES**

3.1 To ensure that Signage and Advertisements do not adversely impact on the amenity of the surrounding area or any heritage-protected place;

3.2 To avoid proliferation of Signage and Advertisements that may contribute to visual clutter or are not relevant to the business at a site;

3.3 To ensure Signage and Advertisements are generally located in non-residential areas;

3.4 To ensure that Signage and Advertisements do not detract from the level of safety for motorists, cyclists and pedestrians; and

3.5 To ensure that Signage and Advertisements are proportionate to the scale of the site to which they relate.



#### **4.0 GENERAL REQUIREMENTS FOR ALL SIGNAGE AND ADVERTISEMENTS**

4.1 All Signage and Advertisements shall –

- i. not be detrimental to a heritage-protected place;
- ii. be in keeping with the scale and form of the building on which it is placed or to which it relates;
- iii. located and designed so as not to obstruct the sight lines of vehicles and/or pedestrians;
- iv. not contain any discriminatory or offensive material;
- v. be located wholly within the property boundary;
- vi. be adequately maintained to the satisfaction of the local government;
- vii. not emit a flashing or moving light, emit noise, contain reflective, retro-reflective or fluorescent materials, or include any form of animation, variable or electronically variable content except where specifically exempted elsewhere in this policy; and
- viii. not contain third party Advertisements or Signage that does not directly relate to a business or approved development located at the property.

#### **5.0 EXEMPT SIGNAGE AND ADVERTISEMENTS**

5.1 All Signage and Advertisements are exempt from development approval, except where the signage or advertisement –

- i. is associated with a heritage-protected place;
- ii. does not meet the General Requirements of section 4.0 above;
- iii. includes a digital billboard or other fixed sign that includes variable messages except where specifically exempted; and
- iv. does not meet the Development Provisions for Exemption as specified in Appendix A or does not reasonably fall within any of the categories.

5.2 Pursuant to the *Planning and Development (Local Planning Schemes) Regulations 2015* the following Advertisements are also exempt –

- i. Temporary Advertisements where in existence for less than 48 Hours in any 12 month period; and
- ii. Election Advertisements where:



- The Advertisement is erected or installed in connection with an election, referendum or other poll conducted under the *Commonwealth Electoral Act 1918*, the *Electoral Act 1907* or the *Local Government Act 1995*; and
- The primary purpose of the Advertisement is for political communication in relation to the election, referendum or poll; and
- The Advertisement is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted.

## **6.0 DEVELOPMENT APPLICATION REQUIREMENTS FOR NON-EXEMPT SIGNAGE AND ADVERTISEMENTS**

6.1 Development Applications are required to be lodged with the local government for all non-exempt Signage and Advertisements as set out in 5.0 above.

6.2 In addition to the standard City of Nedlands Development Application Form 1, as set out in the *Planning and Development (Local Planning Schemes) Regulations 2015*, all applications for Advertisements are required to complete and submit the additional information for Development Approval for Advertisement Form (contained in Appendix B).

6.3 Applicants are required to submit:

- i. A detailed written statement addressing each of the objectives of the policy as set out in 3.0 above;
- ii. Details of the period of time for which the Sign or Advertisement is required;
- iii. A scaled dimensioned plan showing the size, height above ground, colours, materials, illumination and content of the Sign or Advertisement.

6.4 Where in the Local Government's opinion the application may have an adverse impact on the amenity of an adjoining property or the streetscape, the Local Government may notify and undertake consultation with adjoining landowners and occupiers.



## 7.0 ASSESSMENT OF NON-EXEMPT SIGNAGE AND ADVERTISEMENTS

7.1 Development Applications are required for all non-exempt Advertisements as set out in 5.0 above.

7.2 When assessing a development application for Signage and Advertisements the local government will consider:

- i. The objectives of the policy as set out in 3.0 above;
- ii. The general requirements for Advertisements as set out in 4.0 above;
- iii. Whether the Advertisements are in keeping with the scale and design of the building or lot, and is not considered excessive in size in order to fulfill its purpose;
- iv. Whether the Advertisements rationalise existing Advertisements and results in the removal of redundant Advertisements; and
- v. Whether the unique topography or configuration of the lot, building or other approved structure necessitates a different location, configuration or size of the Advertisements.

7.3 Non-compliance with the relevant exemption criteria is not a reason to refuse a proposed sign or advertisement.

7.4 Where more than one sign definition applies, the provisions for all of the relevant sign types applies.

## 8.0 RELATED LEGISLATION

8.1 This policy has been prepared in accordance with Clause 4 of the Deemed Provisions contained in Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

8.2 This policy should be read in conjunction with the following additional planning instruments and its requirements apply unless specifically stipulated elsewhere in any of the below:



- *Planning and Development Act 2005*
- *Planning and Development (Local Planning Schemes) Regulations 2015*
- City of Nedlands Local Planning Scheme No. 3
- State Planning Policy 7.3 – Residential Design Codes

## 9.0 DEFINITIONS

9.1 For this policy the following definitions apply –

Definition	Meaning
Advertisement	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 or the display of advertising; and  c) Any vehicle or trailer or similar object placed so as to serve the purpose of displaying advertising.





Heritage-protected place	<p>As per Schedule 2, Part 1 of the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i>, a heritage-protected place is a place —</p> <p>(a) that is entered in the State Register of Heritage Places under the Heritage Act 2018 section 42; or</p> <p>(b) that is under consideration for entry into the State Register of Heritage Places as described in subclause (2); or</p> <p>(c) that is the subject of an order under the Heritage Act 2018 Part 4; or</p> <p>(d) that is the subject of a heritage agreement that has been certified under the Heritage Act 2018 section 90; or</p> <p>(e) that is included on a heritage list as defined in clause 7; or</p> <p>(f) that is within a heritage area as defined in clause 7.</p>
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9.2 A word or expression that is not defined in the Policy has the same meaning as it has in the Scheme.


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**APPENDIX A – SIGNAGE AND ADVERTISEMENTS CATERGORIES AND EXEMPTION REQUIREMENTS**

Construction and Development signs	
<b>Definition</b>	<p>A sign that provides detail or promotional material of the project, professional consultants, contractors and/or builders; displayed prior to or during construction of a building, development or subdivision.</p> <div style="display: flex; justify-content: space-around; align-items: center;">  </div> <p style="text-align: center;">Construction sign</p> <div style="display: flex; justify-content: space-around; align-items: center;">  </div> <p style="text-align: center;">Development sign</p>
<b>Development Provisions for Exemption</b>	<ul style="list-style-type: none"> <li>i. Wholly contained within the property boundaries;</li> <li>ii. Maximum of one sign per street frontage;</li> <li>iii. Maximum height of 2.0m above natural ground level;</li> <li>iv. Maximum area of 5m<sup>2</sup>;</li> <li>v. Single sided; and</li> <li>vi. To be removed within 14 days from the date of practical completion of the development</li> </ul>
<b>Permitted Locations</b>	All zones







Digital sign		
<b>Definition</b>	A sign that incorporates images or text that are illuminated and may move or change. This also includes signs with variable messages.	
<b>Development Provisions for Exemption</b>	If associated with an approved or exempt business and all of the following apply: <ol style="list-style-type: none"> <li>i. The sign is a window sign and meets exemptions for a window sign below;</li> <li>ii. The lot is not located in or facing a Residential zone;</li> <li>iii. There is only one digital sign displayed in the tenancy;</li> <li>iv. The sign is not more than 5m<sup>2</sup>; and</li> <li>v. The sign is attached to a window parallel to the road.</li> </ol>	
<b>Permitted Locations</b>	All zoned land except the Residential zone.	

Monolith signs		
<b>Definition</b>	A sign in-filled from natural ground level to the top of the sign and appears as a solid structure when the supporting columns cannot be seen.	
<b>Development Provisions for Exemption</b>	<ol style="list-style-type: none"> <li>i. Wholly contained within the property boundaries;</li> <li>ii. Maximum of one sign per property, which may be double sided;</li> <li>iii. Maximum height of 6.0m above natural ground level and a maximum width of 2.0m;</li> <li>iv. Minimum setback of 2.0m from adjoining sites;</li> <li>v. Minimum 1.5m clearance from where the driveway meets the crossover; and</li> <li>vi. Aligned at a right angle to street.</li> </ol>	
<b>Permitted Locations</b>	All zoned land except the Residential zone.	







Name Plate signs		
<b>Definition</b>	A flat, usually rectangular sign which the name of a person, company etc. is printed or engraved.	
<b>Development Provisions for Exemption</b>	If associated with an authorised business or home business: <ol style="list-style-type: none"> <li>Located wholly within the property boundaries;</li> <li>Maximum of one sign per building in the residential zone and three signs per building in all other zones; and</li> <li>Maximum of 0.2m<sup>2</sup> in area per sign.</li> </ol>	
<b>Permitted Locations</b>	All zones.	

Portable signs		
<b>Definition</b>	A sign which is not permanently attached to a building, structure, fence or the ground, includes 'A-frame' and 'sandwich board' signs.	
<b>Development Provisions for Exemption</b>	<ol style="list-style-type: none"> <li>Located wholly within the property boundaries;</li> <li>Maximum of one sign per tenancy;</li> <li>Maximum of 1.2m high x 1.2m wide;</li> <li>Does not flash or pulsate; and</li> <li>Minimum 1.5m clearance from where the driveway meets the crossover.</li> </ol>	
<b>Permitted Locations</b>	All zoned land except the Residential zone.	


**Projecting signs**




<p><b>Definition</b></p>	<p>A sign which is attached to a projection or projects more than 300mm from a wall of the building below the eaves or ceiling height.</p>	
<p><b>Development Provisions for Exemption</b></p>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Maximum of one sign per tenancy;</li> <li>iii. Minimum clearance of 2.75m above natural ground level or where it can be demonstrated the sign complies with the requirements of the relevant Building Code;</li> <li>iv. Maximum area of 4.0m<sup>2</sup>;</li> <li>v. Not to project above the height of the wall to which they are attached;</li> <li>vi. Not to project more than 1.0m forward of the wall to which they are attached; and</li> <li>vii. May be internally illuminated during the operating hours of the use to which it relates.</li> </ul>	
<p><b>Permitted Locations</b></p>	<p>All zoned land except the Residential zone.</p>	

<p><b>Property Transaction signs</b></p>		
<p><b>Definition</b></p>	<p>A sign designed to promote the sale or lease of a property and includes the words 'for sale', 'for lease', 'coming soon' or similar.</p>	
<p><b>Development Provisions for Exemption</b></p>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Maximum of 3m<sup>2</sup> in area;</li> <li>iii. Maximum of one sign per street frontage; and</li> <li>iv. To be removed within 14 days from settlement or leasing of a property.</li> </ul>	
<p><b>Permitted Locations</b></p>	<p>All zones.</p>	


**Pylon signs**

<p><b>Definition</b></p>	<p>A freestanding and elevated sign supported by one or more posts.</p>	
<p><b>Development Provisions for Exemption</b></p>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Maximum of one sign per site, which may be double sided;</li> <li>iii. Maximum height of 6.0m above natural ground level;</li> <li>iv. Maximum area of 4.0m<sup>2</sup>;</li> <li>v. Minimum setback of 2.0m from adjoining sites;</li> <li>vi. Aligned at a right angle to the street;</li> <li>vii. Minimum 1.5m clearance from where the driveway meets the crossover;</li> <li>viii. Minimum clearance of 2.75m above natural ground level or where it can be demonstrated the sign complies with the requirements of the relevant Building Code.</li> </ul>	
<p><b>Permitted Locations</b></p>	<p>All zoned land except the Residential zone.</p>	


<p><b>Roof signs</b></p>		
<p><b>Definition</b></p>	<p>Signs which protrude above the roof line or are attached to the roof</p>	
<p><b>Development Provisions for Exemption</b></p>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Compliant with building heights which are applicable to the property; and</li> <li>iii. Not exceed a maximum area of 5m<sup>2</sup>.</li> </ul>	
<p><b>Permitted Locations</b></p>	<p>All zoned land except the Residential zone.</p>	






<b>Statutory signs</b>		
<b>Definition</b>	A sign required to be exhibited by, or pursuant to, any law or policy, includes all categories of signs.	
<b>Development Provisions for Exemption</b>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries; and</li> <li>ii. Limited to the requirements of any applicable Act or Statute.</li> </ul>	
<b>Permitted Locations</b>	All zones.	



Tethered signs		
<b>Definition</b>	<p>A sign which is suspended from or tethered to any building/structure 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.</p>	
<b>Development Provisions for Exemption</b>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Maximum of one sign per site;</li> <li>iii. Where attached to the ground, a maximum height of 4.0m and maximum area of 5m<sup>2</sup>;</li> <li>iv. Where attached to a pole, maximum area of 3m<sup>2</sup>;</li> <li>v. Tethered signs which are inflatable to be limited to one sign per site, with a maximum height of 3.0m and width of 2.0m;</li> <li>vi. Tethered signs are not permitted to be erected on the roof of a building.</li> </ul>	
<b>Permitted Locations</b>	All zoned land except the Residential zone.	

Wall signs		
<b>Definition</b>	<p>A sign which is affixed to the external part of a wall of a building.</p>	
<b>Development Provisions for Exemption</b>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Does not project more than 300mm from the wall;</li> <li>iii. Maximum of two signs per tenancy;</li> <li>iv. Maximum area of 10m<sup>2</sup> in aggregate for a tenancy;</li> <li>v. Must be displayed on the wall/s of tenancy to which it relates; and</li> <li>vi. Must not extend above or below the wall on which it is placed.</li> </ul>	



<b>Permitted Locations</b>	All zoned land except the Residential zone.
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**Window signs**

<b>Definition</b>	A sign painted or affixed to either the interior or exterior surface of the glazed area of a window.	
<b>Development Provisions for Exemption</b>	<ul style="list-style-type: none"> <li>i. Located wholly within the property boundaries;</li> <li>ii. Shall not, in aggregate, cover more than 25% of the glazed area of the window; and</li> <li>iii. Shall not flash or pulsate.</li> </ul>	
<b>Permitted Locations</b>	All zoned land except the Residential zone.	





**APPENDIX B – DEVELOPMENT APPROVAL FOR ADVERTISEMENTS FORM**

**Additional Information for Development Approval for Advertisements Form**

**1. Description of property on which advertisement is to be displayed including full details of its proposed position within that property:**

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.....  
.....

**2. Details of proposed sign:**

(a) Type of structure on which advertisement is to be erected (i.e. freestanding, wall mounted, other):

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(b) Height: ..... Width: ..... Depth: .....

(c) Colours to be used: .....

(d) Height above ground level —

to top of advertisement: .....

to underside: .....

Materials to be used: .....

.....

(e) Illuminated: Yes / No

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

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**3. Period of time for which advertisement is required:**

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**4. Details of signs (if any) to be removed if this application is approved:**

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Note: This application should be supported by a photograph or photographs of the premises showing superimposed thereon the proposed position for the advertisement and those advertisements to be removed as detailed in 4 above.