

## Local Planning Policy 7.1 Advertising Signage

### 1. Citation

This is a Local Planning Policy prepared under Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015* (the Regulations). This Policy may be cited as Local Planning Policy – Advertising Signage.

### 2. Purpose

To outline development objectives, provide development requirements for a range of advertising signage and to specify advertising signage that does not require development approval.

### 3. Application

This policy applies to all advertising signage on zoned land under the local planning scheme within the City of South Perth (the City).

Development approval is not required for advertising signage that meets the development standards for the sign type contained in Table 1 and meets the following:

- (a) Does not encroach within 1.5m of any crossover or street truncation; and
- (b) The place is not a heritage-protected place.

Where this policy is inconsistent with a local development plan, structure plan or other local planning policy that applies to a specific site or area, the provisions of that specific planning instrument shall prevail.

Where a sign type is proposed that is not specifically identified in this policy, it will be assessed against the objectives of this policy.

### 4. Objectives

- 4.1 To ensure advertising signage is compatible with the desired character of the area.
- 4.2 To limit the proliferation of advertising signage on individual sites and across the City, and to support the rationalisation of signage on a lot.
- 4.3 To ensure advertising signage support architectural elements of and where possible, integrated into the design of the building.
- 4.4 To ensure advertising signage does not adversely impact on the level of safety for the public and road users.

### 5. Development Requirements

## 5.1 General requirements

5.1.1 Advertising signage shall meet the following general development requirements:

- (a) Only advertise services and products available on the premises to which it relates and not contain third party content;
- (b) Be contained wholly within the boundary of the lot to which it relates and not project beyond any lot boundary, with the exception of projections in accordance with the requirements contained in Table 1 for 'Awning sign' or Table 2 as a 'Projected Wall Sign';
- (c) Not encroach within 1.5m of any crossover or street truncation; and
- (d) Where supporting structures, conduit or cabling is required to run along the surface of an external wall, it shall be concealed and/or finished to match the wall to the satisfaction of the City.

## 5.2 Illuminated and Digital Content

5.2.1 Advertising signage subject to illumination (e.g., backlit or spotlight) or with digital content shall not:

- (a) Exceed more than one sign subject to illumination/digital content per tenancy;
- (b) Adversely impact neighbouring sites or the amenity of the surrounding area via light spill;
- (c) Adversely impact pedestrian, cyclist and/or driver safety;
- (d) Adversely detract from the amenity and character of the locality;
- (e) Be located on sites that are zoned residential; and
- (f) Occupy an area larger than 3m<sup>2</sup>, or 20% of the façade whichever is the lesser. Signage exceeding a maximum area of 3m<sup>2</sup> may be considered where the applicant has demonstrated to the satisfaction of the City, in consultation with Main Roads Western Australia, the following:
  - (i) The scale of the sign is proportionally appropriate to the building upon which it is proposed to be attached;
  - (ii) The sign relates to businesses located on the lot and does not include third party content; and
  - (iii) The lot has primary frontage and the sign will orientate towards Canning Highway.

### 5.3 Heritage-protected places and heritage areas

5.3.1 New signage shall respect the style detailing and significance of the heritage-protected place or heritage area in respect to the location, extent of coverage and colour.

5.3.2 Advertising signage on a heritage-protected place must not:

- (a) Obscure original or significant detailing of the place; and/ or
- (b) Adversely impact the cultural heritage significance of the place.

5.3.3 Advertising signage on a heritage-protected place shall be located on awnings, shop windows and doors, side walls along laneways and upper floor windows as shown in diagrams 1 and 2.



Diagram 1 - New signage shall be located such that it does not obscure original or significant detailing (awnings, shop windows and doors).

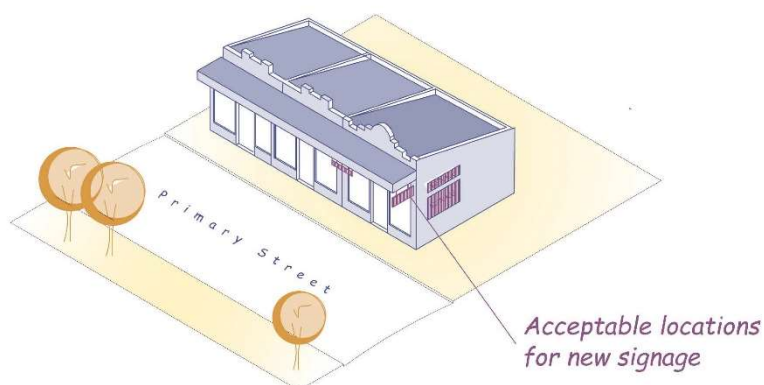


Diagram 2 - New signage shall be located such that it does not obscure original or significant detailing (awnings, side walls along laneways).

## 6. Sign Management Plan

- 6.1 Where new commercial or mixed-use development with multiple tenancies are proposed, a sign management plan demonstrating how advertising signage will be co-ordinated and not result in proliferation of signage is required to be submitted with the development application to the satisfaction of the City.

## 7. Definitions

Advertisement: *means any word, letter, model, sign, board, notice, device, or representation, where illuminated or not, that is used wholly or partly for the purpose of advertising, announcing, or directing, and includes:*

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

Digital content: *means an advertisement sign with light emitting diode or fibre optic matrix technology or other technology that is capable of displaying a limited/unlimited range of text and graphical images which can be electronically changed by remote or automatic means.*

Heritage-protected place: *has the same meaning under the Regulations as a heritage-protected place –*

- (a) That is entered in the State Register of Heritage Places under the Heritage Act 2018 section 42;*
- (b) That is under consideration for entry into the State Register of Heritage Places as described in subclause (2);*
- (c) That is the subject of an order under the Heritage Act 2018 Part 4;*
- (d) That is the subject of a heritage agreement that has been certified under the Heritage Act 2018 section 90;*
- (e) That is included on a heritage list as defined in clause 7; or*
- (f) That is within a heritage area as defined in clause 7.*

Natural ground level: *has the same meaning under the Regulations as natural ground level –*

*in relation to land subject to development, means –*

- (a) *the ground level specified in either of the following that applies to the land (or, if both of the following apply to the land, the more recent of the following) –*
- (i) *a condition on an approval of a plan of subdivision that specifies a ground level;*
  - (ii) *a previous development approval for site works on the land that specifies a ground level; or*
- (b) *if paragraph (a) does not apply – the level of the land before any disturbance to the land relating to the development.*

**Sign:** *has the same meaning as ‘Advertisement’ under the Regulations and also includes any wall mural applied to the exterior of a building. A sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.*

**Sign face:** *means the portion of the sign that contains the sign content and any structures and background colour/s or images that form a frame or border to the content.*

**Third party content:** *relates to signs which advertise businesses, products, goods or services not located or available at the premises where the sign content is displayed.*

## 10. Relevant Legislation, Policies and Documents

*Planning and Development Act 2005*

*Planning and Development (Local Planning Schemes) Regulations 2015*

Western Australian Planning Commission, Development Control Policy 5.4 - Advertising on reserved land

Australian Standards AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

City of South Perth Local Planning Scheme

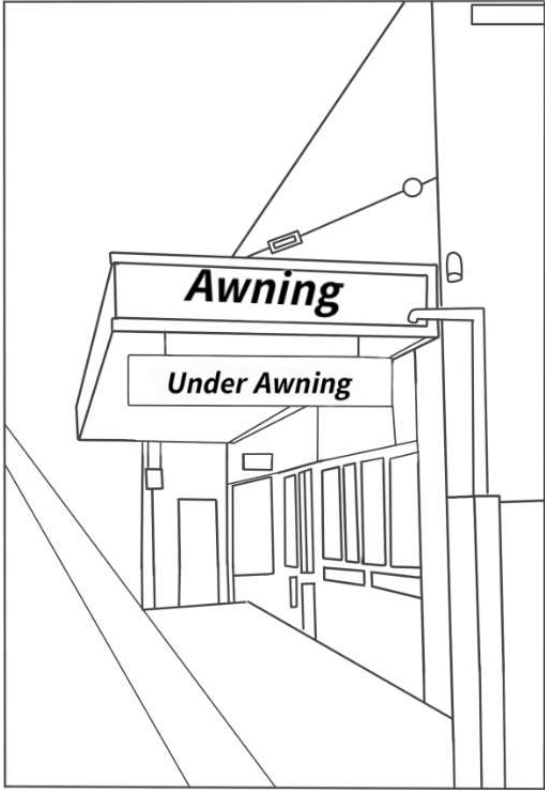
City of South Perth Local Planning Policies

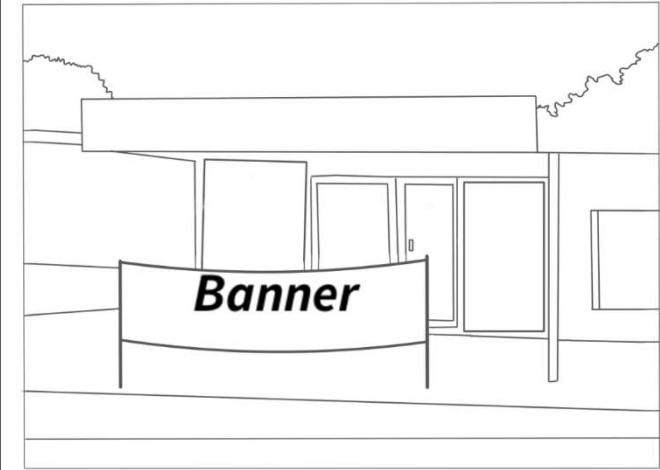
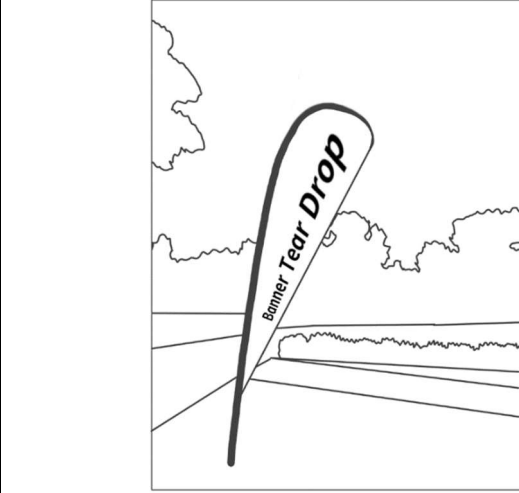
## 11. Document Control

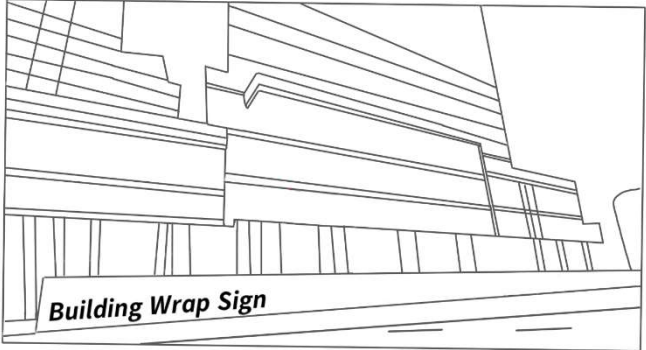
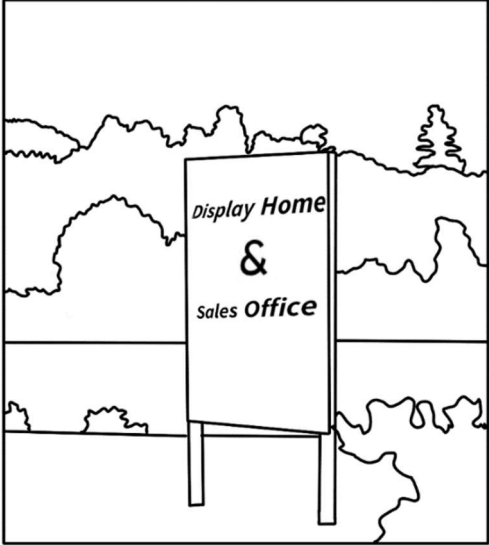
Adoption date	OCM 23 March 2004
Date modified	15 February 2011; 27 March 2012; 26 March 2013; 24 March 2015; 22 March 2016; 21 November 2023
Strategic Community Plan Reference	Economy Environment (Built and Natural)

**Table 1 - Advertising Signage exempt from Development Approval**

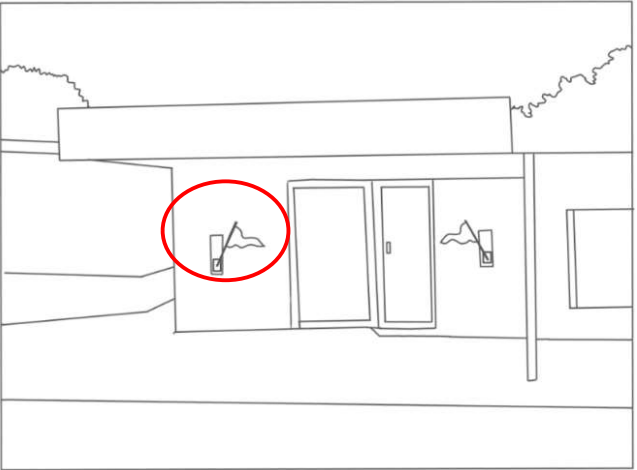
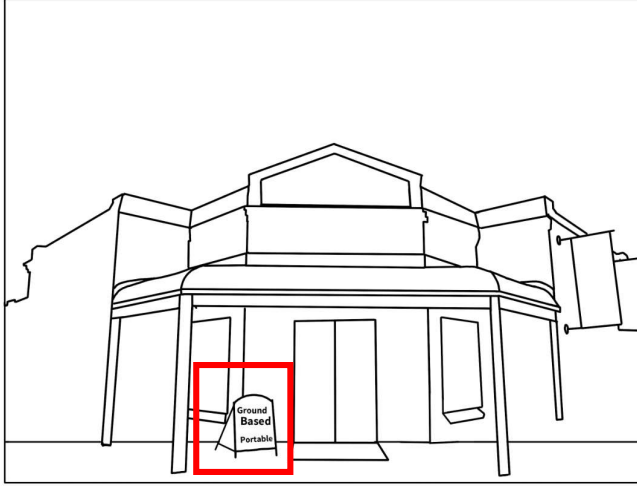
An application for development approval is not required for the following sign types provided the sign complies with the requirements of this policy and associated sign specific conditions.

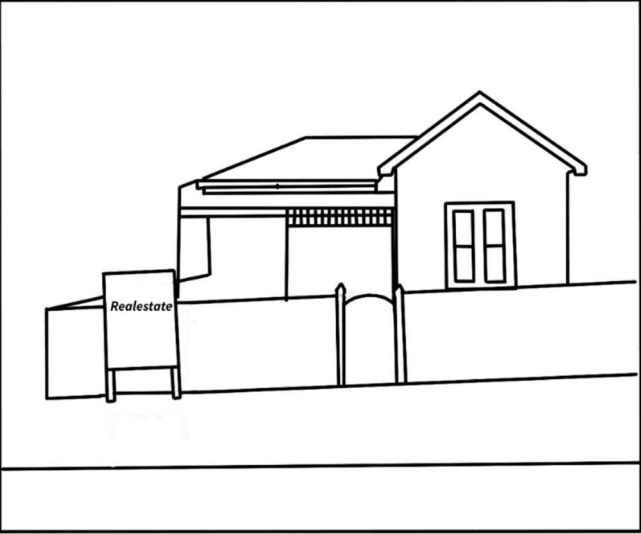
Sign Type and Description	Deemed to comply requirements	
<p><b>1. Awning Sign</b></p> <p><i>Advertising signage attached to a buildings' awning, verandah or cantilevered balcony located in front of a retail or business premise. This includes above awning, on fascia or beneath awning signs.</i></p>	<p>Facia awnings signs must:</p> <ol style="list-style-type: none"> <li>1. Not project beyond the dimensions of an existing awning or verandah fascia; and</li> <li>2. Provide a minimum clearance of 2.75m below the sign.</li> </ol> <p>Under awning signs must:</p> <ol style="list-style-type: none"> <li>3. Be affixed below an existing awning at right angles to the front wall of the building, except on corner sites where it may be angled to be visible from both streets; and</li> <li>4. Provide a minimum clearance of 2.75m below the sign.</li> </ol> <p>Note: signage for new awnings will be considered as part of the development application for the site.</p>	

<b>2. Banner Signs:</b>		
<p><b>2.1 Banner Sign (attached to a structure)</b></p> <p><i>Portable, temporary advertising signage printed on plastic sheeting or similar material and hung by ropes between posts, or from a verandah or fence, but does not include a building wrap sign erected as a barrier or screen on a building site.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one banner sign per street frontage.</li> <li>2. Must not exceed a maximum height of 1.5m and width of 3.0m.</li> <li>3. Must not project beyond any lot boundary.</li> <li>4. Shall not be displayed for longer than six (6) weeks for up to four separate promotional events per calendar year.</li> </ol>	 <p>A line drawing showing a banner sign attached to a building's verandah. The banner is rectangular and has the word "Banner" written on it in a bold, sans-serif font. The building has several windows and a door. The banner is suspended by ropes or cords from the top of the verandah.</p>
<p><b>2.2 Banner Sign (freestanding/mast)</b></p> <p><i>Portable advertising signage made from lightweight material attached to a pole weighted to the ground such as 'Bali', 'Teardrop', 'Blade' or 'Wing' sign erected during business hours only. Can be temporary or permanent.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than two signs per street frontage.</li> <li>2. Must not exceed a height of 2.0m and width of 1.0m.</li> <li>3. Shall not be displayed outside of normal business hours of the business to which the sign relates and is to be removed outside these times.</li> </ol>	 <p>A line drawing of a teardrop-shaped banner sign on a pole. The sign is curved and has the words "Banner Tear Drop" written on it in a bold, sans-serif font. The pole is weighted to the ground. The background shows a simple landscape with trees and a horizon line.</p>

<p><b>3. Building wrap sign (construction)</b></p> <p><i>A temporary form of an advertising signage that involves fencing off, covering, or wrapping a scaffold or gantry, a building, portion of a lot, or lot boundary during construction, renovation, restoration or demolition.</i></p>	<ol style="list-style-type: none"> <li>1. Must be directly associated with and incidental to, the construction, renovation, restoration, or demolition on the lot and not be erected for advertising purposes only.</li> <li>2. Shall be removed within 10 working days of cessation of the construction or other works, whichever is the lesser.</li> </ol>	
<p><b>4. Display home and sales office sign</b></p> <p><i>Advertising signage placed on or in front of a property with the intention using the property temporarily as a display home and/or the location of a sales office.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one display home and sales office sign per display home.</li> <li>2. Must not contain more than one sign face.</li> <li>3. Shall accommodate multiple builders within 1 sign.</li> <li>4. Must not exceed the following: <ol style="list-style-type: none"> <li>a. Single building company - maximum 4m<sup>2</sup> sign face area; and</li> <li>b. Up to a maximum of 2m<sup>2</sup> per additional building company.</li> </ol> </li> <li>5. Must be removed within 10 working days of cessation of the display home use or sales office, whichever is the lesser.</li> </ol>	



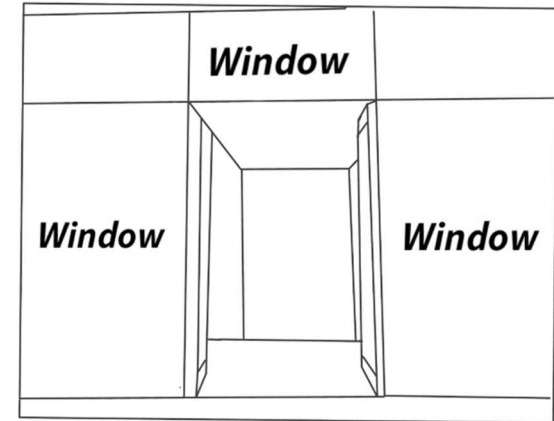
<p><b>5. Flagpole with advertising sign</b></p> <p><i>Advertising signage flown from a flagpole or minor flag features attached to a building façade.</i></p>	<ol style="list-style-type: none"> <li>1. Shall be located immediately adjacent to the building to which the sign relates.</li> <li>2. Must not exceed more than one flagpole per street frontage.</li> <li>3. A 2.75m clearance is provided below the signage.</li> <li>4. Flagpole and advertising must not exceed the following size requirements: <ol style="list-style-type: none"> <li>a. Sign - 1.8m x 0.9m;</li> <li>b. Pole diameter - 220mm; and</li> <li>c. Pole and sign - maximum height of 3.0m from Natural Ground Level.</li> </ol> </li> </ol>	 <p>A line drawing of a building facade with a flagpole and a sign attached to it. A red circle highlights the flagpole and sign assembly.</p>
<p><b>6. Ground Based Portable Sign</b></p> <p><i>Means freestanding portable advertising signage, not attached permanently to a building or structure, or fixed to the ground or pavement. These signs include sandwich board signs and A-Frame signs.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one ground based sign per street frontage.</li> <li>2. Shall be displayed only during normal business hours of the business to which the sign relates and removed outside these times.</li> <li>3. Shall be located: <ol style="list-style-type: none"> <li>a) Directly against the wall of the building; and</li> <li>b) Adjacent to the subject business entrance.</li> </ol> </li> <li>4. Must not exceed a maximum of 2m<sup>2</sup> in area (total area where sign has a double side) with a maximum 1m<sup>2</sup> on any side, with no more than two sign faces.</li> <li>5. Must not include moving parts once the sign is in place.</li> <li>6. Must be located wholly on the lot to which the business relates.</li> </ol>	 <p>A line drawing of a building with a ground-based portable sign. A red box highlights the sign, which is labeled 'Ground Based Portable'.</p>

<p><b>7. Real Estate Sign (sale/lease/auction)</b></p> <p><i>Temporary advertising signage placed on or in front of a property with the intention of advertising the sale or lease of that building or site.</i></p>	<p>7. Must be secured in place.</p> <ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage per sale event.</li> <li>2. Must not exceed: <ol style="list-style-type: none"> <li>a. 2m<sup>2</sup> in area per sign face for residential dwellings;</li> <li>b. 5m<sup>2</sup> in area per sign face for multiple residential dwellings and commercial properties; and</li> <li>c. 10m<sup>2</sup> in area per sign face for buildings four storeys and higher.</li> </ol> </li> <li>3. Must not be illuminated or contain digital content.</li> <li>4. Shall be removed within ten working days following conclusion of advertising / settlement of the property, whichever is the lesser.</li> </ol>	
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**8. Window Sign**

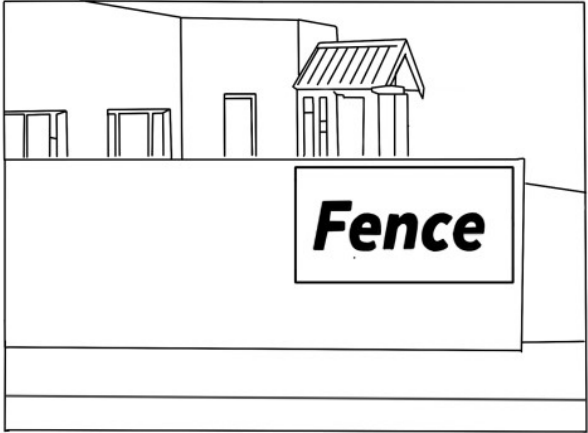
*Advertising signage painted or affixed to either the inside or exterior surface of the glazed area of the window and visible from outside the building and includes decal images.*


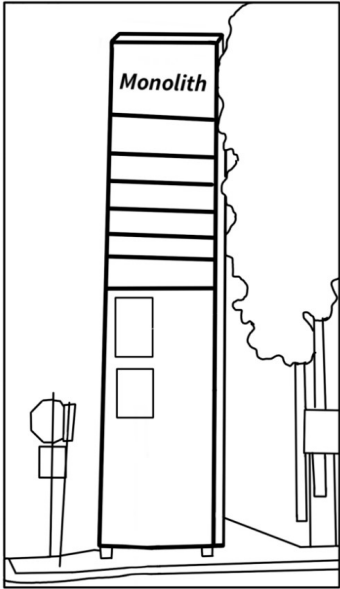
1. Must not obstruct the visual permeability of the glazing by more than 40%, allowing 60% of the glazing to be visually unobstructed.

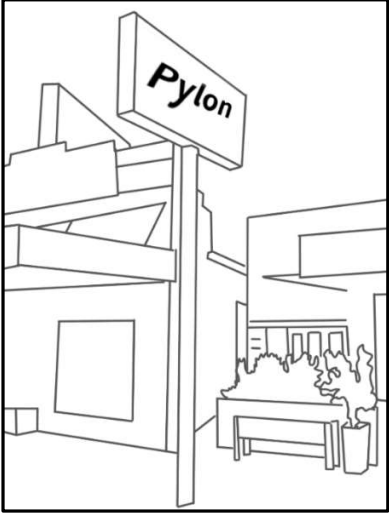
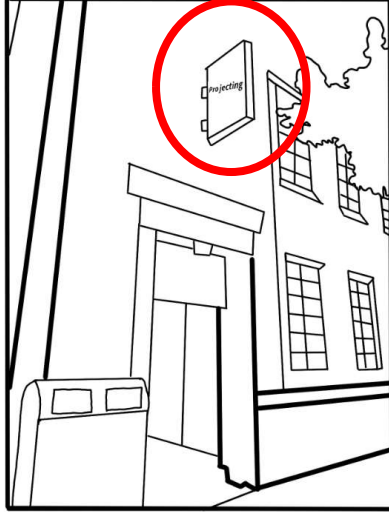


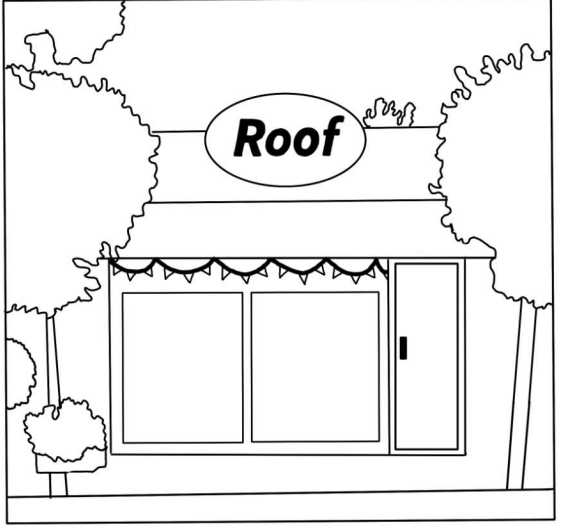
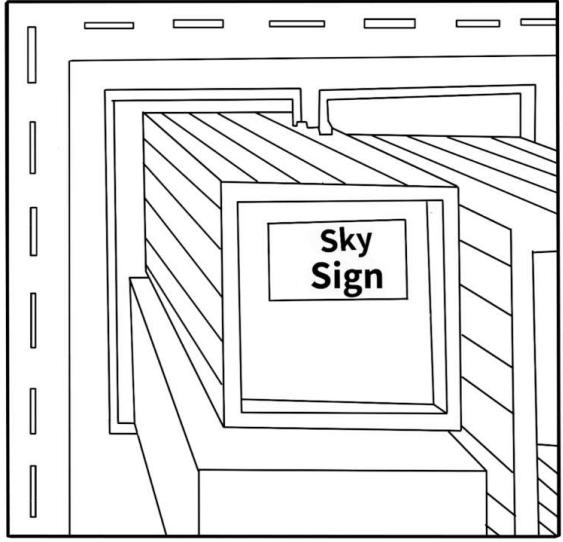
**Table 2 - Advertising Signage that requires Development Approval**

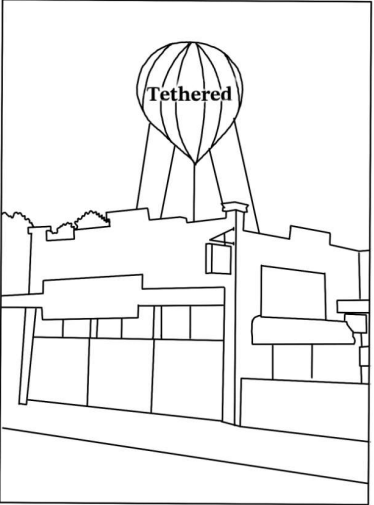
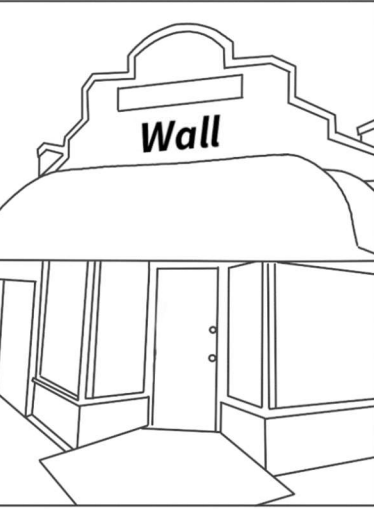
Development Approval is required for these sign types.

Sign Type & Description	Sign Requirements	
<p><b>1. Fence sign</b>  <i>Advertising signage affixed to a fence on land, being visible from outside that land.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage.</li> <li>2. Must not be located on land zoned Residential.</li> <li>3. Must not exceed a maximum area of 1.5m<sup>2</sup>.</li> <li>4. Must not exceed the height of the fence.</li> <li>5. Must not project off the fence and must be flush mounted, painted onto or directly affixed onto the fence.</li> </ol>	 <p>The diagram shows a cross-section of a fence with a sign affixed to its top surface. The sign is a rectangular box containing the word 'Fence' in a bold, italicized font. In the background, there are simple line drawings of residential buildings, including one with a gabled roof and another with a flat roof, illustrating the sign's placement in a residential context.</p>

<p><b>2. Hoarding sign</b></p> <p><i>Is an advertising sign fixed to one or more supports with its largest dimension being horizontal, upon which advertising material is displayed.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage.</li> <li>2. Must not be located on land zoned Residential.</li> <li>3. Must not exceed a maximum:             <ol style="list-style-type: none"> <li>a. Sign face area of 18m<sup>2</sup>; and</li> <li>b. Height of 6.0m above ground level including supporting poles.</li> </ol> </li> </ol>	
<p><b>3. Monolith sign</b></p> <p><i>A free-standing and elevated advertising sign in-filled from ground level to the top of the sign, not attached to a building, and appears as a solid structure where the supporting columns cannot be seen.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage.</li> <li>2. Must not be located on land zoned Residential.</li> <li>3. Shall accommodate multiple tenancies for the site.</li> <li>4. Must not include any moving or rotating sign components.</li> <li>5. Must locate no closer than 3.0m to a boundary.</li> <li>6. Must not exceed a maximum height of 6m from Natural Ground Level or a width of 2.5m.</li> <li>7. Pylon signs must provide a minimum clearance of 2.75m to Natural Ground Level below.</li> </ol>	

<p><b>4. Pylon sign</b></p> <p><i>A freestanding and elevated advertising sign supported by one or more posts, not attached to a building.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage.</li> <li>2. Must not be located on land zoned Residential.</li> <li>3. Shall accommodate multiple tenancies for the site.</li> <li>4. Must not include any moving or rotating sign components.</li> <li>5. Must locate no closer than 3.0m to a boundary.</li> <li>6. Must not exceed a maximum height of 6.0m from Natural Ground Level or a width of 2.5m.</li> <li>7. Must provide a minimum clearance of 2.75m to Natural Ground Level below.</li> </ol>	 <p>A line drawing of a pylon sign. The sign is a rectangular panel with the word "Pylon" written on it, mounted on a tall, slender vertical post. The sign is positioned in front of a building with a flat roof and a window. The drawing is a simple line art style.</p>
<p><b>5. Projecting wall sign</b></p> <p><i>An advertising sign that includes 3-d and projecting elements beyond the walls of a building below the eaves or ceiling height.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage.</li> <li>2. Must not be located on land zoned Residential.</li> <li>3. Must not project beyond: <ol style="list-style-type: none"> <li>a. Side and rear boundaries; and</li> <li>b. Front boundary into a road reserve beyond a maximum of 300mm from the portion of the building to which it is attached.</li> </ol> </li> <li>4. Must not exceed an area of 1m<sup>2</sup> per sign.</li> <li>5. Must provide a minimum clearance of 2.75m from Finished Floor Level.</li> </ol>	 <p>A line drawing of a building facade with a projecting sign. The sign is a rectangular panel attached to the side of the building, protruding outwards. The sign has the word "projecting" written on it. A red circle is drawn around the sign to highlight it. The building has a door and several windows. The drawing is a simple line art style.</p>

<p><b>6. Roof sign</b></p> <p><i>Advertising signage affixed onto integrated into the roof or roof fascia of a building and does not include sky signage.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per frontage.</li> <li>2. Must not be located on land zoned Residential.</li> <li>3. Shall be affixed parallel to the fascia or portion of the building (wall) to which it is attached.</li> <li>4. Must not exceed a maximum area of 4m<sup>2</sup>.</li> <li>5. Must not project above the maximum permissible building height applicable to the site.</li> </ol>	 <p>A line drawing of a building facade with a gabled roof. An oval sign with the word "Roof" is mounted on the roofline. The building has a door and a window with a decorative valance.</p>
<p><b>7. Sky sign</b></p>	<ol style="list-style-type: none"> <li>1. Must only be located on a flat roof. Signs on pitched, skillion or gable roofs are not permitted.</li> </ol>	 <p>A line drawing of a flat roof structure. A rectangular sign is mounted on the roof surface. The sign has the words "Sky Sign" written on it.</p>

<p><b>8. Tethered sign</b></p> <p><i>A temporary sign tethered to a tree, pole, structure or the ground, or inflatable sign/s with advertising painted, stencilled, or attached to an inflated object.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed a maximum of one tethered sign per frontage.</li> <li>2. Shall not be located in a residential zone.</li> <li>3. Shall not be displayed for longer than four weeks for up to four separate promotional events per calendar year.</li> <li>4. Must not include third party advertising.</li> <li>5. Must not project above the maximum permissible building height applicable to the site.</li> </ol>	 <p>The diagram shows a building with a sign that is a hot air balloon shape, tethered to the ground. The word "Tethered" is written inside the balloon.</p>
<p><b>8. Wall sign</b></p> <p><i>Advertising signage affixed to the fascia or parapet or can include a projection above the eaves or ceiling of the building and complements the architectural style of the building but does not include a roof sign.</i></p>	<ol style="list-style-type: none"> <li>1. Must not exceed more than two wall signs per street frontage.</li> <li>2. Must not exceed 25% in aggregate area on any one façade, excluding glazed portions, to a maximum of 8m<sup>2</sup>, whichever is the lesser size.</li> <li>3. Should not be located on land zoned Residential.</li> <li>4. Should be affixed parallel to the wall.</li> <li>5. Should be integrated with the building design.</li> <li>6. Should not project beyond the extent of the wall to which it is affixed.</li> </ol>	 <p>The diagram shows a building with a sign affixed to the wall above the entrance. The word "Wall" is written on the sign.</p>