

# Local Planning Policy LPP6.11 Signage and Advertising

## Introduction

This Policy establishes the Shire's position in relation to the development of signs and adverts for a range of business or commercial purposes, ancillary to the main use of premises on which the sign is located.

Signs are a significant element of the Shire's built and rural areas. Signage can add vitality to urban centres and help identify the location of businesses in rural settings. The effectiveness of signage is compromised if the design, siting and numbers are not managed. Inappropriate signage can impact on the visual amenity of an area and compromise public safety.

This Local Planning Policy has been adopted by the Shire of Capel in accordance with the provisions of Schedule 2, Part 2, Div. 2 of the *Planning and Development (Local Planning Scheme) Regulations 2015.* 

## **Purpose**

The objectives of this Policy are to:

- Encourage signs which are adequate and effective for business identification needs
- Promote a high standard of design and presentation of signs that are well integrated with the built form, harmonious with the site, surrounding environment and generally appropriate to their location
- Ensure that the siting, design and general appearance of the advertising and signage does not detract from the landscape values, amenity and rural character of the locality
- Minimise visual clutter and rationalise the overall number of signs in a streetscape or individual premises
- Signs to be constructed and maintained to essential standards of public safety
- Ensure that signs are not located or designed in a manner that would be hazardous to pedestrians and motorists
- To protect the significance of heritage places or buildings.

# **Application**

This Local Planning Policy applies to all reserved and zoned land applicable under the Shire of Capel Local Planning Scheme No.8.

This Policy does not apply to signage that is exempt from the requirements for development approval under the Planning and Development (Local Planning Schemes) Regulations 2015, the Shire of Capel Local Planning Scheme No.8 or any other part of the Shire's Local Planning Framework.

In addition, the following types of signs are exempt from the need for development approval subject to consistency with the identified requirements:

Table 1 - Exempt Signs and Adverts

| Туре               | Requirements   |
|--------------------|--|
| Construction sites | <ul> <li>One sign per street frontage advertising details of the project, architects, contractors or builders, displayed only for the duration of the construction; and</li> <li>Do not exceed a maximum area of 2m² where the subject site is less than 1000m² in area or 4m² where the site is greater than 1000m² in area.</li> </ul>   |
| Home open          | <ul> <li>The sign shall not exceed an area of 1m² on any side and may be double sided;</li> <li>Be limited to a maximum of one sign per business per lot and shall relate only to the business activity on the site;</li> <li>Be placed so as not to obstruct lines of sight along a thoroughfare or cause any danger to persons using the thoroughfare; and</li> <li>Shall not be illuminated.</li> </ul> |
| Local reserves     | Signs erected by a public authority, or on its behalf for the purpose of public safety or information and/or the direction and control of people, animals or vehicles.   |
| Property disposal  | <ul> <li>One sign per street frontage advertising for sale, lease or rent the property on which the sign is situated;</li> <li>Do not exceed a maximum area of 2m² erected on a private property; and</li> <li>Are removed (within 28 days) upon completion of the sale or lease of the building or site to which it relates.</li> </ul>   |

Prior to the construction of any sign or advert, land-owners and applicants are encouraged to discuss all development proposals with Shire officers to determine whether the terms and requirements of this policy apply.

# **Policy Statement**

General requirements applicable to all signs and advertisements:

- a) Signs should complement and integrate with the scale and architectural design of the building in which they are to be located and be compatible with existing surrounding development
- b) Signs should be compatible with the style, scale and character of the surrounding streetscape, and the predominant uses within the locality and desired future character and amenity. Consideration will be given to the number and type of existing signs in the locality so as to avoid visual clutter
- c) Signs should display a simple and clear message suitable to its context. Signs may contain the name or nature of the business, a logo and/or information that relates directly to the business
- d) Signs should be kept clean and in a good, safe working condition
- e) Signs should not impede pedestrian, vehicle movements or obstruct visual sightlines of vehicles and/or pedestrians
- f) Illuminated signs are required to be maintained to operate as an illuminated sign
- g) Signage is required to be securely fixed to the structure by which it is supported
- h) The owner or licensee of a sign erected or fixed over walkways, access- ways or other public land, should cause it to be fixed to provide a clear headway under the sign of not less than 2.75m, unless otherwise permitted by an authorised person
- i) Where relevant, signs should be covered under the public liability insurance of the business to which it relates if located on or over a thoroughfare.

Development approval for a sign or advert will be granted, provided that:

- a) it complies with the provisions in Table 2 below for the type of signage proposed; and
- b) it is permissible in the Reserve or Zone in which it is located in accordance with Table 3 below; and
- c) The associated land use class is not identified as an 'X' use (not permitted) in clause 17 Table 3 Zoning Table of the Shire of Capel Local Planning Scheme No.8
- d) If the proposed signage is associated with a non-conforming use then a development application to change a non-conforming use is required
- e) it is consistent with any other relevant standards or requirements prescribed in the Shire of Capel Local Planning Scheme No.8 or the Planning and Development (Local Planning Schemes) Regulations 2015.

Table 2 - Types of Signs and Adverts

| Туре                  | Requirements   | Example       |
|-----------------------|--|---------------|
| Awning<br>fascia sign | <ul> <li>Is a single faced sign.</li> <li>Must not extend more than 600mm above the fascia to which it is attached.</li> <li>Must have a minimum clearance of 2.75m between the lowest part of the sign and the footpath pavement.</li> <li>A maximum of one sign per tenancy/occupant of a building, or a maximum of two signs for tenancies/occupancies with a primary and secondary frontage.</li> </ul>  | AWNING FASCIA |
| Billboard<br>sign     | <ul> <li>The maximum total sign face area is 20m² per face, for a maximum of two faces.</li> <li>The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but is not to exceed 10m.</li> <li>Must be mounted as a freestanding structure.</li> <li>Shall be subject to engineering certification of the structural adequacy of the billboard sign and its supporting structure.</li> <li>Must not be located less than 3.0m from the front property boundary (including the primary and secondary street frontages of a corner lot) and must not project beyond the alignment of any property boundary.</li> <li>Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.</li> <li>Must not be erected to expose an unsightly back view of the sign to a road or other public place.</li> <li>Must not be located on a street frontage of a premises along which is located another billboard sign, ground sign, pole sign, pylon sign or pylon sign- large.</li> </ul> | BILLBOARD     |

| Туре                               | Requirements  | Example                        |
|------------------------------------|---|--------------------------------|
| Boundary<br>fence sign             | <ul> <li>A boundary fence sign is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind or other loads.</li> <li>Is a single faced sign.</li> <li>The maximum sign face area is 45m².</li> </ul>  | BOUNDARY FENCES                |
| Changeable<br>message<br>sign      | <ul> <li>Has a maximum height of 1.8m above natural ground level;</li> <li>No more than one double faced, changeable message sign having a maximum area of 2.8m² per face is to be displayed per street frontage.</li> </ul>  | CHANG-<br>ABLE<br>MESS-<br>AGE |
| Commercial<br>flag sign            | <ul> <li>May be double faced.</li> <li>The maximum single face area is 2.4m² per face, for a maximum of two faces.</li> <li>Must be displayed less than 6.5m from the ground (measured from the top of the sign).</li> </ul>  | COMMERCIAL FLAG                |
| Construction<br>site fence<br>sign | <ul> <li>Is a single faced sign.</li> <li>The sign has a maximum area of one square metre for each metre of the length of the fence to which it is affixed.</li> <li>Must only display the name or logo of the owner or developer of the construction project or of the construction company.</li> <li>Must not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.</li> </ul> | CONSTRUCTION SITE FENCE        |

| Туре                       | Requirements  | Example                      |
|----------------------------|---|------------------------------|
| Display<br>Home sign       | <ul> <li>A double-faced sign having a maximum area of 6.0m² per face, or a single faced sign having a maximum area of 12m², may be erected where a number of contiguous dwellings are being marketed concurrently.</li> <li>Not more than one such sign is to be displayed per 100m of street frontage.</li> </ul>  | DISPLAY HOME<br>ESTATE SALES |
| Entry<br>statement<br>sign | <ul> <li>Must be fully contained within the boundaries of the lot on which the entry statement is proposed.</li> <li>Must not be distracting to motorised road users.</li> <li>The structure or wall shall be located and designed to ensure that vehicular and pedestrian sightlines are not compromised.</li> <li>Entry statements that extend beyond a height of 1.20m above natural ground level will require engineering certification and/or building approval.</li> <li>Approval will be subject to a Landscaping Plan to the specification and satisfaction of the local government.</li> </ul>   | Entry<br>Statement           |
| Footway sign               | <ul> <li>A business must not erect more than one footway sign having a maximum height of 0.9m and a maximum width of 0.6m.</li> <li>Must be positioned on private property so as to leave clear passage for pedestrians along the footpath particularly the visually disadvantaged who rely on clear passage along the frontage of shops.</li> <li>Must not be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.</li> <li>Must not have moving, rotating or animated parts, such as a spinner sign.</li> <li>Must be displayed only during trading hours and</li> </ul>   | FOOT                         |
| Ground sign                | <ul> <li>is not to be used for the display of merchandise.</li> <li>Is a single faced sign.</li> <li>Must be generally displayed within a developed landscaped environment.</li> <li>The maximum sign face area is 5.0 m².</li> <li>Has a maximum height of 1.2m above natural ground level.</li> <li>Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.</li> <li>Must not be displayed in a manner that results in an unsightly view of the back of the sign from a road or other public place.</li> <li>Must be complementary to the design of the building or place to which it relates.</li> <li>Not more than one ground sign is to be displayed on a premises unless the street frontage of the property exceeds 100m and any such signs are not located closer than 50m to each other</li> </ul> | GROUND                       |

| Туре               | Requirements  | Example |
|--------------------|---|---------|
| Mobile sign        | <ul> <li>Must be positioned on private property and does not project into the thoroughfare reserve;</li> <li>Must be displayed only during normal business hours of the business to which it relates;</li> <li>Has a maximum height of 900mm above natural ground level;</li> <li>Must not have any mechanically or wind driven rotating component part;</li> <li>The maximum single sign face area is 1.4m² or where double-sided the maximum total sign face area is 2.8m²;</li> <li>Must not be located closer than 1.5m to the kerb.</li> </ul>   | MOBILE  |
| Pole sign          | <ul> <li>Not more than one pole sign must be displayed per street frontage of a property.</li> <li>The maximum sign face area is 2.4 m² per face.</li> <li>Has a maximum height of 5.0m above natural ground level.</li> <li>Must not be located less than 1.5m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary.</li> <li>Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.</li> <li>Must not be located on a street frontage of a premises along which is located another pole sign, billboard sign, ground sign, pylon sign or pylon sign- large.</li> </ul> |         |
| Projecting<br>sign | <ul> <li>The projecting sign must not be wider than 750mm and must not have a vertical dimension of more than 7.5m.</li> <li>Must not project further than 1.0m from the face of the wall to which it is attached nor be within 6.0m of another projecting sign on the same lot.</li> <li>Must have a minimum 2.75m clearance between the lowest part of a projecting sign and the pavement.</li> <li>Must not extend more than 10m above the ground, or extend above the wall to which it is attached.</li> </ul>  |         |

| Туре       | Requirements   | Example |
|------------|--|---------|
| Pylon sign | <ul> <li>The maximum sign face area is 20m² per face, for a maximum of two faces.</li> <li>The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but is not to exceed 10m. The height of a building is defined as the height of the uppermost part of the building above ground level.</li> <li>Must be mounted as a free-standing structure.</li> <li>Shall be subject to engineering certification of the structural adequacy of the billboard sign and its supporting structure.</li> <li>Must not be located less than 2.0m from the front property boundary (including the primary and secondary street frontages of a corner lot) and must not project beyond the alignment of any property boundary.</li> <li>Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.</li> <li>Must not expose an unsightly back view of the sign to a road or other public place.</li> <li>Must not to be located on a street frontage of a premises along which is located another pylon sign, billboard sign, billboard sign- large, ground sign or pole sign.</li> </ul> | P       |
| Roof sign' | <ul> <li>A roof sign is to be contained within an existing outline of a building and the size and form of a roof sign are to be appropriate to the scale and character of both the building on which it is displayed and other development within the locality.</li> <li>Must not extend horizontally beyond the edge of the roof of the building and must not at any point be within 4.0m of the ground.</li> <li>Where there are several roof signs on a building for a number of different tenancies, such as at a shopping centre, such signs shall match, align, or otherwise be compatible with each other.</li> <li>Is a single faced sign.</li> <li>Is not inflatable.</li> <li>The light source for an illuminated roof sign is to be internal, neon, or directed to avoid excessive 'light spillage'.</li> </ul>   | ROOF    |

| Туре        | Requirements  | Example |  |  |  |  |
|-------------|---|---------|--|--|--|--|
| Wall sign   | <ul> <li>A wall sign is to only to display the name, logo or slogan of the business premises to which the sign is applied.</li> <li>The maximum single face area is 45m² and must not extend beyond 12.0m above the ground.</li> <li>Must not project more than 300mm from the wall and/or fascia to which it is affixed.</li> <li>Must not to project beyond the edges of a wall and/or fascia.</li> <li>A wall sign, which extends above a wall, may be considered as a roof sign.</li> </ul> |         |  |  |  |  |
| Window sign | A window sign must not exceed 30% of the area of the glass panel or panels on which it is exhibited   | WIN-DOW |  |  |  |  |

Table 3 - Permissibility of Signs and Adverts by Zone

|                         |             | Zone              |       |                      |                |                  |                 |            |                       |                    |                            |                                |                                |                                |
|-------------------------|-------------|-------------------|-------|----------------------|----------------|------------------|-----------------|------------|-----------------------|--------------------|----------------------------|--------------------------------|--------------------------------|--------------------------------|
| Sign Type               | Residential | Rural Residential | Rural | Priority Agriculture | Light Industry | General Industry | District Centre | Commercial | Mixed Use Residential | Service Commercial | Private Community Purposes | Urban Development <sup>1</sup> | Urban Development <sup>2</sup> | Urban Development <sup>3</sup> |
| Awning fascia           | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | Χ                              | Р                              | D                              |
| Billboard               | Χ           | Χ                 | D     | D                    | D              | D                | D               | D          | Х                     | D                  | D                          | Х                              | D                              | D                              |
| Boundary fence          | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | Χ                              | Р                              | D                              |
| Changeable message      | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | Х                              | Р                              | D                              |
| Commercial flag         | D           | D                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | D                              | Р                              | D                              |
| Construction site fence | D           | D                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | D                              | Р                              | D                              |
| Display Home            | D           | D                 | Χ     | Χ                    | Χ              | Χ                | D               | D          | D                     | Χ                  | D                          | D                              | Х                              | D                              |
| Entry statement         | D           | D                 | D     | D                    | D              | D                | D               | D          | D                     | D                  | D                          | D                              | D                              | D                              |
| Footway                 | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | D                  | D                          | Х                              | Р                              | D                              |

|            |             | Zone              |       |                      |                |                  |                 |            |                       |                    |                            |                                |                                |                                |
|------------|-------------|-------------------|-------|----------------------|----------------|------------------|-----------------|------------|-----------------------|--------------------|----------------------------|--------------------------------|--------------------------------|--------------------------------|
| Sign Type  | Residential | Rural Residential | Rural | Priority Agriculture | Light Industry | General Industry | District Centre | Commercial | Mixed Use Residential | Service Commercial | Private Community Purposes | Urban Development <sup>1</sup> | Urban Development <sup>2</sup> | Urban Development <sup>3</sup> |
| Ground     | Χ           | Χ                 | D     | D                    | D              | D                | D               | D          | Χ                     | D                  | D                          | Х                              | D                              | D                              |
| Mobile     | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | D                  | D                          | Х                              | Р                              | D                              |
| Pole       | Χ           | Χ                 | D     | D                    | D              | D                | D               | D          | Χ                     | D                  | D                          | Х                              | D                              | D                              |
| Projecting | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | Χ                     | D                  | D                          | Х                              | Р                              | D                              |
| Pylon      | Χ           | Χ                 | D     | D                    | D              | D                | D               | D          | Χ                     | D                  | D                          | Х                              | D                              | D                              |
| Roof       | Χ           | Χ                 | Χ     | Χ                    | D              | D                | D               | D          | Χ                     | D                  | D                          | Х                              | D                              | D                              |
| Wall       | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | Х                              | Р                              | D                              |
| Window     | Χ           | Χ                 | Χ     | Χ                    | Р              | Р                | D               | D          | D                     | Р                  | D                          | Х                              | Р                              | D                              |

#### Notes.

- <sup>1</sup> where identified as residential in an approved Local Structure Plan;
- <sup>2</sup> where identified as industrial in an approved Local Structure Plan;
- <sup>3</sup> where identified as commercial in an approved Local Structure Plan;
- P means that the sign is permitted if it complies with any relevant development standards and requirements of the Scheme;
- D means that the sign is not permitted unless the local government has exercised its discretion by granting development approval;
- X means that the sign is not permitted in this Zone.

#### Signs and adverts in heritage places:

- a) Proposals for signs or adverts in a heritage-protected place must not have a detrimental impact on the heritage significance of the site or building
- b) Signs are to be integrated with the building design and not dominate the building architecture
- c) Signs must not cover any significant architectural features or detailing of a building
- d) Signs must not significantly obstruct the view between the building and the street; and
- e) The style and colour/s of signs should be consistent with the style and period of the building.

#### Illuminated, Variable Digital and Animated Signage Requirements

Illuminated and animated signage shall comply with the maximum luminance levels in accordance with Table 4: Maximum Luminance Levels or satisfy the following requirements:

- a) Flashing, pulsating or transitional effects such as fade, zoom, fly-in/out and scrolling effects are not permitted except where proposed as an animated sign which is compliant with the requirements of this local planning policy
- b) Illuminated and animated signage is not considered appropriate within the Residential, Rural Residential, Rural or Priority Agriculture Zone
- c) Illuminated and animated signs are to be designed to make the best possible use of the most energy efficient equipment and light sources available.

All illuminated signage (including animated signs and variable digital signs) is to comply with Table 4: Maximum Luminance Levels (candelas per square metre), unless a variation is sought for consideration by the local government. Where a variation is proposed, the application is to be accompanied by a Lighting Impact Assessment. The assessment is to demonstrate to the local government's satisfaction that the

signage is compliant with AS 4282-1997 and AS 4852.1:2009 (as amended) and will not have an adverse effect on the occupants of nearby buildings or the safety of road users.

**Table 4: Maximum Luminance Levels** 

| Zone / Reserve                      | Maximum Permitted Luminance (candelas per square metre) |
|-------------------------------------|---|
| District Centre Zone                |   |
| Commercial Zone                     |   |
| Service Commercial Zone             | 500 cd/m <sup>2</sup>                                   |
| Light Industry Zone                 |   |
| General Industry Zone               |   |
| Mixed Use - Residential Zone        |   |
| Private Community Purpose Zone      | 300 cd/m²   |
| Urban Development Zone <sup>1</sup> |   |

#### Notes:

Where an illuminated or animated sign or advertisement is visible from and is located within 100 metres of residential premises or land included in the 'Residential Zone', 'Mixed Use - Residential Zone' or 'Urban Development Zone', the sign or advertisement is to-

- (a) have a maximum luminance of 300 cd/m<sup>2</sup>; and
- (b) be switched off between 11.00 pm and sunrise on the following day.

Illuminated signs and advertisements are to be designed so that the light is channelled or funnelled to ensure no light spillage onto neighbouring premises.

Animated signs shall only be considered in the District Centre, Commercial and Service Commercial Zones subject to addressing the following criteria-

- (a) the sign is to face or be within a public space
- (b) the viewing area is designed and intended for pedestrians to linger for an extended period of time
- (c) the sign is oriented for viewing within the public space and not from adjacent streets and is not directly viewable by road users
- (d) the sign will enhance the visual quality of the public space; and
- (e) is compatible with the desired character of the public space and will enhance its activation.

Variable digital signs are considered to be inappropriate within the Residential, Rural Residential, Rural or Priority Agriculture Zone.

Where a sign listed in Table 2 is proposed to be a variable digital sign, development approval of the local government is required, irrespective of the permissibility of the sign in Table 3.

Variable digital signs may only display consecutive static messages in either text or pictographic format only (i.e. no video or animation) which are to have a 'dwell' duration of not less than those given in Table 5: Minimum Dwell times of Variable Digital Signage.

Messages must change instantaneously with no blank screen between messages. Sequencing of messages is prohibited. The duration of transition between the full display of one message and the full display of the next message is not to exceed 0.1 seconds. Transitional effects such as fade, zoom, fly-in/out and scrolling effects are not permitted.

<sup>&</sup>lt;sup>1</sup> except where identified as residential in an approved Local Structure Plan;

**Table 5: Minimum Dwell Times of Variable Digital Signage** 

| Road Speed Limit or Operating Speed (km/h) | Minimum Dwell Time (sec) |
|--|--------------------------|
| 90   | 25                       |
| 80   | 30                       |
| 70   | 35                       |
| 60   | 40                       |
| <50  | 45                       |

### **Procedure**

Before carrying out any development, any other licences, permits or approvals required must be obtained in accordance with any other law.

#### In particular:

- a) Signs may also require the separate approval from other government authorities such as Main Roads WA. Unless signage is of a type and size exempted from the need to obtain approval, signs proposed within or which are visible from a primary regional road are required to meet the standards of Main Roads' 'Policy and Application Guidelines for Advertising Signs within and beyond State Roads Reserves'. Proponents are encouraged to liaise with Main Roads in regard to advertising signage requirements prior to applying for development approval.
- b) Separate approval may also be required under the Greater Bunbury Region Scheme (GBRS) where development is within or adjoining a Primary Regional Road Reserve
- c) A building permit may be required for the structural aspects of a sign
- d) Any proposal should also be consistent with the Shire's local laws in the regulation of development and the use of land within the Scheme area. The Activities in Thoroughfares and Public Places and Trading Local Law 2016 deals specifically with signage and advertisements on public and reserved land.

The Local Government takes no responsibility for damage to, theft of or claims arising from any sign. It is the applicant's responsibility to ensure that signs on public land are appropriately insured.

Removal of graffiti and rectification of any damage or degradation to signs or advertising devices, or to any part of the structure, must be undertaken as soon as reasonably practicable by the sign owner in accordance with clause 80 'Repair of existing advertisements' of 'Division 1- Power of local government' under 'Part 10- Enforcement and administration' of 'Schedule 2- Deemed provisions for local planning schemes' under the *Planning and Development (Local Planning Schemes) Regulations 2015*.

#### **Precinct Signage Plans**

A Precinct signage plan may apply to a lot or a group of lots within a precinct entailing numerous buildings and/or tenancies, as determined by the local government, to regulate the location, area and type of signage in order to achieve a unified style and quality of presentation.

Precinct signage plans may be required to be approved as part of any structure plan and/or local development plan.

An application for a precinct signage plan may include, but is not limited to, the following-

- a) Text guidelines, scaled plans and elevation drawings, prepared to the specification and satisfaction of the local government, which details but is not limited to the following matters-
  - (i) location of proposed signage on site and on buildings (signage envelopes)

- (ii) maximum sign face areas
- (iii) height above natural ground level
- (iv) sign types
- (v) materials
- (vi) colours
- (vii) treatments, and
- (viii) details of any illumination of proposed signs and advertisements
- b) facilities and service areas necessary for the installation and maintenance of proposed signs or advertisements
- c) viewshed analysis including identification of views of significance and corridors; iconic features in the landscape both natural and built; viewpoints from lookouts, walking trails, major roads, significant building sites, corridors; and analysis of the existing landform and impact of the proposed signs and advertisements on the skyline
- d) visual impact assessment incorporating-
  - (i) an analysis of proposed signs and/or advertisements in relation to its impact on the amenity of surrounding buildings and streetscape, residential premises with views of the proposed and existing signage and/or advertisements, and
  - (ii) demonstrable design, construction and management mitigation and solutions that respond to the outcomes of clause (d) (i) above
- e) an overshadowing diagram
- f) the hours of operation for any proposed illuminated sign or advertisement
- g) the nature and operation of parking, manoeuvring and vehicle access to the site including any potential impact on sightlines to and from these areas
- h) potential impacts on the safety, performance and level of service of road intersections
- any other information considered relevant by the local government in accordance with clause 67 'Matters to be considered by local government' of 'Part 9 Procedure for dealing with applications for development approval' of 'Schedule 2 Deemed provisions for local planning schemes' under the Planning and Development (Local Planning Schemes) Regulations 2015.

Precinct signage plans are to demonstrate, to the satisfaction of the local government, the provision of a unified character, style or theme of signs and advertisements that maintains and enhances visual amenity, and reduces clutter by rationalising and simplifying signage.

Precinct signage plans may be advertised in accordance with the provisions of clause 64 'Advertising applications' of 'Part 8 – Applications for development approval' of 'Schedule 2 – Deemed provisions for local planning schemes' under the *Planning and Development (Local Planning Schemes) Regulations 2015.* 

Approved precinct signage plans will be attached to this local planning policy in the form of Appendices.

| Department:   | Development Services        | Next<br>review: | August 2024  |
|---------------|-----------------------------|-----------------|--|
| Reviewer:     |                             | Legislation:    | Local Government Act 1995 Planning and Development Act 2005 Planning and Development (Local Planning Schemes) Regulations 2015 |
| Adopted:      | 2 <sup>nd</sup> August 2023 | Delegation:     | 166  |
| Amended:      |                             | Risk:           |  |
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