11. Planning and Economic Development Alliance Reports

11.1 Review of City Planning Scheme No.2 Planning Policy 4.6 - Signs

Responsible Officer	Dale Page – General Manager Planning and Economic Development
Voting Requirements	Simple Majority
Attachments	Attachment 11.1A – Draft Revised Planning Policy 4.6 - Signs Attachment 11.1B – Existing Planning Policy 4.6 - Signs

Purpose

For Council to:

- consider the draft revised City Planning Scheme No. 2 *Planning Policy 4.6 – Signs*
- resolve whether to advertise the draft revised planning policy for public consultation.

Recommendation

That Council RESOLVES to advertise the draft revised City Planning Scheme No. 2 *Planning Policy 4.6 – Signs* for public consultation pursuant to Division 2 – Part 2, Clause 5 of the Deemed Provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Background

1. The City Planning Scheme No. 2 (CPS2) *Planning Policy 4.6 – Signs* (the Signs Policy) was first adopted by Council on 26 June 2001. Since then, numerous amendments have occurred, with the last significant update to the policy adopted in December 2016.

2. The City engaged consultants to assist with the current review of the Signs Policy, including key stakeholder consultation with internal and external stakeholders.

3. This independent review determined that, in general the provisions of the existing Signs Policy are sound; however, improvement to the policy structure and presentation was required.

4. The stakeholder engagement sessions identified three key objectives for a revised policy:

    - Simplify the policy by removing duplication or redundant information.
    - Strengthen the place-based approach.
    - Format and application of the policy needs to be more user friendly.

5. Recommendations were made to address issues associated with the functionality and implementation of the policy. The recommendations focused on restructuring and simplifying the policy, remove duplication, improving the linkage between sign types and place-specific requirements, improve clarifications on exemptions, and improving policy images to explain allowable sign types.

Discussion

6. Informed by the recommendations of the independent review and stakeholder engagement outcomes, the City has prepared a revised Signs Policy for Council's consideration (Attachment A).

7. The key changes to the existing Signs Policy include:

    Policy Objectives and Principles

    - modifications to the existing objectives to clarify design and content expectations
    - Inclusion of new provisions to strengthen the place-based approach.
    - Inclusion of Neighbourhood and Area-Specific Principles to guide and support place-based assessment and decision making.

    Policy Provisions

    - Changes to the order and layout of policy provisions to improve flow and readability.
    - Inclusion of new example signage diagrams and their definitions to help differentiate between sign types.
    - Exempt signs and their parameters are provided in a table format for ease of reference.
    - Improved provisions to provide clarity on the acceptable size and location of third-party advertising, and animated and variable content signs.
    - Removal of redundant or duplicate policy provisions and areas.
    - Removal of wall murals as a consideration under the policy as they are not considered to be advertising signs.
    - Example diagrams and explanation for acceptable and unacceptable signage on heritage buildings.

8. The revised Signs Policy has also been aligned with the Main Roads *Guidelines for Advertising Signs Within or Beyond State Road Reserves*. This has been done so that where a sign has been approved by the City, but also requires Main Roads approval, the applicant has some confidence that an approval from Main Roads would be forthcoming.

9. The location of large format digital third-party advertising was a critical area of focus of this review, and divergent views from stakeholders emerged.

10. Some stakeholders did not support digital third-party advertising at all; some communicated the need for careful placement and management to maintain and respect the character of the distinct areas of the city; some supported this advertising to support the vibrancy of key pedestrian areas of the city such as the malls; and others supported the placement of advertising in areas of maximum exposure (the objective of the advertising).

11. Flexibility has been incorporated to allow the City to consider applications which are of a high-quality design standard that meets the policy objectives, local character and context; however, may fall beyond the parameters set within the provisions.

12. As the draft revised Signs Policy is markedly different to the existing policy, a tracked-change version has not been included for reference.

13. The draft revised Signs Policy provides the business community and the City with a streamlined framework to guide decision making on signage applications.

Consultation

14. Internal and external stakeholder engagement sessions were undertaken as part of the consultant's independent review. The stakeholders included property developers, advertising professionals, the City's (then) Design Advisory Committee, planning professionals, as well as internal City of Perth stakeholders. The engagement sessions determined the following:

    - The length and structure of the current policy is too long and difficult to navigate – there is a need to simplify the policy.
    - Support for strengthening the current place-based approach
    - Remove red tape for signage which has low impact on amenity, through planning approval exemptions
    - Wall murals should not be assessed as signage as they are not considered to be advertising signs.
    - Concerns regarding third party advertising, and a desire for adequate controls.

15. The feedback provided has been considered by the City and, where appropriate, has been incorporated into the draft revised policy.

Decision Implications

16. If Council supports the recommendation, the City will proceed with public consultation of the draft revised Signs Policy which will comprise of the following:

    - Advertising of the draft revised policy for at least 21 days
    - Advertising on the City's Engage Perth website

- Provision of a Notice in a local newspaper
- Printed notice displayed at Council House.

17. Following public consultation, the City will consider any submissions received and present the outcomes of consultation and a draft revised Signs Policy to Council for a final determination on whether or not to adopt the draft revised policy.

18. If Council does not support the recommendation, the Signs Policy will remain unchanged (Attachment B).

Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	Strategic Community Plan 2022-2032 L2 of the Strategic Community Plan recognises the distinctive character of Perth's neighbourhoods and seeks to ensure they are preserved and enriched. The draft revised Signs Policy seeks a place-based approach for the consideration and assessment of signs within the city, supporting the preservation of the distinct characters of the neighbourhoods and their businesses and communities.

Legislation, Delegation of Authority and Policy	
Legislation:	Planning and Development Act 2005 Planning and Development (Local Planning Schemes) Regulations 2015 The draft revised Signs Policy has been prepared in accordance with the Deemed Provisions of the Regulations.
Authority of Council/CEO:	Clause 5 of the Deemed Provisions of the Regulations requires Council resolution to advertise an amendment to a local planning policy.
Policy:	City Planning Scheme No.2 – Planning Policy 4.6 - Signs

Financial Implications

19. An advertising notice of the draft revised policy in the local newspaper will cost approximately $900.

Further Information

20. Questions and Responses forming part of the Agenda Briefing Session on 14 November 2023 are as follows:

	Question	Response
1.	I note the removal of murals. Recently Tottenham Hotspurs had a mural in St Georges terrace temporarily. What policy/guideline does this fall under now?	The Tottenham Hotspurs mural on St Georges Terrace formed part of a development application for third party advertising which received planning approval from the City. Third party advertising is considered under Section 7 of the draft revised policy.
2.	Typo Page 13: **2.0 PURPOSE AND APPLICATION** The main purpose of signage is to support the identification and promotion of businesses, organisations, and buildings within the city. Signs come in many forms; they can be printed, projected, painted, illuminated, tethered onto a building or pole, they can be static, and they can be animated. The number of signs and their placement can have a significant impact on the visual quality of the urban environment, local amenity, and safety. The Policy seeks to enable signage which is well design and positioned, innovative, responds to its setting, and makes a positive contribution to the public realm and the visual appeal of the city, without adversely affecting amenity and safety.	Should Elected Members approve the draft revised policy for public consultation, the typographical error will be corrected, with 'design' replaced by 'designed' prior to consultation.
3.	Page 13 2.1 references Planning Scheme 2. Should this also reference future plans?	The City's local planning policies are given recognition through the current planning scheme. Upon adoption of a new planning scheme, the City's local planning policies will be amended to reflect the new planning scheme.
4.	Suggestion: Page 34 - Insert headings over each example.	Should Elected Members approve the draft revised policy for public consultation, figure labels describing each example will be included.
5.	I noticed travelling these types of portable logo projector signs are becoming popular. Generally they project onto the pavement. Where do they fall under the policy? GOBO 1.0 (onegobo.com)	Projector signs would fall under the sign type of 'Projected Image Sign'. Refer to page 12 of Attachment A.

	Question	Response
6.	Is there a customer facing document which shows them what an allowable material is? How do we avoid this back-and-forward communication with people on what's allowed?	The City's Hoarding, Gantry and Scaffold Guidelines are published on the City's website and address all matters related to hoardings, including materials. A separate application process exists for hoardings as this relates to construction in the city. The Signs Policy relates specifically to where a person wants to place advertising on the hoarding.
7.	What does 'offensive' mean to the City?	The policy has the following definition for offensive content: *Offensive content means the content or design of a sign that involves the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity or abuses of health and safety.*
8.	Can the City show elected members an example of what would be allowed? (in relation to third-party/digital signage)	An example of an existing third-party / digital sign within the City of Perth that falls within the within the proposed maximum size of 4qsm has not been able to be identified within the timeframe available to provide this response. If the Council adopts the draft policy for consultation, the Administration can undertake a more thorough search of examples to help Elected Members understand the practical implications of the policy provision. This information can be provided within the report that comes back to Council after consultation. If the Council wishes the Administration to consider these parameters (maximum sizes) further during the consultation period, this can also be done.

	Question	Response
		The following is an example of signage that would NOT meet the policy requirements. 
9.	If a place is on the local heritage survey, does that mean it's a heritage place on this policy?	The policy refers to signs on heritage protected places, which relates to places listed on the City Planning Scheme No. 2 Heritage List and the State Register administered by the Heritage Council of Western Australia. Places identified on the local heritage survey are not considered a heritage place in this policy.
10	Just a clarification on page 27 where it says "non-permitted signs", it talks about sky signs and the wording of that paragraph I think needs to be looked at a little bit, so when I'm reading it "A sign fixed to the roof, roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm" Does that mean all of those five features before it says 200mm are included in the 200mm or is it just the bit after the comma? So, I'm thinking about a sign that's painted on top of a roof so that a helicopter or a plane can see it, how is that captured in that?	This definition outlines that a sign will be considered a 'Sky Sign' under the Policy if any part of the sign extends more than 200mm above the height of the roof, roof top plant room, parapet, wall, or architectural feature that it is affixed to. A sign painted on top of a roof so that a helicopter or a plane can see would be considered a 'Roof Sign' under the policy and be assessed against the provisions for a roof sign.

	Question	Response
11.	In Kings Street and Ted's Cameras, and the view of the Precinct Group and others was that that signage was not in keeping with the rules that governed that precinct, and on inspecting it myself it did look to be out of whack with what else is allowed in King Street. Would that be captured in here, and were we satisfied that that was the right application of the rules for the Ted's Cameras sign?	The signage for 'Ted's Cameras' was installed in King Street without first obtaining approval from the City. The City has received an application for retrospective planning approval and is in negotiations with the applicant to amend the signage to be more consistent with the requirements for signs within Heritage Areas.

Council Resolution (OCM-23/11-005)

Mover: Councillor Brent Fleeton

Seconder: Councillor Catherine Lezer

That Council RESOLVES to advertise the draft revised City Planning Scheme No. 2 *Planning Policy 4.6 – Signs* for public consultation pursuant to Division 2 – Part 2, Clause 5 of the Deemed Provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

CARRIED UNOPPOSED (9/0)

For: Lord Mayor Basil Zempilas; Deputy Lord Mayor Clyde Bevan; Councillors Brent Fleeton, Liam Gobbert, Viktor Ko, Catherine Lezer, Raj Doshi, David Goncalves and Bruce Reynolds

Against: Nil.

Planning Policy Manual – Part 1

Section 4.6
Signs

Version #	Decision Reference	Synopsis
1	26 June 2001	Adopted
2	13 December 2005	Amended
3	17 March 2015	Amended
4	13 December 2016	Amended
5	11 April 2017	Amended
6	October 2023	Draft

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1.0 CITATION

This is a Local Planning Policy prepared under Schedule 2 of the Planning and Development (Local Planning Schemes) Regulations 2015. This Policy may be cited as Local Planning Policy 4.6 – Signs, LPP 4.6.

2.0 PURPOSE AND APPLICATION

The main purpose of signage is to support the identification and promotion of businesses, organisations, and buildings within the city.

Signs come in many forms; they can be printed, projected, painted, illuminated, tethered onto a building or pole, they can be static, and they can be animated. The number of signs and their placement can have a significant impact on the visual quality of the urban environment, local amenity, and safety.

The Policy seeks to enable signage which is well design and positioned, innovative, responds to its setting, and makes a positive contribution to the public realm and the visual appeal of the city, without adversely affecting amenity and safety.

Applicants are required to consider signage as an integral part of the design of developments, to adopt a coordinated approach to signage over sites and to rationalise existing signage where possible.

2.1 Application

This Policy applies to the whole of the Scheme Area for the City of Perth City Planning Scheme No.2 (CPS2). All signs in Use Areas or on reserved land require development approval unless exempt under CPS2 and the Deemed Provisions. Details of exempt signs are contained in Section 5 of this Policy.

Note: *In certain locations and on certain sites within the local planning scheme areas, State Government legislation requires that signs be approved by, or referred to, other agencies including:*

- *The Heritage Council of Western Australia;*
- *Department of Planning Lands and Heritage/Western Australian Planning Commission;*
- *Department of Biodiversity, Conservation and Attractions;*
- *Department of Transport;*
- *Main Roads WA.*

2.2 Operation

All signs and sign content will be assessed against the Objectives, Neighbourhood and Area Principles, and Provisions of this Policy. Additional provisions also apply to:

- Third party advertising;
- animated and variable content signage; and
- signs on places on the Heritage List or within Heritage Areas.

There may be instances where a sign may fall under more than one sign or sign content definition, in these instances the local government will consider the sign against the requirements of each sign and sign content type.

3.0 OBJECTIVES

- Ensure that signs within the city:
    - achieve a high level of design quality and are comprised of durable materials;
    - achieve a clear and concise message;
    - respond to and complement the architecture of the building to which they are attached and its setting;
    - protect the cultural heritage significance of a heritage protected place through appropriate design, materials, and scale;
    - are coordinated in a manner that does not lead to visual clutter on and around the building and streetscape;
    - protect view corridors, natural landscape, and where applicable the city skyline;
    - appear incidental to their surroundings and do not dominate the streetscape or structure to which they are attached; and
    - do not adversely affect the safety and amenity of building occupants, road users, and the general public by virtue of their location, design, use or function.
- Ensure sign(s) respect and promote the existing and/or desired character of the City's neighbourhoods and precincts as outlined in the City's Local Planning Strategy and Planning Scheme.
- Encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above.

***NOTE**: For the purpose of this Policy, road users include motorists, cyclists, scooter users, and pedestrians.*

4.0 NEIGHBOURHOOD & AREA PRINCIPLES

When considering development applications for signage, the local government will seek to protect the character and amenity of its neighbourhoods and the unique areas within them.

There is, however, an overall expectation that signage enhances the building or setting in which it is located and does not result in visual clutter or excess signage.

The scale, design, and style of signage will be expected to be consistent with the existing and desired character of the city's neighbourhoods.

Figure 1 **- City of Perth Neighbourhoods and Neighbourhood Boundaries**

Neighbourhood Principles

Neighbourhood	Principles
Central Perth	Signage should primarily contribute to commercial activity within the neighbourhood. Animated, variable and third party signage may be appropriate in public spaces that have a pedestrian focus, or where the size and scale of the sign would not detract from safe pedestrian and road user movements.
Northbridge	Signage within the *Entertainment Area* of the Northbridge neighbourhood should be interesting, colourful, and create a stimulating environment that attracts and engages with the large numbers of visitors both day and night. Large third party signage with the Entertainment Area may be considered in public space. Restraint in the illumination, scale and design of signage for areas of the neighbourhood outside of the *Entertainment Area*, will be expected.
East Perth	Signage should be predominantly to support pedestrian navigation around the neighbourhood. Roof signs which are high quality in design and appropriate scale, may be considered appropriate within the *Adelaide Terrace and Terrace Road Area*. Large third party signage beyond public spaces, will not be encouraged in this neighbourhood.
Claisebrook	Signage which is modest in scale, colour and design is strongly encouraged. Signage for commercial and mixed-use developments should not result in visual clutter or excessive illumination. Large third party signage outside of public spaces is considered inappropriate within this neighbourhood.
West Perth	Signage should be of a scale, design and style that is reflective of its setting within the neighbourhood, restraint to be exercised in the predominantly residential areas. Digital signage should be used in exceptional circumstances only, and where it adds vibrancy and interest for pedestrians within public spaces. Digital signage in residential areas or with an interface towards residential uses, is considered to be inappropriate.
Crawley - Nedlands	Signage which is modest in scale, colour and design is strongly encouraged. Restraint should be exercised in the predominantly residential areas. Signage for commercial and mixed-use developments should not result in visual clutter or excessive illumination. Large third party signage outside of public spaces is considered inappropriate within this neighbourhood.

Area Principles

Within the City's six neighbourhoods are further distinctive areas that have been identified for their unique characteristics.

In these areas the local government will seek to ensure signage is consistent with and would enhance the character and amenity of the area.

Entertainment Area
The Entertainment Area is located within the Northbridge neighbourhood. An interesting and exciting area, signs should contribute to the diverse and dynamic character of the businesses and activities within it to provide a colourful and stimulating pedestrian environment, both day and night. Animated, variable and third party signage may be appropriate in the public spaces of the area or where the sign is located at the pedestrian level.
St Georges Terrace Area
The business, finance, commerce, and administration focus of the city. Signage in the Terraces Area should be reflective of this and be primarily for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per building. Animated, variable and third party signage may be considered appropriate within the Central Perth neighbourhood of the Terraces Area where the signage is at a pedestrian level and of a human scale that does not dominate the ground floor façade of a building, window, or wall.
Adelaide Terrace and Terrace Road Area
Signage in the Adelaide Terrace and Terrace Road Area should be primarily for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per building. Animated, variable and third party signage along may be considered along Adelaide Terrace only where the signage is at a pedestrian level and of a human scale that does not dominate the ground floor façade of a building, window, or wall.
Retail Core and Activity Area
Signs within the Retail Core and the Activity Areas should contribute positively to the lively and stimulating pedestrian environment. Window displays should use product displays and signs should not cover ground floor windows. The safe movement of pedestrians will be the priority, excessive signage for a single tenancy or building will not be supported. Animated, variable and third party signage may be considered appropriate in public spaces or where it is at a pedestrian level that does not impact pedestrian safety or movement. Third party signage on street furniture within the Retail Core is considered to add clutter to the streetscape and will not be supported.
Residential Area
Signage is the exception and not common place within the Residential Areas. Signs should be unobtrusive, small in scale, and use subtle colours. Signs should only be located at the ground floor level of buildings or within the street setback area. Third party signs are considered inappropriate within Residential Areas.

5.0 EXEMPTIONS AND PERMISSIBILITY

5.1 Exempt signs

Signs exempt from requiring development approval:

a) The sign type satisfies the requirements outlined under Section 5.3 Table 1 – Sign Type and Section 6.0 – General Provisions;

b) Change of content of a sign that is in accordance with Section 5.2 below; and

c) Election signs in accordance with Clause 61 of the Deemed Provisions.

5.2 Change of content

A change to content of an existing approved or exempt sign, is exempt from the requirement to obtain development approval if:

a. The works comply with Clause 61 of the Deemed Provisions for change to an existing sign;

b. the proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014;

c. the proposed content is not third party advertising or animated or variable content, except where the sign has a valid development approval for this type of content and the proposed content is consistent with an approved signage management plan; and

d. the proposed content is not offensive.

5.3 Sign type and provisions

The types of signs listed in Table 1 below are exempt from the requirement to obtain development approval provided the sign complies with the relevant requirements listed under Column A and the following:

a) Complies with an approved signage strategy, where one is in place for the premises or site;

b) Located wholly within the boundaries of the property to which the sign relates;

c) Does not have third party advertising, animated or variable content;

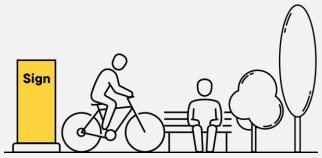
d) Is not illuminated unless otherwise specified in Table 1 – Sign Type; and

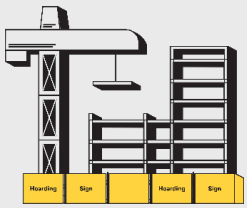
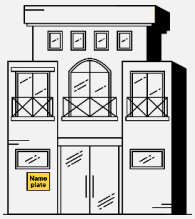
e) Is not located within or on a heritage protected place.

Where a sign does not meet the exemption criteria listed in Table 1 - Column A, development approval from the local government will be required.

Section 5.3 - Table 1 – Sign type

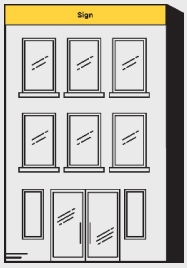
Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
Above Awning Sign  *A sign attached to, and/or located above, a verandah, balcony or awning, but is not constructed of fabric or other flexible material.*	i. One above awning sign per elevation permitted and where no other sign exists above the awning; ii. Composed of free-standing lettering or logo(s) only; iii. Does not exceed 1m²; and iv. Not located within/over a road reserve.	i. Above awning sign does not exceed 2m²; ii. Above awning sign does not display animated or variable content.
Alfresco Dining Sign  *A sign attached or painted onto furniture such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages but does not include a street furniture sign.*	i. Alfresco dining sign is located within an area in a thoroughfare or public place and the subject of a valid Outdoor Dining Permit granted by the local government; or ii. Sign content relates to the name and/or logo of the business or the name and/or logo of products sold at the business.	
Awning Fascia Sign  *A sign painted or fixed to the outer or return fascia of a verandah or awning.*	i. Awning fascia sign will not project beyond the outer frame or edges of the awning; and ii. A maximum of one awning fascia sign per ground floor tenancy/ground floor occupant.	i. Awning fascia sign does not display animated or variable content.

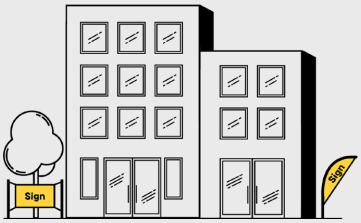
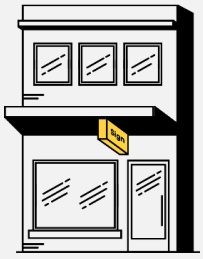
Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
Community Information Sign  *A temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.*	i. Community information sign is a maximum area of 4m². ii. Community information sign is erected or installed no more than 14 days prior to and removed no more than three days after the date of the function, exhibition, meeting, display, event or activity that it relates to; and iii. The function, exhibition, meeting, display, event or activity has been granted any required local government approvals.	
Event Sign  *A temporary sign relating to an event within the local government area conducted for commercial gain.*	i. Event sign is erected or installed no more than 14 days prior to and removed no more than three days after the date of the event that it relates to; and ii. The event has been granted local government approval.	
Ground Based Sign  *A sign that is fixed to a structure mounted on the ground and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.*	i. Ground based sign is not located with the Retail Core or Activity Area(s) as indicated in the Sign Policy map; ii. Ground based sign has a maximum height of 750mm where within a 2m x 2m driveway truncation, or 1800mm elsewhere, and a maximum width of 500mm; iii. Where illuminated, sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; iv. A maximum of one ground based sign per site, except where the sign is in accordance with signage strategy approved by the local government; and	

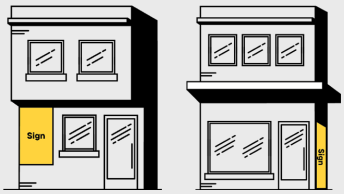
Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
	v. Ground based sign is not adjacent to a place on the local government's Heritage List.	
Hoarding Sign  *A sign fixed to or forming part of a temporary structure, such as a hoarding or scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration, or demolition.*	i. Hoarding sign is fixed to a temporary structure that has a valid licence or permit issued by the local government; ii. Hoarding sign not located within the Residential Area; iii. Hoarding sign has a maximum duration of 2 years from date of installation; iv. Where the hoarding sign is proposed to be attached to a temporary structure within a road reserve, the temporary structure must have a valid licence or permit issued by the local government; and v. The hoarding sign content relates to the lease, sale (including auction) re/development or refurbishment of the premises.	
Home Business Sign  *An advertising sign associated with a home based business or occupation.*	i. Where the home-based business or occupation operates from a single house only; ii. Maximum of one per property, regardless of number of street frontages to the property; iii. Does not exceed 0.25m² in area; and iv. Erected or fixed flush to the front fence or the façade of a dwelling.	i. Home business sign does not display animated or variable content; ii. Home business sign is not illuminated; and iii. Home business sign is not located above ground floor level.
Name Plate  *A sign attached to a building near its entrance listing the occupants of the premises and may include their occupation or profession or the business*	i. A maximum of one name plate per public entrance to a building with each having a maximum area of 1m²; ii. Where illuminated, name plate sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; and iii. Name plate is erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building.	

Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
name and may comprise a cabinet for this purpose.		
Portable Sign  *A moveable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners but excludes Alfresco Dining Signs.*	i. Where located on private land: a. A maximum of one sign per tenancy and not located within 5 metres of another portable sign. b. A maximum area of 1m² per sign.	i. Where illuminated, the portable sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public.
Projected Image Sign  *A sign projected onto a building, screen or other structure and includes the devices used to project the image.*	i. Projected image sign is temporary; ii. Will not cause unreasonable disturbance for occupants of nearby buildings or impact public safety; iii. Sign does not operate beyond 10pm daily; iv. Projected image sign must relate to the site where the image is to be projected; and v. Sign content is static in nature.	

Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
Projecting Sign  *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. The sign may be made of a solid material or plastic, fabric or a similar flexible material.*	i. The projecting sign has a maximum dimension of 1000mm vertical, 750mm horizontal including the fixings, and 400mm in width; ii. The projecting sign is not located above the first floor level of the building; iii. The projecting sign is located a minimum of 4 metres from any other projecting sign on the same building, with a maximum of one projecting sign per tenancy; iv. The projecting sign does not incorporate fabric or any other flexible material; and v. The projecting sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; or vi. The projecting sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare.	i. The projecting sign does not display animated or variable content.
Real Estate Sign  *A sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale (including by auction) or to be re/developed or refurbished.*	i. Maximum of two real estate signs per site, with a maximum total area of 10m²; ii. The real estate sign is erected or installed for a maximum period of six months and removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to; and iii. The real estate sign is not internally illuminated. Where externally illuminated, downward lighting only and does not flash, pulsate or flicker. Lighting shall not, in the opinion of the local government, cause nuisance or hazard to adjoining properties or the public.	

Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
Roof Sign  *A sign fixed to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building and that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to.*	Development application required.	i. A roof sign should have a maximum vertical dimension no greater than one tenth the height of the building. For buildings greater than 20 storeys in height, the roof sign should not be more than the combined height of two typical floors of the building ii. Illumination of the roof sign does not flash, pulsate, or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; iii. Roof sign is integrated with the form of the building it relates; and iv. Only one roof sign per building elevation.
Street Furniture Sign  *A sign attached to or forming part of street furniture (such as bus shelters, telephone booths or public seating) within a road reserve or other public land but does not include an alfresco dining sign within an area licensed for alfresco dining.*	i. Sign(s) relate to change of content to existing approved street furniture.	i. Street furniture sign is not located within 50m of another street furniture sign, unless forming part of a coordinated installation; ii. Sign forms an incidental and subservient element to the street furniture so as to not cause confusion on purpose of the structure; iii. No part of the sign face extends above 2m in height; iv. Sign face does not exceed 1m² in area; and v. Does not have animated content.

Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
Tethered Sign   *A sign suspended from or tied to any building, structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric, or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.*	i. Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, are temporary and do not exceed a period of thirty days; ii. Tethered sign does not exceed 2m²; and iii. Maximum of one tethered sign per tenancy.	i. Tethered signs on a premises do not exceed a combined area of 4m²; ii. Does not display third party advertising content; and iii. Temporary in nature and does not exceed a period of 12 months.
Under Awning Sign  *A sign fixed to or suspended from the underside of a verandah, balcony, or awning.*	i. Maximum of one under awning sign per street frontage, per tenancy; ii. Under awning sign is orientated at right angles to the wall of the building that the sign is erected upon; iii. Under awning sign does not display animated or variable content; iv. Where illuminated, the under awning sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; v. The under awning sign does not project beyond the extent of the awning; and vi. The under awning sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; or	i. The under awning sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; ii. The under awning sign does not project beyond the extent of the awning; and iii. The under awning sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; iv. The under awning sign does not display animated or variable content; or v. The under awning sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare.

Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
	vii. The under awning sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare.	
Wall Sign   *A sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (including a glass wall or a decorative or screen material fixed flat or parallel to the wall), but not to a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of the building. It includes cabinets fixed to walls to display an advertisement.*	i. Where the wall sign is located at first floor level or below: a. Less than 2m²; and b. No other sign exists on the same elevation. ii. Where the wall sign relates to the property/building street number, the maximum height of the street number shall not exceed: a. 1500mm if the sign is located above the first floor of the building; or b. 750mm if the sign is located below first floor level. iii. No part of the wall sign should extend beyond the parapet or eaves of a building; iv. The wall sign is located wholly within the boundaries of the property; and v. The wall sign is fixed parallel to the wall of the building and does not project more than 600mm from the wall it is attached.	i. Where the wall sign is located at first floor level or below; a. less than 4m² in area; b. where illuminated, the wall sign does not flash, pulsate or flicker, and shall not be, in the opinion of the local government, so intense to cause nuisance or hazard to the public. ii. Where a wall sign is proposed above the first floor level of a building: a. less than 4m² in area; b. not a wall sign identified in clause iii below; and c. where illuminated, does not flash, pulsate or flicker, and shall not be, in the opinion of the local government, so intense to cause nuisance or hazard to the public. iii. Where wall signs are proposed at the top of a building (and where the building is greater than 29 metres in height): a. The sign should not be more than the combined height of two typical floors of the building; and b. A maximum of one large-scale wall sign per building elevation. iv. Only one wall sign shall be permitted per elevation, except where it can be satisfactorily demonstrated that a further sign would be compatible with the design and scale of the building, would not result in visual clutter, and would make a positive contribution to the city skyline. v. The illumination of wall signs at the top of buildings may be appropriate in locations where it

Sign Type	Column A – Requirements for Exemption	Column B Sign Type Specific Provisions for Development Applications
		can demonstrate that it will add interest and vibrancy to the City's night skyline and will not adversely affect the amenity of occupants of nearby buildings. vi. Where a wall sign proposes third party or on-premises advertising content: a. Maximum 4m² area or 25% of the wall area (whichever is less); b. Not extend to the full height or width of the wall; c. Sign content is static in nature; d. Illumination does not flash, pulsate or flicker; and e. Only one sign per elevation, with a maximum of two of these signs per building permitted.
Window Sign  *A sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window.*	i. Window signs are not installed or located above first floor level; ii. The window sign and any existing signs on the premises/tenancy occupy: a. A maximum of 25% of the windows at ground and first floor level; or b. A maximum of 75% where the sign is located at ground floor level, to advertise a sale within the tenancy, and is installed in the window of the tenancy a maximum of 4 times per year for a maximum continuous period of 28 days.	i. Window sign is not located above first floor level.

Note: *Lighting which is non-compliant with the lighting parameters for advertising signs outlined in Australian Standard 4282 Control of the Obtrusive Effects of Outdoor Lighting, is considered to be a nuisance.*

5.4 Non-Permitted Signs

The following signs are considered to not contribute to the visual quality of the urban environment and therefore not permitted within the local government area:

Billposting	A bill, notice or poster glued, pasted or fixed to a building or other structure.
Sky sign	A sign fixed to the roof, roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm above the height of the roof, roof top plant room, parapet, wall or architectural feature that it is fixed to.

6 GENERAL PROVISIONS

The following provisions are applicable to all signs.

Provisions	
6.1	Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises;
6.2	Offensive content shall not be permitted on any sign within the city.
6.3	Signage must not cause potential distraction or hazard to pedestrians or road users and must not obstruct the safe and convenient movement of people and vehicles.
6.4	Signage must not cause confusion with or reduce the effectiveness of traffic control devices.
6.5	The illumination of signs must not be intrusive or cause nuisance to the public or have an adverse effect on the amenity of occupants of nearby buildings or road users.
6.6	External illumination of signs should be directed downward and focussed directly onto the sign. The up-lighting of signs shall generally not be permitted.
6.7	Signs will not harm the visual amenity of high value view corridors as indicated on Appendix 3 - Signs Policy Map.
6.8	Signs should not incorporate sound or vibration, except where they are proposed within the Entertainment Area or within pedestrian malls.
6.9	Signs shall be maintained in good working order, including the repair of damaged or vandalised signs as soon as practical. Where the damage can cause injury to persons or damage to property, the repair must be undertaken immediately.
6.10	Where multiple tenants require signage, a Signage Strategy shall be submitted for the approval of the local government. The Signage Strategy shall include, but not be limited to, the following details: • Signage details including location, size, type, scale • Design principles • Illumination details (where relevant) • Content change/maintenance
6.11	Redundant or dilapidated signage is to be removed and the affected fabric of the building to be made good.

7 THIRD PARTY ADVERTISING

This section relates to additional provisions which apply to signs which have third party advertising content.

Provisions	
7.1	Third party advertising shall only be considered for development approval in the following circumstances: a. The sign face does not exceed 4m² in area **and** is located *within* a *public space* in the: • Central Perth Neighbourhood – St Georges Terrace Area and Retail Core Area • Northbridge Neighbourhood– Entertainment Area; or • West Perth Neighbourhood – Activity Area; OR b. Where a third party advertising sign is located within a neighbourhood listed under 7.1(a) but is not located in a *public space*, it may be considered for development approval, where it complies with the following: i. Sign face does not exceed 2m² in area; ii. Located at ground floor; and iii. Orientated in a manner that does not impact the safety of road users.
7.3	Notwithstanding 7.1 above, third party advertising may also be considered for the following: a. Temporary wall sign on a building within the Entertainment Area, Retail Core Area or Activity Area (as identified in Appendix 3 - Signs Policy Map) where the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. Period for wall sign shall not exceed 5 years. b. Street furniture sign (unless within the Retail Core Area) where it: i. Complies with the requirements listed in Section 5.3 - Table 1 – Street Furniture Signs – Column A and Column B; and ii. Does not impede wayfinding and/or the safe movement of pedestrians.
7.4	Third party advertising will not be permitted on a heritage protected place except in accordance with Section 9, Clause 9.9.
7.5	A Signage Management Plan must be submitted as part of a development application for a sign with third party advertising content. The Sign Management Plan shall include, but not be limited to, the following details: • Sign details • Sign content parameters (including update/change of content details) • Illumination and luminance (if relevant) • Hours of operation (where variable and animated content is proposed)

	• Construction and maintenance

8 ANIMATED AND VARIABLE CONTENT

This section relates to additional provisions which apply to signs which have animated or variable content.

General	
8.1	Animated or variable content signs shall only be considered in the following locations: a. Central Perth Neighbourhood – Retail Core Area, Activity Area and St Georges Terrace Area b. Northbridge Neighbourhood – Entertainment Area; or c. The Activity Areas as identified in Appendix 3 - Signs Policy Map.
8.2	Luminance of animated or variable content signs shall comply with *Australian Standards 4282 Control of Obtrusive Effects of Outdoor Lighting*.
8.3	Animated or variable content sign to be capable of automatic adjustment of luminance levels based on ambient light conditions.
8.4	A sign with animated or variable content, which is adjacent to a heritage protected place, may only be permitted where it can be demonstrated that it will not detract from the cultural heritage significance of the adjacent heritage protected place.
Small animated or variable content signs	
8.5	Animated or variable content shall only be considered for development approval on small signs (≤2m² sign face), where it is: a. Located at the ground floor or pedestrian level of a building; or b. In the case of a street furniture sign, in accordance with the requirements listed under Section 5.3 – Table 1 – Street Furniture Signs – Column A and Column B.
Large animated or variable content signs	
8.6	Animated or variable content on a large sign (>2m² sign face) shall only be considered for development approval where: a. The sign is located on land identified under Section 8.1 above, **and** within a public space; b. The sign is orientated for pedestrian viewing and not aimed to attract driver attention; c. The viewing area of the public space is designed and intended for pedestrians to linger for an extended period of time; d. It is compatible with the desired character of the public space; e. It will enhance the visual quality of the public space; and f. It will make a positive contribution to the public space by its activation, particularly at night.
8.7	For large **variable content**, the sign shall: a. Have a duration of display and/or transition time between display that comply with standards specified by Main Roads Western Australia's *Policy and*

	Application Guidelines for Advertising Signs within and beyond State Road Reserves; and b. Not include any content that could be perceived to be providing public safety instructions to road users.
8.8	Animated or variable content on a large sign at the top of a building may only be considered for development approval in exceptional circumstances where the local government is satisfied that it will: a. Add interest and vibrancy to the City's night skyline; b. Not adversely affect the amenity of occupants of nearby buildings; c. Not adversely impact the High Public View Corridors; d. Not be directly visible from roads with a speed limit 60km/hr or above; and e. Not cause distraction or impact on the safety of road users.
8.9	A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign proposing animated or variable content. ***NOTE:*** *1. The Applications Policy provides details on the contents of these reports.*

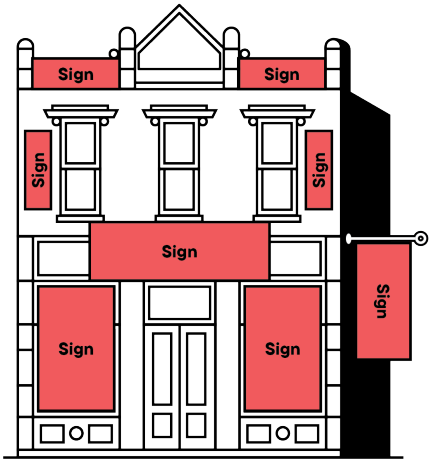
9 SIGNS ON HERITAGE PROTECT PLACES

This section relates to additional provisions which apply to signs on heritage protected places. This Policy should be read in conjunction with the Heritage Planning Policy and any specific planning policy for a Heritage Area, with those policies taking precedence over this Policy.

Alternative methods to those outlined below may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the heritage protected place.

Heritage Provisions	
9.1	Signs should not visually dominate or detract from the architectural characteristics of a heritage protected place. Consideration is to be given to the location, scale, size, materials, design, existing signage, and the cumulative effects of signage.
9.2	Signs should not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof. The location of previous original and early signage should be considered for the placement of new signs.
9.3	Signs should not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used, and signs should be attached to replaceable mortar, rather than masonry.
9.4	Signs should not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the heritage protected place.
9.5	Corporate branding requirements should be adapted to respect the cultural heritage significance of the heritage protected place.
9.6	Painted wall signs should generally not be permitted unless painted on a side or rear elevation of a building that is already painted.
9.7	Signs should generally only be illuminated externally or utilise a 'halo' method of illumination. Internal illumination of under awning signs may be appropriate where it does not visually detract from the cultural heritage significance of the heritage protected place.
9.8	Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the heritage protected place.
9.9	Third party advertising or on-premises advertising content on a sign shall not be permitted, except where: a. it is on a hoarding sign in accordance with Section 5.3 - Table 1; or b. it is on a window sign with on-premises advertising content.
9.10	Animated or variable content signs are not to be permitted on a heritage protected place. The only exception may be for a window sign where it is discrete and has a sign face ≤2m².
9.11	Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath.
9.12	Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the heritage protected place may be acceptable at upper floor levels.

EXAMPLE OF APPROPRIATE AND INAPPROPRIATE HERITAGE SIGNS



Wall Signs - The signs obscure the decorative detailing of the cornice, concealing a heritage feature that contributes to the building's cultural heritage value. The signs are in locations which traditionally would not incorporate signage.
Fascia Sign - The sign is too large relative to the building and its architectural design. Visually conceals key architectural features, obscures the upper floor façade and building fenestration. The sign has a detrimental impact on the heritage protected place.
Projecting Sign - The sign is a size which dominates the building and overall façade. It is considered to detract from the fine detailed features of the building. The sign does not provide sufficient clearance for safe movement of pedestrians.
Window Sign - The proposed window signs obscure the entire ground floor window space of the building. The window signs obscure the transom detailing above the ground floor fenestration, hiding an architectural feature of the heritage protected place.
Wall Signs - The wall signs are proposed on areas of the façade which traditionally would not have signage. The signs obscure the brick detailing of the upper façade, obscuring the deliberate change of building material on the façade and diminishing a key character feature of the heritage protected place.
The overall number of signs proposed on the heritage protected place creates visual clutter and confusion, diminishing the heritage values of the heritage protected place.



Window Signs (transom) - The proposed window signs are of modest size that do not detract from the overall ground floor façade. The signs ensure that a majority of the ground floor windows remain clear and unobstructed. The signs are proposed in locations which would traditionally incorporate signage.
Fascia Sign - The fascia sign is of an appropriate size and scale that allows the architectural detail of the building to remain prominent. The individual lettering style of the signage is consistent with traditional signage style for the building.
Projecting Sign - The proposed projecting sign is of a modest a size which complements the character of the heritage protected building and overall façade. The sign provides sufficient clearance for safe movement of pedestrians.
Window Sign – Window sign is modest in size and does not obscure the internal display of goods and products in the window. The individual lettering design is consistent with traditional sign styling and location.
The overall number of signs proposed on the heritage protected place is considered appropriate, supporting commerce and way-finding without creating visual clutter or confusion.

APPENDIX 1 – DEFINITIONS

The Deemed Provisions contain a definition of the term 'advertisement'. Schedule 4 – Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this Policy.

***NOTE**: Refer to Clause 1 of the Deemed Provisions.*

Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m².

Offensive content means the content or design of a sign that involves the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.

On-premises advertising content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed but does not include sign content that relates to the occupant or business of the premises.

Public space means a defined space which is open and accessible to the public. The spaces are generally defined or enclosed by buildings, landmarks, and/or landscaping. For example, Northbridge Piazza, Yagan Square, Forrest Place, Perth Cultural Centre and Elizabeth Quay are considered public spaces. A public space does not include roads, verges, and laneways.

Sign has the same meaning as 'advertisement' under the Deemed Provisions. A sign incorporates any supporting structure, fixtures, fitting and any frame, border and background the contains letters, numbers, images and/or colour.

***NOTE:** Refer to Clause 1 of the Deemed Provisions.*

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.

Temporary sign means any sign, irrespective of whether the sign is portable or affixed to a permanent structure, build that is on display for a limited or defined period of time.

Third party advertising content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Variable content means static sign content that changes automatically by electronic or programable methods on a specified time cycle. Where displaying variable content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area greater than 2m².

APPENDIX 2 – SIGNAGE STRATEGY

Where a signage strategy is required to be submitted with a development application, the proposed documentation (inclusive of plans, sections and diagrams to scale) shall include but not be limited to the following:

a) detail outlining the strategic approach for the installation,

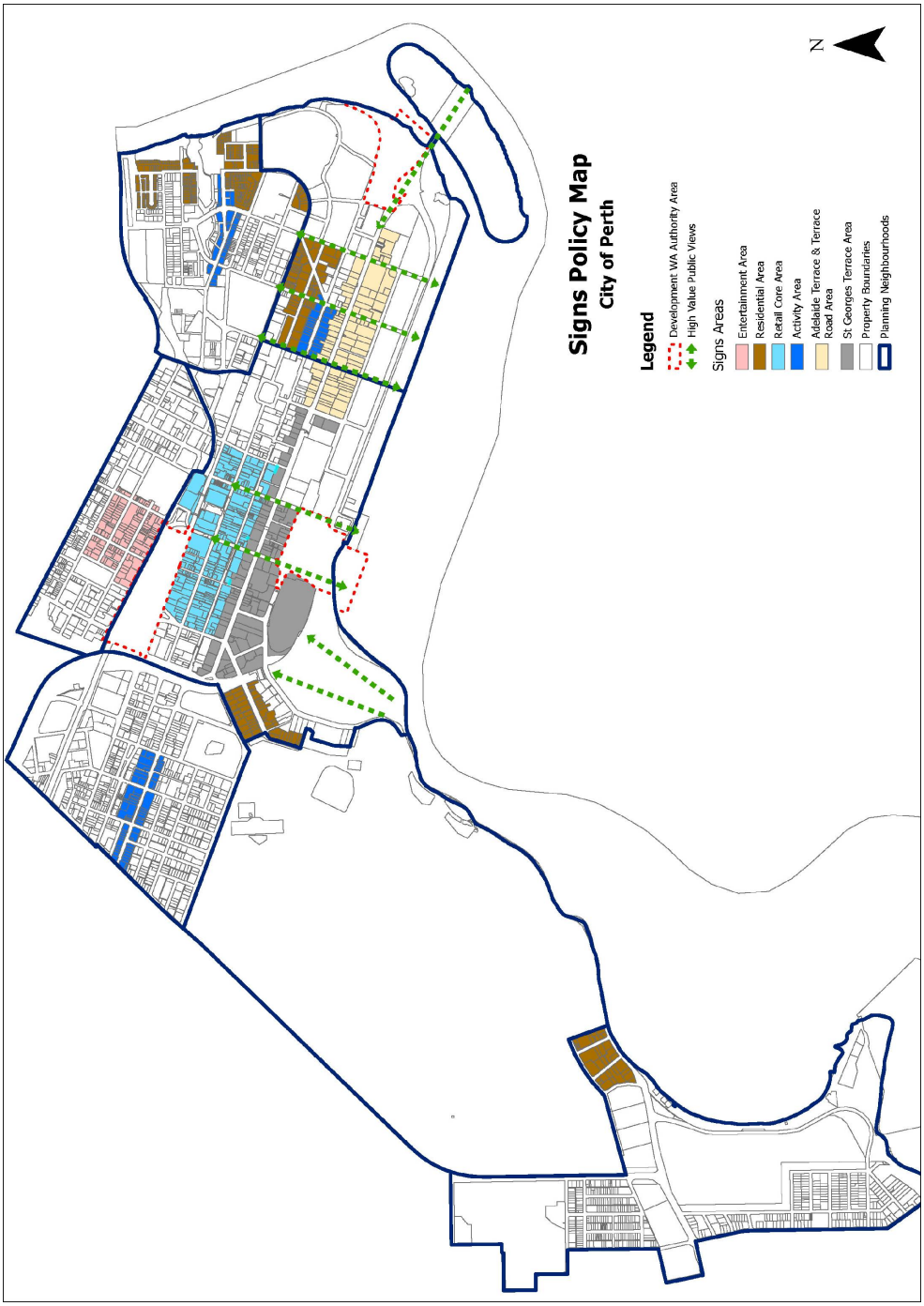
b) maintenance plan for the signage;

c) replacement/change of content of signage;

The strategy should identify all signs proposed within the subject area, development, and/or property and outlines their purpose(s).

Specific content may not be included where multiple tenancy/uses are proposed and not confirmed at the time of application, however, generally their size, location and any illumination detail is to be provided.

APPENDIX 3 – SIGNS POLICY MAP





Planning Policy Manual

Part 1

Section 4.6

Signs



Version #	Decision Reference	Synopsis
1	26 June 2001	Adopted
2	13 December 2005	Amended
3	17 March 2015	Amended
4	13 December 2016	Amended
5	11 April 2017	Amended



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1.0 INTENT

Signage plays an important role in way-finding and identifying and promoting businesses and buildings within the city. It can have a significant impact on the visual quality of the urban environment and on amenity and safety.

The local government has a responsibility to the wider community to ensure that the impacts of signage are properly assessed and managed. This policy seeks to enable signage which is well designed and positioned, innovative, responds to its setting and makes a positive contribution to the public realm and the visual appeal of the city without adversely affecting amenity and safety.

Applicants are required to consider signage as an integral part of the design of developments, to adopt a co-ordinated approach to signage over sites and to rationalise existing signage where possible.

2.0 APPLICATION

This policy applies to the whole of the Scheme Area. All signs in Use Areas or on reserved land within the Scheme Area require development approval unless exempt under City Planning Scheme No. 2 and the Deemed Provisions. Details of exempt signs are contained in Appendix 2 of the policy.

NOTE: *1. Refer to Schedule 7 of City Planning Scheme No. 2 and clause 61 of the Deemed Provisions.*

2. In certain locations and on certain sites within the Scheme Area, State Government legislation requires that signs be approved by, or referred to, other agencies including:

- *The Heritage Council of Western Australia;*
- *Department of Planning /Western Australian Planning Commission;*
- *Department of Parks and Wildlife;*
- *Department of Transport;*
- *Main Roads WA.*

3.0 OPERATION

All signs and all sign content will be assessed against the objectives, principles and general provisions of this policy.

Additional provisions also apply to:

- certain sign types;
- signs on places on the Heritage List or within Heritage Areas; and
- signs in areas with place specific requirements.

Definitions are contained in Appendix 1 of the policy. A number of the defined sign types are also illustrated in Figure 1.

Some signs may fall under more than one sign definition. For example, a real estate sign could also be a wall sign, a window sign or a tethered sign, etc. Where more than one definition is applicable, the provisions specified for all of the relevant sign types should be addressed.



Figure 1 - Illustration of Various Sign Types.

NOTE: *1. This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Some sign types are not permitted, including sky signs, and above awning and portable signs where located over or within the road reserve.*



4.0 OBJECTIVES

- To ensure that signs within the city:
  - achieve a high level of design quality and are comprised of durable materials;
  - are located and designed in a coordinated manner across a site in a way that responds to and complements the architecture of the building to which they are attached, and where applicable the cultural heritage significance of that building or an adjacent building;
  - respect and make a positive contribution to the streetscape, the locality, and where applicable the city skyline;
  - are clear and efficient in communicating to the public and do not lead to visual clutter on and around buildings and within streetscapes and localities; and
  - do not adversely affect the amenity of occupants or users of buildings and public spaces or the safety of road users and the public generally.
- To encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above.

***NOTE**: 1. For the purpose of this policy, road users includes motorists, cyclists and pedestrians.*

5.0 GENERAL PRINCIPLES

This section contains principles that are applicable to all signs.

a) Signs should be constructed of durable materials. Their design should be simple and efficient. Innovative design that is appropriate to the building and the setting is encouraged.

b) The size and location of signs on premises should be appropriate for their intended audience.

c) Signs should be compatible in scale and integrated with the architectural design of the building on which they are erected or adjacent to, having regard to the form, materials, finishes, colours and fenestration of the building/s. Architectural features of a building should not be obscured and daylight into and reasonable vision into and out of buildings should be maintained.

d) Signs should not obstruct important view corridors or dominate the skyline.

e) Signs on or adjacent to a place on the Heritage List or within a Heritage Area shall be designed and located to respect the cultural heritage significance of the place or Area.

f) Signs should provide a legible and clear message. Signs that assist in way finding, such as those displaying street number and building names, are encouraged.

g) Signs on or adjacent to a building should generally be for the purpose of the identification / naming of the building, or the occupants or activities carried on within the building.



h) Third party advertising sign content shall only be permitted in limited locations within the city and where it is demonstrated that it will enhance and not adversely affect the visual quality, amenity, vibrancy and safety within the city.

i) The rationalisation of existing signage including the removal of signs that are redundant, contributing to visual clutter and/or generally inconsistent with this policy will be required along with the repair of deteriorated signs where appropriate.

j) Signs that will present a hazard or obstruction on the footpath, block road users' views or are not well secured will not be approved. Signs with messages, illumination or noise that is likely to cause a distraction to road users or discomfort or loss of amenity generally for occupants of buildings or the public will also not be approved.

6.0 GENERAL PROVISIONS

This section contains provisions that are applicable to all signs.

6.1 Signage Strategy

Where a new building, substantial changes to an existing building or signage on a place on the Heritage List are proposed and there will be/are multiple tenants a Signage Strategy should be submitted for approval by the local government. The approved Signage Strategy will be used to guide the appropriate introduction of new signs on premises with all signs required to be consistent with an approved Strategy where one exists.

***NOTE**: 1. The Applications Policy provides details on the content of a Signage Strategy.*

6.2 Appropriate Location and Scale of Signage on Buildings

Signage for the purposes of identifying tenancy business names and business details and building addresses should be predominantly located at the ground floor or pedestrian level of a building and to a lesser extent at the first floor level and should be relatively small in size given its immediate proximity to the those intended to view it. Signage for the purpose of identifying the name of the building or its principal occupants is appropriate at the top of buildings and should be of a larger scale and design that contributes to the city's skyline during the day and night. Signage at other locations on a building should be limited and may only be supported where the building has been designed to specifically accommodate signage at that location and where the purpose and viewing audience of the signage is clear and justified.

Appendix 3 provides guidance on identifying the appropriate location and scale of signs on buildings.

6.3 Safety

To ensure the safety of the public, signs shall:

a) be adequately installed and secured;

b) have a minimum clear headway of 2750mm where they project over a pedestrian thoroughfare on public or private land by more than 50mm, unless otherwise approved by the local government;



c) have a minimum clear headway of 4500mm where they project over a vehicular thoroughfare on public or private land by more than 50mm, unless otherwise approved by the local government;

d) be a minimum distance of 600mm from the outer edge of a street kerb where they project over a footpath on public land at a height of less than 4500mm;

e) not cause a potential distraction to road users or obscure road users' views of vehicles, pedestrians or potentially hazardous road features;

f) not cause confusion with, or reduce the effectiveness of traffic control devices;

g) not have technology or mechanisms that facilitate real time communication with pedestrians, unless it is voluntary, or with road users generally. (This is also to ensure the amenity of the public and building occupants.) This includes any interaction, transmission or receipt of data, telecommunication, internet or radio signal; and

h) not obstruct safe and convenient pedestrian movement.

6.4 Environmental Amenity

a) Signs should not contain reflective materials or finishes unless the reflective area is small and will not adversely affect amenity or safety within the public realm or nearby buildings.

b) Signs should not incorporate sound or vibration, unless it is considered compatible with the amenity and the intended character of the locality.

6.5 Construction and Maintenance

a) All supporting structures shall form an integral part of the design of the sign.

b) All cabling and conduits for signage shall be concealed from view except in the case of a place on the Heritage List where this would conflict with clause 8.2(f).

c) Consideration is required to be given to the maintenance of a sign at the design stage to ensure that it will be practical and safe and occurs with minimal disruption to the public and building occupants.

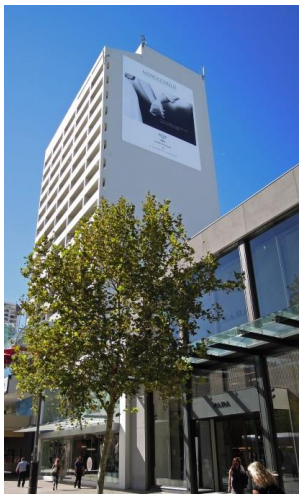
d) Signs that are made of fabric or another non-durable material may only be granted temporary development approval for a maximum period of three years.

e) The local government may require the repair of a sign where it has deteriorated to a point that is in conflict with the aims of City Planning Scheme No. 2 and this policy.

***NOTE**: 1. Refer to clause 80 of the Deemed Provisions.*

f) When granting development approval for new signage the local government may require that any redundant or dilapidated signage on the premises is removed and the affected fabric of the building is made good. This includes sign structures that are no longer displaying content, or are displaying content that no longer relates to the building name or the occupants or activities carried out at the premises.

6.6 Sign Content



a) Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises.

b) **Offensive content** shall not be permitted on any sign.

c) Third Party Advertising or On-Premises Advertising Content

i) Third party advertising or on-premises advertising content shall only be considered for development approval on:

A) a sign facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area (as identified in Figure 2) where the sign is oriented for viewing within the space and not from adjacent streets;

B) a wall sign on a building within the Entertainment Area, Retail Core Area or Town Centre Area (as identified in Figure 2) where the subject building has a valid development approval granted prior to June 2014 and the wall sign is proposed to be installed upon a large section of blank wall that would be enhanced by its addition. The wall sign should comply with the provisions under clause 7.12(d), but not 7.12(b);

C) a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs are limited; it will make a positive contribution to the amenity, safety and character of the street; and is integral with and subordinate to the design and function of the street furniture with a maximum sign face area of ≤2m^2;

D) a hoarding sign that is not located within a Residential Area or Civic and Parks Area (as identified in Figure 2) and complies with clause 7.3(d); and/or

E) a window sign in the case of on-premises advertising content only.

ii) Third party advertising or on-premises advertising content shall only be considered for development approval on a sign facing or in a public space in accordance with (i)(A) above where the local government is satisfied that it:

A) is compatible with the desired character of the public space;

B) will enhance the visual quality of the public space; and

C) will increase the use and vibrancy of the public space, particularly at night.

iii) Third party advertising or on-premises advertising content on a sign will not be permitted on a place on the Heritage List or within a Heritage Area except in accordance with clause 8.2(m).

iv) Third party advertising content shall not undermine the role of the city as the primary retail, commercial and cultural centre of the metropolitan area and/or state.

v) A Signage Management Plan shall be submitted as part of a development application for a sign with third party advertising content.

***NOTE**: 1. The Applications Policy provides details on the contents of a Signage Management Plan.*

6.7 Illumination of Signs

a) The illumination of signs must not cause an annoyance to the public or have an adverse effect on the amenity of occupants of nearby buildings.

b) The illumination of signs must comply with relevant Australian Standards (including AS 4282-1997) and any other relevant standards and guidelines (e.g. maximum luminance levels) considered appropriate by the local government.

c) Flashing, pulsating or flickering lights shall not be permitted except in accordance with sub-clauses (a) and (b) and clause 6.8.

d) Where external illumination is permitted it shall be down lighting focussed directly on the sign. The escape of light beyond a sign is to be prevented or limited. The up-lighting of signs shall generally not be permitted.

e) A Lighting Impact Assessment may be required to be submitted as part of a development application for illuminated signs.

***NOTE:** 1. The Applications Policy provides details on the contents of a Lighting Impact Assessment.*

f) When granting development approval to an illuminated sign the local government may limit the hours, intensity (luminance levels), spill, field of view and/or any other elements of illumination considered appropriate.



6.8 Animated and Variable Content

a) Animated or variable content shall only be considered for development approval on a small sign (≤2m^2 sign face) not located within or adjacent to a Residential Area or Civic and Parks Area (as identified in Figure 2) and where it is:

i) at the ground floor level or pedestrian level of a building;

ii) a ground based sign located in a public space; and/or

iii) in the case of variable content, a street furniture sign where it is part of a coordinated approach to the design and installation of street furniture in the locality and where the number of street furniture signs are limited; will make a positive contribution to the amenity, safety and character of the street; and is integral with and subordinate to the design and function of the street furniture.



b) Animated content on a large sign (>2m^2 sign face) shall only be considered for development approval:

   i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:

      A) the viewing area is designed and intended for pedestrians to linger for an extended period of time; and

      B) the sign is oriented for viewing within the public space and not from adjacent streets and is not directly visible to road users; and/or

   ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area (as identified in Figure 2).

c) Variable content on a large sign (>2m^2 sign face) shall only be considered for development approval:

   i) facing or in a public space within the Entertainment Area, the Retail Core Area or The Terraces Area (as identified in Figure 2) and where:

      A) the viewing area is designed and intended for pedestrians to linger for an extended period of time; and

      B) the sign is oriented for viewing within the public space and not from adjacent streets and can only be viewed by road users if:

         1. it has content that is completely static without any motion, animation or special effects for the duration of its display;

         2. it has a specified duration of display and a transition time between display that comply with standards specified by the State Government transport authority or another authority considered appropriate by the local government;

         3. each display comprises no more than 20% of its area as text and the text is large scale so that it can be easily and quickly read by road users; and

         4. it does not include any content that could be perceived to be providing public safety instructions to road users.

   ii) where the large sign is a roof sign or wall sign at the top of a building which is greater than 29 metres in height and is not within a Landscaped Mixed Use Area, Residential Area or Civic and Parks Area.

d) Animated or variable content on a large sign facing or in a public space shall only be considered for development approval where the local government is satisfied that it:

   i) is compatible with the desired character of the public space;

   ii) will enhance the visual quality of the public space; and



iii) will make a positive contribution to the public space and its activation, particularly at night.

e) Animated or variable content on a large sign at the top of a building shall only be considered for development approval if the local government is satisfied that it will:

i) add interest and vibrancy to the city's night skyline; and

ii) not adversely affect the amenity of occupants of nearby buildings or impact on the safety of road users.

f) Animated or variable content on a sign shall not be permitted on or adjacent to a place on the Heritage List or with in a Heritage Area except where in accordance with clause 8.2(o) and (p).

g) Large signs with animated or variable content shall have a default setting that will display an dark, blank screen /sign face (except during repair)if a malfunction occurs.

h) A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign with animated or variable content.

***NOTE**: 1. The Applications Policy provides details on the contents of these reports.*

6.9 Renewable Energy Sources

a) The use of renewable energy to power illuminated signs, including those with animated or variable content, is encouraged.

7.0 PROVISIONS FOR SPECIFIC SIGN TYPES

This section contains additional provisions that are applicable to specific sign types.

7.1 Above Awning Signs

a) Above awning signs that are located within/over a road reserve are not permitted.

7.2 Billpostings

a) Billpostings are not permitted.

7.3 Hoarding Signs

a) Where a hoarding sign is proposed to be attached to a temporary structure within a road reserve the temporary structure must have a valid licence or permit issued by the local government.

b) The temporary structure that a hoarding sign is attached to must be directly associated with a building or land during construction, renovation, restoration or demolition and not erected specifically for the purposes of displaying signage.

c) Hoarding signs that enhance the appearance of a site and the adjacent streetscape during construction, renovation, restoration or demolition are encouraged.





d) A hoarding sign may be permitted to display third party advertising content where:

i) it is not located within a Residential Area or Civic and Parks Area (Figure 2);

ii) the temporary structure that it is attached to will cover a large proportion of the building being constructed, renovated or restored and incorporate an image or artwork designed to improve the visual appearance of the site. The image or artwork



iii) should be a 1:1 scale representation of the existing or proposed building or other similar artwork as approved by the local government;

iv) the third party advertising content and the image or artwork will be high quality;

v) only one hoarding sign with third party advertising content is proposed per street frontage of the site.

7.4 Portable Signs

a) Portable signs are not permitted within road reserves or other public reserves except where they are:

i) to direct attention to a dwelling that is for sale and are only in place during the hours of a home open for this dwelling; or

ii) community information signs for a function, exhibition, meeting, display, event or activity that has been granted any required local government approvals, inclusive of the sign/s.



In all other cases they will only be considered for development approval where they are located wholly within private property.

7.5 Projected Image Signs

a) An application for development approval for a projected image sign must relate to both the site where the devices used to project the image are to be located and the site to where the image is to be projected.

b) The devices used to project the image should be limited in size and number and located to have minimal visual impact.

c) Subject to sub-clause (b), projected image signs will be encouraged in locations where they will add interest and vibrancy to streetscapes and the city generally.

7.6 Projecting Signs

a) Where a projecting sign has a horizontal orientation the horizontal dimension should be no more than twice the vertical dimension.



7.7 Real Estate Signs

a) A real estate sign shall be erected or installed for a maximum period of 12 months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser.

7.8 Roof Signs

a) A roof sign must achieve a high degree of integration and compatibility with the form of the building that it is attached to. A roof sign should appear as if it is part of the original building, or otherwise match or complement its architecture, and not appear as an afterthought.



b) A roof sign should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building.

c) Only one roof sign or one wall sign at the top of the building shall be permitted per building elevation, except where the local government is satisfied that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline.

d) A roof sign shall not display third party advertising or on-premises advertising content.

e) The illumination of roof signs on buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of nearby buildings.





***NOTE**: 1. Roof signs are not permitted on places on the Heritage List or within a Heritage Area.*

7.9 Sky Signs

a) Sky signs are not permitted.

7.10 Tethered Signs

a) Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, may only be granted temporary development approval for a maximum period of thirty days.

b) Tethered signs are not permitted to display third party advertising content.

7.11 Wall Murals

a) A wall mural shall only be permitted on a building where it complements the building's architectural design and character and does not detract from its important features or fenestration.

b) A wall mural shall only be permitted where it is consistent with the intended character of the area and the area will be enhanced by its introduction.

c) A wall mural may generally only be granted temporary development approval for a maximum of five years.

7.12 Wall Signs

a) Any part of a wall sign should not extend above the parapet or eaves of a building.

b) Where a wall sign is proposed at the top of a building, except in accordance with clause 6.6(c)(i)(B),:



i) it should have a maximum vertical dimension equal to one tenth of the building's height, but not more than the combined height of two typical floors of the building;

ii) only one of these wall signs at the top of a building or one roof sign shall be permitted per elevation, except where it can be satisfactorily demonstrated that a further sign would be compatible with the design and scale of the building, would not lead to visual clutter and would make a positive contribution to the city skyline; and

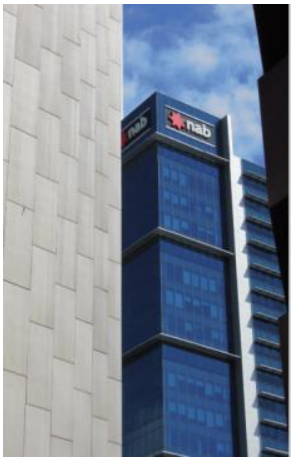


iii) it shall not display third party advertising or on-premises advertising content.

c) The illumination of wall signs at the top of buildings will be encouraged in locations where it will add interest and vibrancy to the city's night skyline and will not adversely affect the amenity of occupants of nearby buildings.

d) Where a wall sign with third party or on-premises advertising content is proposed in accordance with clause 6.6(c)(i)(B):

i) it should have a maximum area of 25% of the wall area;
ii) it should not extend to the full height or width of the wall; and
iii) only one of these signs per elevation and two of these signs per building will be permitted.







7.13 Window Signs



a) Window signs should only occupy:

   i) a maximum of 10m^2; or

   ii) a maximum of 25%

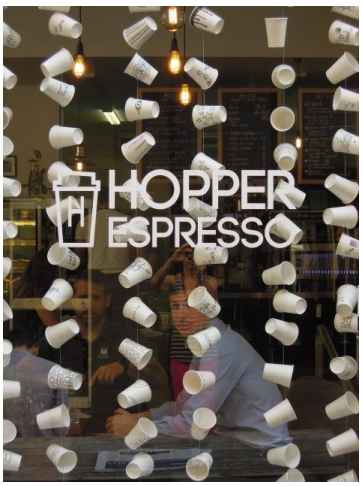
   of the combined area of a tenancy's ground and first floor level windows which are visible from a street or a public area, whichever is the lesser.

b) Window signs at ground and first floor levels of a building which are visible from a street or a public area should be designed and located to allow views into and out of and daylight into the window.

c) Window signs which advertise a sale within a tenancy and vary from the provisions of subclauses (a) and (b) may be installed in the window of the tenancy for a maximum of four times per year for a maximum continuous period of 28 days.

d) Window signs above first floor level are discouraged.

e) Product displays in shop windows are preferred to signs.





8.0 SIGNS ON PLACES ON THE HERITAGE LIST OR WITHIN HERITAGE AREAS

8.1 Principles

This section applies to signs on places on the Heritage List or within a Heritage Area. This policy should be read in conjunction with the Heritage Planning Policy and any specific planning policy for a Heritage Area, with those policies taking precedence over this policy.

The design and placement of signs on places on the Heritage List or within a Heritage Area requires careful consideration.

Signs shall be compatible with the place on the Heritage List and/or the Heritage Area without adversely affecting their important physical or visual qualities.

All signage will be considered in the context of the cultural heritage significance of the place on the Heritage List and/or the Heritage Area, as well as any Conservation Plans and historical documentation. Existing signage, including redundant signage, will also be taken into consideration when assessing new signage for places on the Heritage List or within a Heritage Area.

It is acknowledged that there may be ways other than those identified below, to achieve signage that is appropriate for places on the Heritage List or within a Heritage Area. Alternative methods may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the place on the Heritage List or the Heritage Area.



8.2 Provisions

a) Original and early signage (including remnants) that contributes to the cultural heritage significance of a place on the Heritage List or Heritage Area should be retained and conserved. The location of previous original and early signage should be considered for the placement of new signs.

b) Restoration, reconstruction or conservation of non-complying signage may be acceptable provided the signage contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area and is supported by a clearly established historical precedent.

c) Signs shall not visually dominate or detract from the architectural characteristics of a place on the Heritage List or a Heritage Area. Matters to be considered in this regard include the location, scale, size, materials, design and the cumulative effects of signage.

d) Signs shall not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof.

e) Roof signs shall not be permitted on a place on the Heritage List or within a Heritage Area.

f) Signs shall not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used and signs should be attached to mortar rather than masonry.

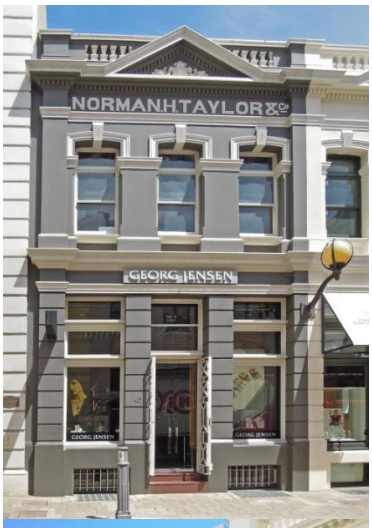
g) Signs shall not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the place on the Heritage List or the Heritage Area.

h) Wall murals shall generally not be permitted on a place on the Heritage List or within a Heritage Area, unless painted on a side or rear elevation of a building that is already painted and it can be demonstrated that the wall mural will not have any adverse impact on the cultural heritage significance of the place or Area.

i) Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath.

j) Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the place on the Heritage List or the Heritage Area may be acceptable at upper floor levels.

k) Where multiple tenants require signage on a place on the Heritage List a Signage Strategy should be submitted for the approval of the local government.







l) Corporate branding requirements should be adapted to respect the cultural heritage significance of the place on the Heritage List or the Heritage Area.



m) Third party advertising or on-premises advertising content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area except where:

i) it is on a hoarding sign in accordance with clause 7.3(d);
ii) in the case of on-premises advertising content it is on a window sign; or
iii) it is reconstructed signage with a clearly established historical precedent that contributes to the cultural heritage significance of the place or Area.

n) Signs should generally only be illuminated externally or utilise a 'halo' method of illumination (i.e. illumination from behind to form a "halo" of light around silhouetted letters or symbols). Internal illumination of under awning signs where the illumination only applies to the lettering or logo may be appropriate where it does not visually detract from the place on the Heritage List or the Heritage Area. Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the place on the Heritage List or the Heritage Area.





Examples of "halo" illumination

o) Animated or variable content on a sign shall not be permitted on a place on the Heritage List or within a Heritage Area, with the possible exception of a window sign where it is a discrete, small sign (≤2m^2 sign face) and it will not detract from the cultural heritage significance of the place or the Heritage Area.

p) Animated or variable content on a sign adjacent to a place on the Heritage List and outside a Heritage Area may only be permitted where it will not detract from the cultural heritage significance of the adjacent place.



9.0 PLACE SPECIFIC REQUIREMENTS

Signs should be consistent with the desired character for the relevant Precinct within the Scheme Area as detailed within the relevant Precinct Plan. The additional provisions within this section apply to the areas listed below and identified in Figure 2. Where a sign is proposed on a place on the Heritage List or in a Heritage Area the provisions of Section 8.0 of this policy take precedence.

- Entertainment Area
- Retail Core Area
- Town Centre Areas
- The Terraces Area
- Landscaped Mixed Use Areas
- Residential Areas
- Civic and Parks Areas

City Planning Scheme No.2

Figure 2: Signs Policy - Areas with Place Specific Requirements

LEGEND

Scheme Area Boundary

Metropolitan Redevelopment Authority Area — MRA

Areas with Place Specific Requirements

Entertainment Area

Retail Core Area

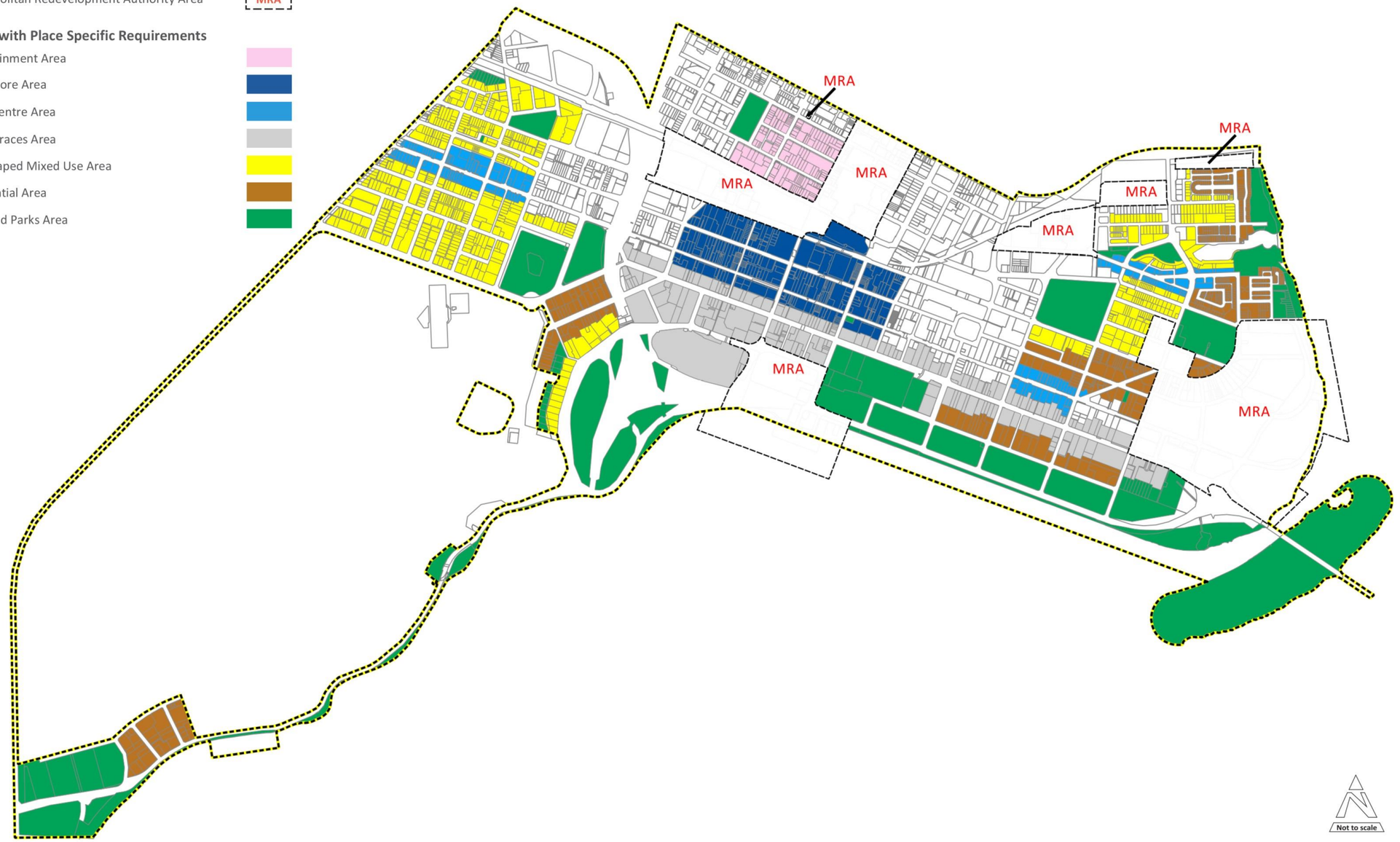
Town Centre Area

The Terraces Area

Landscaped Mixed Use Area

Residential Area

Civic and Parks Area



9.1 Entertainment Area



Signs should contribute to the diverse and dynamic character of the area. A variety of colourful and innovative signs that assist in creating a stimulating pedestrian environment, both day and night, are encouraged.

Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.







9.2 Retail Core Area and Town Centre Areas



Signs should contribute to a lively, colourful and stimulating pedestrian environment with the character of signage reflecting the intended predominance of retail uses in the areas. The nature and concentration of signage in the Retail Core Area will vary marginally from that in the Town Centre Areas in recognition of its role as the focus for retail in the metropolitan area and the state.

Way-finding is particularly important in these areas where pedestrian numbers are very high. Excessive signage that detracts from this should be avoided. Restraint should be shown in the number of signs per tenancy and signs should generally be limited to the ground and first floor levels of buildings.

Window displays should be visually interesting and use product display as on-premises advertising rather than signs and banners.



9.3 The Terraces Area

Signs should be designed to reflect the character and role of St Georges and Adelaide Terrace that together form the principal city boulevard, with St Georges Terrace also forming the focus for business, finance, commerce and administration in the state.

Signage should principally be for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per tenancy.



Signs integrated into the roof or top of buildings incorporating illumination that will enhance the city skyline are generally encouraged.



9.4 Landscaped Mixed Use Areas

Signage is to be designed to respond to the landscaped context and/or the desired mixed use nature of these areas, the majority of which are intended to incorporate a strong residential element.

Signage should generally only be for the purpose of numbering and naming buildings and identifying the occupants. Signs should be restrained in character, scale and form and limited in number.

Signs at ground or first floor level should generally have a total combined area of $2m^2$ facing a street.







9.5 Residential Areas

Signage is to be designed to complement the dominant residential character of these areas.

Signs should be unobtrusive. They should be limited in number and generally small in scale with subtle use of colour.

Signs should only be located at the ground floor level of buildings or within the street setback area. The exception to this is within the Terrace Road Design Policy Area. In this area signs integrated into the roof or top of buildings that incorporate illumination to enhance the city skyline are generally encouraged where they will not adversely affect the amenity of nearby building occupants.







9.6 Civic and Parks Areas

Signage is to be designed to complement these key open space areas and centres of civic, judicial and parliamentary activities.

Signage should be unobtrusive. Signs should be primarily for the purpose of way-finding or to provide community information and be designed and located to minimise their impact on their surroundings







APPENDIX 1 - DEFINITIONS

The Deemed Provisions contain a definition of the term 'advertisement'. Schedule 4 - Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this policy.

***NOTE**: 1. Refer to clause 1 of the Deemed Provisions.*

For the purposes of this policy the definitions in this Appendix also apply. A number of the defined sign types are also illustrated in Figures 1 and 3.



Figure 3 – Illustration of Various Signs Types

***NOTE:** 1. This figure illustrates different sign types and not necessarily the appropriate number, design or scale. Some sign types are not permitted, including sky signs, and above awning and portable signs where located over or within the road reserve.*



Above Awning Sign means a sign attached to and located above a verandah, balcony or awning.

Alfresco Dining Sign means a sign attached or painted onto furniture, such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages but does not include a street furniture sign.

Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated content, a small sign is one that has a sign face with an area of $2m^2$ or less and a large sign is one that has a sign face with an area of greater than $2m^2$.

Awning Fascia Sign means a sign painted or fixed to the outer or return fascia of a verandah or awning.

Billposting means a bill, notice or poster glued, pasted or fixed to a building or other structure.

Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.

Election Sign means a sign that is erected or installed in connection with an election, referendum or other poll conducted under the Commonwealth Electoral Act 1918 (Commonwealth), the Electoral Act 1907 or the Local Government Act 1995 and the primary purpose of the sign is for political communication in relation to the election, referendum or poll.

Event Sign means a temporary sign relating to an event within the local government area conducted for commercial gain.

Ground Based Sign means a sign that is fixed to a structure mounted on the ground, and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.

Hoarding Sign means a sign fixed to or forming part of a temporary structure, such as a hoarding, scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration or demolition.

Name Plate means a sign attached to a building near its entrance listing the occupants of the premises, and may include their occupation or profession or the business name, and may comprise a cabinet for this purpose.

Offensive Content means the contents or design of a sign that may, in the opinion of the local government, cause offence to some or a majority of people. Offensive signage may involve the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.

On-Premises Advertising Content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed, but does not include sign content that relates to the occupant or business of the premises.



Portable Sign means a movable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners, but excludes Alfresco Dining Signs.

Projected Image Sign means a sign projected onto a building, screen or other structure and includes the devices used to project the image.

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. The sign may be made of a solid material or plastic, fabric or a similar flexible material.

Real Estate Sign means a sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale (including by auction) or to be re/developed or refurbished.

Roof Sign means a sign fixed to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building and that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to.

Sign has the same meaning as 'Advertisement' under the Deemed Provisions 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.

NOTE: *1. Refer to clause 1 of the Deemed Provisions.*

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.

Sky Sign means a sign fixed to the roof, roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm above the height of the roof, roof top plant room, parapet, wall or architectural feature that it is fixed to.

Street Furniture Sign means a sign attached to or forming part of street furniture (such as bus shelters, telephone booths or public seating) within a road reserve or other public land, but does not include an alfresco dining sign within an area licensed for alfresco dining.

Tethered Sign means a sign suspended from or tied to any structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric, or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.

Third Party Advertising Content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Under Awning Sign means a sign fixed to or suspended from the underside of a verandah, balcony or awning.

Variable Content means static sign content that changes automatically by electronic or programmable methods on a specified time cycle. Where displaying variable content, a small sign is one that has a sign face with an area of $2m^2$ or less and a large sign is one that has a sign face with an area of greater than $2m^2$.



Wall Mural means a graphic design or artwork attached or applied to the exterior of a building that does not convey a defined advertising message.

Wall Sign means a sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (including a glass wall or a decorative or screen material fixed flat or parallel to the wall), but not to a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of the building. It includes cabinets fixed to walls to display an advertisement.

Window Sign means a sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window. Signs on blinds, banners or similar and screens with animated or variable content shall be included in the calculation of the area of window signage where they restrict views into or out of the building or adversely affect the amenity of the public realm.



APPENDIX 2 - EXEMPT SIGNS

This Appendix identifies signs and change of sign content that are exempt from the requirement to obtain development approval in accordance with the Deemed Provisions and Schedule 7 of City Planning Scheme No. 2.

In accordance with the Deemed Provisions development approval of the local government is not required for:

- an election sign where it 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.

***Note**: 1. Refer to clause 61 of the Deemed Provisions.*

2. Under the Planning and Development Act, 2005 and the Public Works Act, 1902 development approval is not required for works carried out by the local government, a public authority or a Commonwealth agency in connection with the maintenance or improvement of a public street, any public utility, or public works (and this work may include signage).

2.1 Sign Types

The types of signs listed in the following table are exempt from the requirement to obtain development approval provided they comply with the relevant conditions in the following table and:

a) comply with an approved signage strategy where one is in place for the premises or site;

b) comply with the general safety and amenity provisions in clauses 6.3 and 6.4 of this Policy;

c) all supporting structures, cabling and conduits are concealed from view;

d) do not have offensive content;

e) do not have third party advertising, animated or variable content

f) do not have on-premises advertising content unless otherwise specified in the following table;

g) are not illuminated unless otherwise specified in the following table;

h) are not located within or on a place on the Heritage List or within a Heritage Area; and

i) comply with Section 9 of this Policy – Place Specific Requirements.

Exempt Sign	Conditions Applying to the Exempt Sign
Alfresco Dining Sign	• Is located within an area in a thoroughfare or public place and the subject of a valid Alfresco Dining License granted by the local government; or • Where located wholly within the boundaries of a lot, it does not exceed 10% of the area of the furniture that it is attached to, and displays only the name and/or logo of the tenancy or the name and/or logo of products sold at the tenancy.
Awning Fascia Sign	• Will not project beyond the outer frame or edges of the awning.



	• A maximum of one awning fascia sign per tenancy/occupant of the building.
Community Information Sign	• A maximum area of 4m^2. • Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the function, exhibition, meeting, display, event or activity that it relates to. • The function, exhibition, meeting, display, event or activity has been granted any required local government approvals, inclusive of the sign.
Event Sign	• Erected or installed no more than 28 days prior to and removed no more than seven days after the date of the event that it relates to. • The event, inclusive of the sign, has been granted local government approval.
Ground Based Sign	• A maximum height of 750mm where within a 2 x 2m driveway truncation and elsewhere 1800mm, and a maximum width of 500mm. • A maximum of one ground based sign per site unless it is in accordance with a signage strategy approved by the local government. • Will not affect views to a place on the Heritage List.
Hoarding Sign	• Fixed to a temporary structure that has a valid licence or permit issued by the local government. • The sign content relates to the lease, sale (including auction), re/development or refurbishment of the premises.
Name Plate	• A maximum of one name plate per public entrance to a building with a maximum area of 1.5m^2. • Erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building. • Fixed parallel to the wall or fence that it is attached to.
Portable Sign	• Where located on public or private land: ○ to direct attention to a dwelling that is for sale and is only in place during the hours of a home open for this dwelling; or ○ a community information sign that complies with the conditions specified for a community information sign in this table. • Where located wholly on private land: ○ a maximum of one sign per tenancy and not located within 10 metres of another portable sign. ○ a maximum area of 1m^2 per sign.
Projected Image Sign	• Temporary and relates to an event that has been approved by



	the local government. • Will not cause an unreasonable disturbance for occupants of nearby buildings or a safety hazard.
Projecting Sign	• Rectangular or square but not a cube, sphere or other shape. • Maximum dimensions of 1000mm vertical, 750mm horizontal including the fixings, and 500mm width. • Where the sign is rectangular with a horizontal orientation the horizontal dimension is no more than twice the vertical dimension, but does not exceed a horizontal dimension of 750mm. • Not located above the first floor level of the building and does not project above the top of the wall that it is attached to. • A minimum of 4 metres from any other projecting sign on the same building. • Does not incorporate fabric or any other flexible material.
Real Estate Sign	• A maximum of two signs per site with a maximum total area of $10m^2$. • A maximum of 50% of the sign content to comprise details of the selling or leasing agent or the developer. • Erected or installed for a maximum period of twelve months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser. • Where illuminated, it has a maximum area of $2m^2$, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Tethered Sign	• Flag poles where they meet the conditions specified in Schedule 7 of City Planning Scheme No. 2.
Under Awning Sign	• A maximum of one per street frontage per tenancy • A maximum of 2.4 metres in length and 600mm in height. • Orientated at right angles to the wall of the building that the sign is erected upon. On corner sites the sign may be orientated at an angle so as to be visible from both streets. • Does not project beyond the extent of the awning. • Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Wall Sign *(Note: Separate conditions apply to Name Plates.)*	• Either located less than 8 metres above the adjoining footpath/ground level: – with a maximum area of $2m^2$; or – where the sign comprises only street numbers a maximum



	height of 750mm; or located within the top 4 metres of the building: - with a maximum area of 4m^2; or - where the sign comprises only street numbers a maximum height of 1500mm. • Fixed parallel to the wall of the building that it is attached to. • Does not extend above the parapet or eaves of the building that it is attached to. • Where not in conflict with clauses 6.3(b), (c) and (d), a maximum projection of 600mm from the wall that it is attached to. • No more than two wall signs facing any one street on any building, not including name plates. Separate conditions apply to name plates. • Where illuminated, it does not flash, pulsate or flicker and the light shall not be, in the opinion of the local government, so intense as to cause annoyance to the public.
Window Sign	• The sign content relates to the occupiers of the tenancy that the sign adjoins or the business carried on at the tenancy or is on-premises advertising. • The window that the signage is installed upon/in is not located above first floor level. • The sign and any existing signs occupy: - a maximum of 5m^2; or - a maximum of 25%; of the combined area of the tenancy's ground and first floor level windows that are visible from a street or a public area, whichever is the lesser, and the sign is located to allow views into and out of and daylight into the window; or the sign is to advertise a sale within the tenancy and is installed in the window of the tenancy a maximum of four times per year for a maximum continuous period of 28 days.

2.2 Change of Content

Where only a change to the content of an existing sign is proposed it is exempt from the requirement to obtain development approval if:

a) the proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014;

b) the sign is not located within or on a place on the Heritage List or within a Heritage Area;



c) the proposed content is not third party advertising or animated or variable content, or the sign has a valid development approval for this type of content and the proposed content is consistent with an approved signage management plan;

d) the proposed content is not offensive ; and

e) no other change to the sign, including to its illumination, external dimensions, surrounding or supporting structure, fixings or cabling, is proposed.

APPENDIX 3 - GUIDELINES FOR APPROPRIATE LOCATION AND SCALE OF SIGNS ON BUILDINGS

Generally signage is most appropriately located at the ground and the first floor levels of a building for viewing from the public realm adjacent to the building, and at the top of the building for more distant viewing within the skyline.

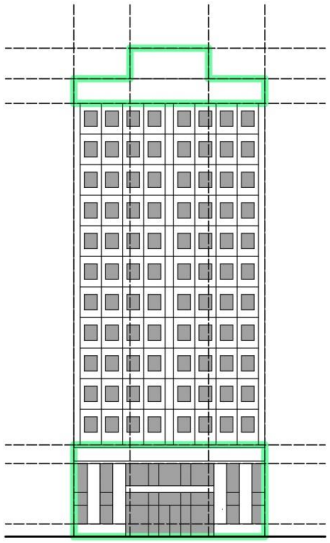
A façade grid analysis can be used to identify appropriate sign opportunities on a building.

While the technique generally relates to traditional building facades, the principles can be applied to most building forms.

Signs do not necessarily have to be placed on a building's front facade. For example, in some instances their installation on a side wall may be appropriate provided they are located within the property boundary and do not interfere with the adjoining development. In these circumstances the principles of the technique still apply.

To identify sign opportunities, the building's facade should be divided along its main design lines to form a series of panels. Most building designs can be easily broken into a grid based on the alignments of the parapet (skyline), awning fascia, windows and door/s.

To identify possible signage locations, the rectangles of the grid may be used separately or be joined together to form horizontal or vertical panels.



Possible sign locations based on a grid analysis of the building's façade. Signs should be located within the areas bordered in green.



Not all of the areas indicated should be used to display a sign. The size and number of signs should be restricted to a limited number of locations within the green border to avoid visual clutter.



The scale of advertising signs should be compatible with the form of buildings they are on, and to some extent the form of nearby buildings, street widths and other existing signs. In most cases appropriate dimensions are achieved by restricting signs to within panels. This ensures that the architectural character of the building remains dominant.

Not every panel identified using this technique should be used to display a sign. Visual clutter should be avoided and signage should generally be restricted to a limited number of panels at ground and first floor levels and at the top of the building. In deciding the panels that are appropriate spaces for signs, the following matters should also be considered:

a) the principles and objectives of the Signs Policy;

b) the number and location of existing signs; and

c) the character of the locality.

The size and detailing on a sign should reflect the distance that it will be viewed from with signs at the top of buildings containing simple, larger scale text and logos than those located at the ground or first floor level.

APPENDIX 4 – EXAMPLES OF INNOVATIVE SIGNAGE

Innovation in design is encouraged where it is appropriate to the building, the streetscape and the locality. The following images of innovative signage are provided to encourage variety and creativity in design in appropriate locations in the city.















Credits:
Baltimore Design School & MICA: *http://ashton-design.com/blog/tag/ada/*
Harvey Nichols: *courtesy Harvey Nichols*