PART A

1 PRELIMINARY

1.1 Citation

This Local Planning Policy is made under section 2.1 of the City of Bunbury Town Planning Scheme No. 7 (the “Scheme”), and may be cited as Local Planning Policy: Signage and Advertisements (herein referred to as the ‘Local Planning Policy’).

1.2 Commencement

This Local Planning Policy was adopted by the Council of the City of Bunbury (the “City”) on 10 June 2014. The Local Planning Policy commenced operation on 18 June 2014.

1.3 Relationship to the Scheme and other Local Planning Policies

1.3.1 Pursuant to section 2.2 of the Scheme, this Local Planning Policy supplements the provisions of the Local Planning Scheme. Where a provision of this Local Planning Policy is inconsistent with the Scheme, the Scheme prevails.

1.3.2 Where a provision of this Local Planning Policy is inconsistent with another adopted Local Planning Policy that relates to a designated area, then the provisions of the Local Planning Policy that relate to design guidelines for a designated area shall prevail.

1.3.3 The provisions of this Local Planning Policy comprise the policy text and policy maps (if applicable). The Local Planning Policy is to be read in conjunction with the Scheme.

Notes:

1. Land use and development within the Local Planning Policy Area is also subject to the Local Planning Scheme.

2. A Local Planning Policy is not part of the Scheme and does not bind the local government in respect of any application for planning approval but the local...
government is to have due regard to the provisions of the policy and the objectives which the policy is designed to achieve before making its determination.

1.4 Relationship with Local Laws

1.4.1 This Local Planning Policy operates in conjunction with the local government’s Local Laws in the regulation of development and the use of land within the Scheme Area.

1.4.2 The local government’s Local Law Relating to Advertising Devices deals specifically with signage and advertisements on public and reserved land.

2 PURPOSE

The purpose and intent of this Local Planning Policy is to control and guide the development of signage and advertisements on zoned land in order to safeguard and enhance the character and amenity of the built and natural environment of the Local Planning Policy Area. This Local Planning Policy seeks to ensure that signage and advertisements are treated as an essential component of development and that they are properly considered at the design stage of any project. As the central business district (CBD) of the Greater Bunbury sub-region, there is a specific need to ensure that the implementation of the Local Planning Policy allows for the functional advertising requirements of business to be catered for while ensuring that all signage within the city centre is well presented, aesthetically pleasing and positively contributes to city image.

3 OBJECTIVES

In accordance with the Aims of the Scheme, achievement of the following objectives is sought within the Local Planning Policy Area -

(a) To ensure that signage and advertisements within the city are designed, constructed and maintained to a high aesthetic standard and quality of presentation that complements or is sympathetic to:
   (i) the design of buildings on which it is located and is consistent with the type and character of development in the local area;
   (ii) the streetscape of its locality and presents a visually attractive appearance to public areas; and
   (iii) the heritage values of places included on the Heritage List or within a Heritage Area.

(b) To ensure that signage and advertisements within the city are designed, constructed, secured and maintained so that they do not pose a hazard to motorists, pedestrians, cyclists and occupants on adjoining premises.

(c) To ensure that signage and advertisements within the city do not detract from the operation and safety of main roads including “Primary Regional Roads”, “Other Regional Roads” and “District Distributor Roads”.

(d) To ensure that signage and advertisements within the city do not unreasonably impact upon amenity, including:
   (i) access to views, sunlight or breezes for occupants on adjoining premises; or
(ii) create nuisance as a result of noise, flashing or illumination.

(e) To ensure that the area, scale, prominence and character of signage and advertisements within the city are:

(i) integrated within developments in order to prevent visual clutter or detrimental impact on the visual amenity of the surrounding area; and

(ii) to achieve rationalisation of advertisements across a premise that supports multiple tenancies and/or signs.

(f) To ensure that signage and advertisements promotes a positive city image and contributes to the provision of attractive gateways and entry routes into and out of the city.

(g) To recognise the unique character, amenity and functions of the CBD as a precinct of the city centre with respect to signage and advertisements that allows for the vibrant marketing of commercial land use activities without compromising the liveability and aesthetic appeal of the built form and the natural attributes of the city centre.

4 LOCAL PLANNING POLICY AREA

4.1 This Local Planning Policy applies to all land within the local government district of the City of Bunbury, and as such, the Local Planning Policy Area is the Scheme Area, as defined by Map 1.

4.2 The Local Planning Policy Area incorporates the City Centre Zone Signage Control Area, as defined by Map 2. Nested within the boundaries of the City Centre Zone Signage Control Area is the Central Business District Signage Control Area, which includes premises of the commercial core of the City Centre Zone, and as such, has its own distinctive functions and characteristics.

4.3 Separate approved Precinct Signage Plans apply to specific sites, as determined by the local government, which are attached as an addendum to this Local Planning Policy from time to time.

5 APPLICATION

5.1 The provisions of this Local Planning Policy apply to all development and/or use of premises on private land in the Local Planning Policy Area where indicated as permitted or discretionary land uses under the Zoning Table of the Scheme and/or where proposed development is considered incidental to a permitted land use/development within the zone provisions of the Scheme as determined by the local government.

5.2 Subject to the Scheme, development for the purposes of signage and advertisements shall be in accordance with the standards and requirements of this Local Planning Policy; and except as otherwise provided, shall require the prior planning approval of the local government in accordance with the provisions of the Scheme.

Notes:
1. An application for a building permit along with a certificate of structural adequacy may be required to be submitted.
2. Signage and advertisements projecting into the road reserve may also require written approval from the Department of Lands.
5.3 In considering an application for planning approval where a variation is proposed to one or more of the standards prescribed under this Local Planning Policy, the local government will assess the proposal as an ‘A’ impact assessable proposal. The local government may require the submission of a Development Impact Statement (with terms of reference determined by the local government), which has been undertaken by an appropriately qualified person or body at the applicant’s expense, as part of any application for planning approval.

6 EXEMPTIONS FROM PLANNING APPROVAL

6.1 Schedule 9 of the Scheme details those signs or advertisements that are exempt from the requirement for planning approval, subject to their compliance with the development requirements and maximum number and/or area of exempted sign allowed for under the Schedule. An application for planning approval is required for proposed signs or advertisements that -

(a) do not comply with the development requirements or exceed the maximum number and/or area of exempted sign allowed for under Schedule 9 of the Scheme;
(b) are proposed in places included in the Heritage List and/or in a Heritage Area; or
(c) are considered to be ‘third party signs’.

Notes: A person must not erect, maintain or display a sign and/or advertisement a ‘third party sign’, unless it is located with the City Centre Zone Signage Control Area.

6.2 Statutory signs that are to be displayed in accordance with the provisions of the legislation under which the sign is required (e.g. a tradesperson’s notice required by the Building Code of Australia; a town planning notice required in accordance with the Planning and Development Act 2005; or a safety notice required by the Occupational Safety and Health Act 1984) are exempt from the requirement for planning approval, subject to their compliance with the dimensions/areas prescribed under the relevant legislation.

Notes:
1. An application for planning approval is required where a proposed sign or advertisement does not comply with the development requirements and/or exceeds the maximum number and/or area of exempted sign provided for under Schedule 9 of the Scheme, which is to be assessed in accordance with Table 3: Assessment Categories for Signs and Advertisements of this Local Planning Policy.
2. Signs and advertisements on public land that are under the control, care and management of the local government are assessed and controlled through the Local Law Relating to Advertising Devices and the accompanying Advertising Devices Policy.

7 MEANING OF TERMS

7.1 Unless the context otherwise requires, words and expressions used in this Local Planning Policy have the same meaning as they have -

(a) in the Planning and Development Act 2005; or
(b) if they are not defined in that Act -

i. in the Dictionary of Defined Words and Expressions in Schedule 1 of the City of Bunbury Town Planning Scheme No. 7; or
ii. in the Residential Design Codes; or
iii. Building Code of Australia; or
iv. in a relevant Australian Standard.

7.2 The meaning of other specific words and expressions relevant to this Local Planning Policy are given below:

(a) General Definitions -

“Advertiser” means an owner or occupier of premises where an advertisement is displayed or any other entity, which has caused an advertisement to be displayed in any premises.

“Animated sign” is an advertisement with a changing display, such as flashing or chasing fibre optic light, scrolling illuminated images and any other non-static illuminated displays, other than an ‘electronic graphic display screen’ or ‘projected image sign’. An animated sign is not a ‘tri-vision’ advertisement where parallel segments rotate at intervals to change a display.

“Building sign” means a sign or advertisement that is fixed to a building.

“Cultural heritage significance” as defined in section 3(1) of the Heritage of Western Australia Act 1990.1

“Device” means any object, sign, or thing, whether or not affixed to a structure and includes an airborne object anchored to land; and a vehicle where its primary purpose is advertising.

“Directional sign” means a sign to indicate the direction to be taken to some other place.

“Fascia” means the horizontal band below the roof edge covering the ends of rafters or forming the outer surface of vertical cladding concealing the roof. May also include a nameplate over a shopfront/business window.

“Freestanding sign” means a sign or advertisement that has independent structural support and is not fixed to a building.

“Frontage” means the width of the lot at the primary street setback line, provided that in the case of battleaxe or other irregularly shaped lots, it shall be determined by the local government.

”Garage sale sign” is a temporary non-illuminated advertisement for a household garage sale.

“Heritage place” means a place that is included on the State Register of Heritage Places maintained by the Heritage Council of Western Australia, included on a local government heritage inventory and/or the Heritage List attached to the Local Planning Scheme.2

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1 Means, in relation to a place, the relative value which that place has in terms of its aesthetic, historic, scientific, or social significance, for the present community and future generations.
2 As defined in the City’s Local Planning Strategy Heritage and Character.
“Information sign” is an advertisement providing information for the use of facilities or features of a premise (such as an entrance or parking sign, or a menu board for a drive-through), or is an advertisement providing information about the intended future use or development of a premise or facility (such as “future school site” or “storm water upgrade project” sign).

“Podium” means a continuous projecting base or pedestal or raised platform of a building forming the front of the basement of the foundation behind it, and may constitute the basement structure projecting above natural ground level. The podium at the foot of a building has usually minimal or nil setbacks to property boundaries, with the remaining upper storeys or floors set back from the podium’s perimeter. A podium can also be defined as the lower storeys or floors of a building with minimal or nil setbacks to property boundaries, which usually contains predominantly public or common areas in contrast to the storeys or floors above them, which are set back from the podium’s perimeter.

“Primary street” means unless otherwise designated by the local government, the sole or principal public road that provides access to the premise. Where a premise has two or more street frontages, the primary frontage is that to the most important road abutting a premise, as determined by the road hierarchy provisions of the Scheme.

“Public viewpoint” means a point of view from a public location in which views of significance or views to identified landmarks are afforded.3

“Secondary street” means in the case of a premise that has access from more than one public road, a road that is not the primary street but which intersects with or adjoins that road, but does not include a laneway.

“Sign face area” means the total area of the surface of a two dimensional portion of a sign on which words, numbers, pictures and motifs are displayed on any side of the sign, including any border. In some cases a sign may have more than one face.

“Social and welfare sign” means the use of an advertisement to identify a charity institution, non-proprietary club, educational establishment or the like.

“Statutory sign” is a sign or advertisement displayed pursuant to the authority and requirements of a piece of legislation or subordinate regulation.

“Temporary sign” means the installation of an advertisement to a premise on an impermanent basis such that the sign can be removed and/or adapted for use.

“Third party sign” means a non-site specific sign or advertisement:

(a) displaying the name, logo, slogan or symbol of a company or other organisation that does not own, lease or substantially occupy the premise/site on which the advertisement is located, or

(b) that advertises a product not produced or a service not provided on the premise/site on which the advertisement is located, or

(c) for an activity or event not occurring on the premise/site on which the advertisement is located.

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3 As defined in the City’s Local Planning Policy: Building Height.
Local Planning Policy: Signage and Advertisements

Third party signs identify activities that are not carried on within that part of the land or building to which the sign is attached. They advertise goods and services that are not available at the premise/site to which the sign is attached and they are not a subordinate adjunct to the activities carried on at the premises/site to which they are attached.

“Transport structure sign” is an advertisement painted or otherwise affixed to a transport structure, such as the abutments, piers or spans of an overpass, including bus shelters. A transport structure sign on a State Government controlled road or railway is the responsibility of the Western Australian Government.

“Views of significance” means a portion of a landscape seen by an observer that is highly valued.

“Viewshed” means a portion of the landscape that can be seen from one or more observer positions. The extent of area that can be viewed is normally limited by landform, vegetation and distance.

“Visual impact assessment” means the analysis of changes in the appearance of the landscape as a result of development. Impacts may be either negative or positive in nature.

“Wall” means the vertical external face of a constructed building comprising solid building material and including enclosures to verandahs and balconies.

(b) Sign and Advertisement Definitions are provided in this Local Planning Policy in Table 2: Standard Design Requirements for Signs and Advertisements.

7.3 Notes, and instructions printed in italics, are not part of this Local Planning Policy.

4 As defined in the City of Bunbury Landscape Character Study.
5 As defined in the City of Bunbury Landscape Character Study.
6 As described in the City’s Local Planning Policy: Building Height and adapted from the Residential Design Codes of Western Australia, WAPC 2008.
PART B

8 GENERAL STANDARDS FOR LAND USE & DEVELOPMENT

8.1 Land Use and Development of Signs and Advertisements

The development of premises for the purposes of advertisements is to be in accordance with the requirements of –

(a) this Local Planning Policy: Signage and Advertisements; and
(b) the applicable zone provisions under the Scheme; and
(c) relevant Special Control Area(s); and
(d) relevant local planning policies or local laws; and
(e) applicable Australian Standards.

Note: Section “8 General Standards for Land Use & Development” of this Local Planning Policy sets out the prescriptive provisions by which signage and advertising must be carried out as part of any land use and development within either or both the Scheme Area and Local Planning Policy Area.

8.2 Application for Planning Approval

An application for planning approval must be made pursuant to clause 9.1.1 (k) of the Scheme for the erection, placement or display of an advertisement (except for exempted signs or advertisements).

Application must be made -

(a) in the form set out in the Scheme’s Schedule 3 – Application for Planning Approval;
(b) lodged with any plans, specifications or other matters, which are required in accordance with clauses 9.2 and 9.3 of the Scheme and Schedule 4 – Additional Information for Advertisements; and
(c) in accordance with the additional requirements of this Local Planning Policy as follows:
   (i) the definition of the proposed advertisement e.g. “wall sign”, “roof sign” etc. or a full description of the sign; and
   (ii) details of the business or land use conducted on the premises to which the proposed advertisement, if approved, would relate including the business name, business owner/proprietor, business address and contact details (telephone, facsimile numbers and email address); or
   (iii) details of the event to be held on the premises to which the proposed advertisement, if approved, would relate including the event name, the nature and details of the event, the dates that the event will be held, the event organiser and contact details (telephone, facsimile numbers and email address); and
   (iv) details of the advertiser or applicant (if different to the business owner/event organiser); and
   (v) details of the sign company or installation service including the name, address...
and contact details (telephone, facsimile number and email address); and

(vi) approximate cost of the proposed sign; and

(vii) maximum and minimum luminance in candelas per metre square for an illuminated sign and the proposed duration of illumination each day for any illuminated display; and

(viii) any required written justification for the proposal including any Development Impact Statements that might be required by this Local Planning Policy.

8.3 Limitations and Exclusions

8.3.1 This Local Planning Policy is primarily aimed at regulating outdoor signs and advertisements; however, it is not limited in its scope and it can be used to address indoor signage and advertising (that is visible from the street or other public place) as required and in accordance with the Scheme.

8.3.2 This Local Planning Policy deals with signs and advertisements on zoned land (private property).

8.3.3 This Local Planning Policy does not deal with -

(a) signs and advertisements on local government property, public or reserved land;
(b) road signs approved by Main Roads Western Australia (MRWA) which include road directional signs and traffic signs;
(c) street parking signs, information signs and some regulatory traffic signs to be installed in the local government’s road reserves in accordance with Australian Standard AS1742 and to MRWA specifications;
(d) street numbers on public and private property which is subject to Department of Land Information and Fire and Emergency Service Authority of Western Australia requirements;
(e) regulatory and/or statutory signs by public agencies and authorities;
(f) any other legislative limitations of signage, specifically in regard to size of signs of specific professions; or
(g) internal shopping malls, which cannot be seen from a street or public place.

Note: Signs and advertisements proposed on a Heritage Place shall be in accordance with the standards and requirements of this Local Planning Policy; and except as otherwise provided, may require the prior planning approval of the local government in accordance with the provisions of the Scheme.

8.4 Prohibited or Restricted Signs and Advertisements

A person must not erect, maintain or display a sign and/or advertisement -

(a) that will obstruct the view of traffic on a street or public place;
(b) that will obstruct a pedestrian’s view of traffic;
(c) that will obstruct a motorist’s or cyclist’s view of pedestrians, other traffic or the road ahead;
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(d) that will obstruct the passage of pedestrians, cyclists or vehicles;
(e) that will be distracting to drivers in close proximity to intersections, traffic signals, railway crossings and vehicle merging and weaving situations. (Illuminated and moving advertisements such as flashing, variable message or rotating signs cause the most distraction, particularly where they produce glare or dazzle);
(f) that is likely to be confused with, or mistaken for, an official traffic light or sign;
(g) that is audible;
(h) that is considered a ‘third party sign’, unless located within the City Centre Zone Signage Control Area;
(i) on a tower, mast, chimneystack, spire, dome or similar architectural feature or on a lift machinery room, bulk-head over stairs or other superstructure over the main roof of a building;
(j) on a building where the stability of the building is likely to be affected by the sign;
(k) on land that is used for residential purposes, unless otherwise exempted under the Scheme and/or this Local Planning Policy;
(l) on a tree that is living; or
(m) so as to obstruct access to or from a door, fire escape or window, other than a window designed for the display of goods.

8.5 Third Party Signs and Advertisements

8.5.1 Third party signs and advertisements may only be located within the City Centre Zone Signage Control Area.

8.5.2 Third party signs and advertisements must not extend beyond the podium level, two storeys or 9.0 metres above natural ground level, whichever is the lesser, of a building, unless the sign or advertisement provides benefit to the City of Bunbury in terms of promoting the City as an investment, business and lifestyle destination as the regional capital of the South West, at the discretion of the local government.

8.5.3 Third party signs and advertisements in the form of ‘directional signs’ on private property are not permitted.

8.5.4 Third party signs and advertisements will only be permitted with time-limited planning approvals of up to twelve (12) months. Any request for extension of a time-limited planning approval will be determined at the discretion of the local government and is required to be formally requested in writing, signed by both the land owner and applicant (if applicable) and the payment of the appropriate application fee at least two (2) months prior to the expiration of the planning approval.

8.6 Temporary Signs and Advertisements

Subject to the provisions of Table 2: Standard Design Requirements for Signs and Advertisements, which identifies signs and advertisements that must be removed sooner, temporary signs and advertisements are permitted to be displayed for a maximum of one month, not to be taken consecutive within any three months period, from the date the sign / advertisement is installed, unless this timeframe is formally extended by the local government. After this time the sign / advertisement must be removed by the proponent.
Note: This Local Planning Policy describes a number of signs and advertisements as temporary, for example, a fete sign. A sign or advertisement may also be identified as temporary in a planning approval. In both cases the provisions of this Local Planning Policy apply with regard to temporary signs and advertisements.

8.7 Content of Signs and Advertisements

In most cases the consideration of an application for planning approval by the local government is not concerned with the content of signs or advertisements. The content is however considered when classifying and assessing proposals, when determining if the proposal involves any prohibitions or restrictions (i.e. particularly in the assessment of animated or illuminated advertising) and with regard to potentially offensive or discriminatory advertising material.

Note: While matters concerning the content of advertisements are the responsibility of the Advertising Standards Board, signage and advertisements in the Scheme Area must not contain text or images that may be considered offensive or discriminatory. Reference should be made to the Australian Association of National Advertisers Code of Ethics.

8.8 Signs and Advertisements Along or Near Main Roads

Subject to the Main Roads Act 1930 and the Main Roads (Control of Advertising) Regulations 1996, the local government may place an advice note on planning approvals for any signs and advertisements requiring the approval of the Commissioner of Main Roads prior to the installation of the sign or advertisements, where an -

(a) illuminated or non-illuminated sign or advertisements is visible from a highway or a main road; or

(b) illuminated sign or advertisements is located within 50 metres of traffic signals on a highway or a main road.

Notes: 1. The Commissioner of Main Roads approval is required for all illuminated and non-illuminated advertisements on or in the vicinity of highways and main roads (e.g. “Primary Regional Roads Reserve” and “Other Regional Roads Reserve” under the Greater Bunbury Region Scheme) and illuminated signs within 50m of traffic signals.

2. The Commissioner’s authority is found in the Main Roads Act 1930 and the Main Roads (Control of Advertising) Regulations 1996. As such, MRWA has authority over signs and advertisements that are beyond the boundaries of but are still visible from State Government controlled roads designated as motorways where such signs may create a traffic hazard.

3. While local government does not have statutory powers over highways and main roads the Commissioner will not in practice approve of any sign or advertisements unless the relevant local government has first given its planning approval.

8.9 Clearances

8.9.1 A sign or advertisement (other than a blind sign, canopy sign or projecting sign) displayed over a pedestrian pathway or cycleway is to have a minimum clearance of 2.75 metres between the lowest part of the advertisement and the pavement.
8.9.2 A sign or advertisement displayed over a roadway, accessway or other place where vehicles are able to pass under is to have a minimum clearance of 5.4 metres from the surface of the road or pavement.

8.9.3 No sign or advertisement with moving parts is to be located in or adjoining a pedestrian pathway or other pedestrian place, unless it is so designed or positioned that the moving parts are out of the reach of pedestrians.

8.10 Illumination (static)

8.10.1 All Zones in the Local Planning Policy Area:

8.10.1.1 The luminance of an illuminated sign or advertisement (measured in candelas per square metre) is not to exceed the levels shown in Table 1: Maximum Luminance Levels.

Note: Requirements for sign with non-static illumination, also called ‘Animated Signs’, are outlined in clause 9.5 of this Local Planning Policy.

Table 1: Maximum Luminance Levels.

<table>
<thead>
<tr>
<th>Zone</th>
<th>Maximum Permitted Luminance (candelas per metre square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Centre Zone</td>
<td>500 cd/m²</td>
</tr>
<tr>
<td>Shopping Centre Zone</td>
<td></td>
</tr>
<tr>
<td>Mixed Business Zone</td>
<td></td>
</tr>
<tr>
<td>Service Station Zone</td>
<td></td>
</tr>
<tr>
<td>Industry Zone</td>
<td>350 cd/m²</td>
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<tr>
<td>Development Zone (Industry)</td>
<td></td>
</tr>
<tr>
<td>Residential Zone</td>
<td>300 cd/m²</td>
</tr>
<tr>
<td>Development Zone (Residential)</td>
<td></td>
</tr>
<tr>
<td>Rural Zone</td>
<td></td>
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<tr>
<td>Special Use Zone</td>
<td></td>
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<tr>
<td>Place of Assembly Zone</td>
<td></td>
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<tr>
<td>Education Zone</td>
<td></td>
</tr>
</tbody>
</table>

8.10.1.2 Where an illuminated or animated sign or advertisement is visible from and is located within 100 metres of residential premises or land included in the “Residential Zone” or “Development Zone – Residential”, the sign or advertisement is to:

(a) have a maximum luminance of 300 cd/m²; and
(b) be switched off between 11.00 pm and sunrise on the following day.
8.10.1.3 Illuminated signs and advertisements are to be designed so that the light is channelled or funnelled to ensure no light spillage onto neighbouring premises.

8.10.1.4 Illuminated signs and advertisements are to be designed to make the best possible use of the most energy efficient equipment and light sources available.

8.10.2 **City Centre Zone Signage Control Area:**

8.10.2.1 Illuminated and animated signs and advertisements located within the City Centre Zone Signage Control Area (as shown in Map 2) are to be designed to ensure no light spillage onto neighbouring premises.

8.10.2.2 Illuminated and animated signs and advertisements located within the City Centre Zone Signage Control Area but outside of the Central Business District Signage Control Area (as shown in Map 2) shall be located, designed and constructed in a manner that does not cause disturbance or nuisance to adjacent premises and must not be positioned above the podium level, two storeys or 9.0 metres above natural ground level, whichever is the lesser, of a building. Where an illuminated or animated sign or advertisement is visible from and located within 100 metres of a residential premises or land included in the “Residential Zone”, the sign or advertisement is to have a maximum luminance of 300cd/m².

Note: There are no prescriptive development controls regarding the location or design of illuminated and animated signs within the Central Business District Signage Control Area. Reference should be made to the performance-based requirements set out under clause 9.6 of Part C of this Local Planning Policy.

8.11 **Assessing Applications for Planning Approval for a Sign or Advertisements**

8.11.1 When assessing applications for planning approval for a sign or advertisement, the local government will consider the impact of both the message portrayed by the sign/advertisement and the nature of sign/advertisement upon which that message is conveyed. In this regard the local government will use its discretion to define and determine the type and dimensions of the sign or advertisement in accordance with the Scheme and this Local Planning Policy.

8.11.2 The assessment of an application for planning approval for a sign or advertisement by the local government is to determine the combined total impact of the proposal, which is determined from a consideration of the following elements -

(a) the dimensions and sign face area;
(b) the type of sign or advertisement;
(c) the method of display and content of the sign or advertisement;
(d) the design, materials and construction of any structure and/or supporting structures of the sign or advertisements (e.g. poles, braces or pylons); and
(e) the position and/or placement of the sign or advertisement on, affixed to or projection onto a building, structure or land.

8.12 **Measuring the Sign Face Area**
8.12.1 The sign face area of a premises, as determined by the local government, is the combined total area of each face of every sign located on a lot (including a strata or survey strata lot). The sign face area applies to the entire premises, including all street frontages and any signage, which can be seen from a public street/place.

Figure 1: Street Frontages.

Note: In some zones the maximum sign face area may be stipulated for the primary and secondary street frontages respectively. In addition to Schedule 9 of the Scheme, clause 9.1 and Table 2 of this Local Planning Policy set out maximum sign face areas.

8.12.2 The calculation of the sign face area for a sign is to include the whole area of a rectangle within which an integrated sign is completely contained, as illustrated in Figure 2.
8.12.3 Those parts of a wall, fascia or the like which are in the colours of a corporation or product but which do not immediately surround the text, illustrations or symbols of an advertisement in the manner of a border or panel for the advertisement are not considered to be part of an advertisement.

8.12.4 Subject to Table 2: Standard Design Requirements for Signs and Advertisements, the total sign face area may be applied to two faces of a sign where the faces are located front to back and the two surfaces of the sign are joined together across the total sign face area to form a single advertisement, as illustrated in Figure 3.

8.12.5 The provisions which allow the sign face area to apply to two faces of a sign do not apply to the two faces of a “V” shaped sign or to an “A” shaped sign, as illustrated in Figure 4. Signs of this type, such as a footway sign, are defined separately and are assessed in accordance with Table 2.
Figure 4: "V" and "A" Shaped Signs.
8.13 Design Requirements for Signage and Advertisements

8.13.1 All Zones outside the City Centre Zone Signage Control Area:

8.13.1.1 Table 2: Standard Design Requirements for Signs and Advertisements (Appendix A) details the standard design requirements for each type of sign or advertisement.

8.13.1.2 Proposed signs or advertisements must comply with the Sign and Advertisements Definitions and Standard Design Requirements described in Table 2. Signs and advertisements that cannot be reasonably found to comply with the definitions in Table 2, and are not described in Table 3: Assessment Categories for Signs and Advertisements, are deemed to be ‘A’ impact assessable proposals, which means:

(a) the proposal is not permitted unless the local government has exercised its discretion and has granted planning approval after giving special notice in accordance with the Scheme; and

(b) justification is provided as part of the application for planning approval for the proposal, addressing compliance with the Scheme and any applicable State and Local Planning Policies as required; or

(c) the local government may require a Development Impact Statement prepared in accordance with section 11 of this Local Planning Policy to be submitted as part of the application for planning approval.

8.13.2 City Centre Zone Signage Control Area:

Except for “window signs”, the maximum sign face areas outlined in Table 2: Standard Design Requirements for Signs and Advertisements of this Local Planning Policy do not apply to signs or advertisements located within the City Centre Zone Signage Control Area.

8.14 Heritage Places

8.14.1 A sign and/or advertisements may have the potential to impact on the cultural heritage significance of a heritage place (either on or adjacent to the proposed development); therefore the local government may require the submission of a Development Impact Statement to be submitted as part of any application for planning approval. The Development Impact Statement is to be prepared by an appropriately qualified person or body at the applicant’s expense and to the satisfaction of the local government.

8.14.2 The granting of approval by the local government for development involving proposals for signs and/or advertisements on heritage places is to be subject to the heritage values of the heritage place being conserved to the satisfaction of the local government.

8.14.3 Applications for proposed signs and/or advertisements may be referred to specialist heritage advisors, state government agencies and in some cases local committees for consideration of heritage implications before the application is determined.

Local Planning Policy: Signage and Advertisements

2. In accordance with clause 8.2 (e) of the Scheme, Schedule 9 - Exempted Advertisements of the Scheme does not apply to any advertisements proposed in respect of a place included in the Heritage List or in a Heritage Area.

3. An appropriately qualified person is a Heritage Consultant who has qualifications and experience in working with heritage buildings.

8.15 Precinct Signage Plans

8.15.1 A Precinct Signage Plan may apply to a lot or a group of lots within a precinct entailing numerous buildings and/or tenancies, as determined by the local government, to regulate the location, area and type of signage in order to achieve a unified style and quality of presentation. Precinct Signage Plans may be required to be approved as part of any Structure Plan and/or Local Development Plan.

8.15.2 Application for Precinct Signage Plan

An application for a Precinct Signage Plan may include -

(a) Text guidelines and scaled plans and elevation drawings, prepared to the specification and satisfaction of the local government, which details but is not limited to the following matters:
   (i) location of proposed signage on site and on buildings (signage envelopes),
   (ii) maximum sign face areas,
   (iii) height above natural ground level,
   (iv) sign types,
   (v) materials,
   (vi) colours,
   (vii) treatments, and
   (viii) details of any illumination of proposed signs and advertisements;

(b) facilities and service areas necessary for the installation and maintenance of proposed signs or advertisements;

(c) viewshed analysis including identification of views of significance and corridors; iconic features in the landscape both natural and built; viewpoints from lookouts, walking trails, major roads, significant building sites, corridors; and analysis of the existing landform and impact of the proposed signs and advertisements on the skyline;

(d) visual impact assessment incorporating:
   (i) An analysis of proposed signs and/or advertisements in relation to its impact on the amenity of:
      (1) Surrounding buildings and streetscape, and
      (2) Residential premises with views of the proposed and existing signage and/or advertisements; and
   (ii) Demonstrable design, construction and management mitigation and solutions that respond to the outcomes of clause (d) (i) above;

(e) an overshadowing diagram;
(f) the hours of operation for any proposed illuminated sign or advertisement;

(g) the nature and operation of parking, manoeuvring and vehicle access to the site including any potential impact on sightlines to and from these areas;

(h) potential impacts on the safety, performance and level of service of road intersections;

(i) any other information considered relevant by the local government in accordance with clause 10.2 of the Scheme.

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

8.15.4 Precinct Signage Plans shall be advertised in accordance with the provisions of clause 9.4 of the Scheme at the cost of the applicant.

8.15.5 Approved Precinct Signage Plans shall be attached to this Local Planning Policy in the form of Appendices.
PART C

9 LAND USE & DEVELOPMENT REQUIREMENTS

The development and use of land for the purposes of signage and advertisements is to be in accordance with the general requirements and standards for land use and development of the Scheme and this Local Planning Policy, and the following development requirements.

<table>
<thead>
<tr>
<th>Performance Criteria</th>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development demonstrates compliance with the following performance criteria (P)</td>
<td>Development satisfies the following deemed-to-comply requirements (C)</td>
</tr>
</tbody>
</table>

Notes:

1. Section 9 of this Local Planning Policy sets out the performance-based provisions by which any land use and development within the Scheme Area is regulated.

2. Pursuant to Part 4 and Part 5 of the Scheme, development must meet the following Performance Criteria.

3. Pursuant to Part 4 and Part 5 of the Scheme, development that complies with the following Deemed-to-Comply is deemed to have met the relevant Performance Criteria.

4. The Deemed-to-Comply provisions illustrate one way of meeting the associated Performance Criteria.

9.1 Public Safety

All Zones in the Local Planning Policy Area

P1.1 Development of all signage and advertising is designed, constructed and maintained to essential standards of motorist, cyclist and pedestrian safety and security.

C1.1.1 Development of a sign and/or advertisement is designed to give ease of maintenance for any proposed signs, reuse of existing mountings, service installations and framing.

C1.1.2 Development of a sign and/or advertisement is located to avoid impacts from roadway, pedestrian and bicycle pathway maintenance activities and waste vehicles and should be positioned to avoid vandalism.

C1.1.3 Windows and shopfronts are to remain active and provide opportunity for unobstructed passive/natural surveillance to and from the primary street, with signs and advertisements not covering more than 30% of the area of the glass panel or panels on which they are exhibited.
## Local Planning Policy: Signage and Advertisements

### 9.2 Amenity

<table>
<thead>
<tr>
<th>Performance Criteria</th>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Zones in the Local Planning Policy Area</td>
<td></td>
</tr>
<tr>
<td>P2.1 The amount and nature of signage and advertising is compatible with the amenity of the area. New signage and advertising makes a positive contribution to its setting and enhances the desired amenity of the area.</td>
<td>C2.1.1 Signs and/or advertisements are visible, simple and legible (i.e. easy to read and understand).</td>
</tr>
<tr>
<td>C2.1.2 Signs and/or advertisements improve the visual amenity of the streetscape and reduce clutter by rationalising and simplifying existing signage, by screening unsightliness, by infilling to align facades, by better defining the edges of streets or other public places, or by supplementing the landscaping.</td>
<td></td>
</tr>
</tbody>
</table>

### 9.3 Views of Public Significance

<table>
<thead>
<tr>
<th>Performance Criteria</th>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Zones in the Local Planning Policy Area</td>
<td></td>
</tr>
<tr>
<td>P3.1 Signage and advertisements does not block or compromise a view of significance enjoyed from a public premises.</td>
<td>C3.1.1 Signs and/or advertisements do not block or compromise a view of significance enjoyed from a public premises.</td>
</tr>
</tbody>
</table>

### 9.4 Maximum Total Sign Face Area

<table>
<thead>
<tr>
<th>Performance Criteria</th>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Centre Zone Signage Control Area</td>
<td></td>
</tr>
<tr>
<td>P4.1 All signage and advertising is complementary to the design and style of the buildings on the premises on which it is located and to that of adjoining premises. Within the City Centre Zone Signage Control Area, the development of innovative and distinctive signs is encouraged that clearly identify the service or business being promoted. Signage and advertising should not dominate the frontages of buildings within the city centre, as the maintenance of an attractive and cohesive entrance to the city is of paramount importance. Signage and advertising along the Back Beach foreshore are to be more subtle and must complement vistas of the beachfront.</td>
<td>C4.1.1 The design and location of signs and/or advertisements complement the architecture of the building and are consistent with the intent and objectives of the City Centre Zone Signage Control Area.</td>
</tr>
</tbody>
</table>
### Performance Criteria

**All Zones outside the City Centre Zone Signage Control Area**

<table>
<thead>
<tr>
<th>Performance Criteria</th>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>P4.2</td>
<td>C4.2.1 Development of a sign and/or advertisement complies with Table 2: Standard Design Requirements for Signs and Advertisements of this Local Planning Policy.</td>
</tr>
<tr>
<td></td>
<td>C4.2.2 Development of a sign and/or advertisement within a Special Use Zone is in accordance with the conditions of the existing Special Use Zone under Schedule 2 – Special Use Zones of the Scheme.</td>
</tr>
<tr>
<td></td>
<td>C4.2.3 Subject to the exempted advertising schedule of the Scheme, the maximum total sign face area in square metres on any single premises located in the Residential Zone, Development Zone (Residential), Place of Assembly Zone, Education Zone, Rural Zone or Special Use Zone is not to exceed the provisions of Table 2: Standard Design Requirements for Signs and Advertisements.</td>
</tr>
<tr>
<td></td>
<td>C4.2.4 Subject to the exempted advertising schedule of the Scheme, the maximum total sign face area in square metres on any single premises located in the Shopping Centre Zone, Mixed Business Zone, Service Station Zone, Industry Zone, and Development Zone (Industry) is as follows:</td>
</tr>
<tr>
<td></td>
<td>(a) For a primary street frontage, equal to the length of the frontage (F) plus 10, divided by two -</td>
</tr>
</tbody>
</table>
|                      | \[
|                      | \frac{(F + 10)}{2} = \text{maximum total sign face area expressed in square metres.} |
|                      | (b) For a secondary street frontage, equal to the length of the frontage (F) divided by four - |

**Note:** Any variation is to be assessed on its merits. The local government may require a Development Impact Statement to be submitted for assessment as part of an application for planning approval.
Local Planning Policy: Signage and Advertisements

### Performance Criteria

<table>
<thead>
<tr>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>$F = \frac{\text{maximum total sign face area}}{4}$ expressed in square metres.</td>
</tr>
</tbody>
</table>

**Note:** The figure below is a diagrammatic example of maximum total sign face areas per premises.

![Diagram of maximum total sign face areas](image)

**Example:** 10m frontage for each lot facing the street (if there is no other street, then that is automatically the primary street).

Maximum total sign face for each property is therefore 10m² (10m frontage + 10, divided by 2).

Lot 3 also has a secondary street frontage of 20m, with a maximum total sign face area of 5m² (20 divided by 4) for any signage facing the secondary street.

### 9.5 Streetscape & Building Façade

#### All Zones in the Local Planning Policy Area

**Containment within Building Outline**

- **P5.1** Extension of signs and/or advertisements outside/beyond the building outline may be considered appropriate in certain circumstances, for example where:
  - the advertisement would be more compatible with the building or its surroundings than it would otherwise be;
  - the supporting structure for the advertisement would be more effectively screened;
  - the advertisement and its supporting structure are designed to

- **C5.1.1** Signs and/or advertisements fixed to a building are contained within the building outline and do not extend above or beyond the building to which they are affixed.
Local Planning Policy: Signage and Advertisements

Performance Criteria

appear as a compatible addition to the building;

- the advertisement and its supporting structure are a desirable design feature in themselves;
- the advertisement screens an unsightly view; and
- the advertisement improves the outline of a building or group of buildings.

Deemed-to-Comply

C5.2.1 Signs and/or advertisements should generally be confined to flat surfaces, such as plain walls, spandrels or parapets and should not be positioned across windows, columns or other design features.

C5.2.2 Signs and/or advertisements are designed as an integral façade element. Signage should be aligned to fit with façade elements and be proportioned to fit in with the architecture rather than being treated as a ‘bolt-on’ element.

C5.2.3 Regard must be had to the appropriate scale of the signage/advertisement relative to the building, the site, existing advertising in the area and the target audience. For example a large sign on a small building may be inconsistent with the scale of the building and may be excessive relative to existing signage. Signage should also be tailored to the scale of its intended audience, for example, signage targeting pedestrians may be detailed and of high visual interest while signage for motorists should be clear succinct and informative.

Building Façades

P5.2 The scale, proportions and form of signs and/or advertisements, including its supporting structures, fixing devices and services, should not detract from the appearance of a building façade and are to be appropriate to:

- the existing elevation of a building in a manner, which respects the style, scale, alignments, patterns and other architectural qualities of the building;
- the scale, proportion and other characteristics of structures, landscaping and other advertising on premises; and
- the streetscape or other setting created by existing development, landscaping or signage.

C5.2.1 Signs and/or advertisements should generally be confined to flat surfaces, such as plain walls, spandrels or parapets and should not be positioned across windows, columns or other design features.

C5.2.2 Signs and/or advertisements are designed as an integral façade element. Signage should be aligned to fit with façade elements and be proportioned to fit in with the architecture rather than being treated as a ‘bolt-on’ element.

C5.2.3 Regard must be had to the appropriate scale of the signage/advertisement relative to the building, the site, existing advertising in the area and the target audience. For example a large sign on a small building may be inconsistent with the scale of the building and may be excessive relative to existing signage. Signage should also be tailored to the scale of its intended audience, for example, signage targeting pedestrians may be detailed and of high visual interest while signage for motorists should be clear succinct and informative.

City Centre Zone Signage Control Area

Building Façades

P5.3 The scale, proportions and form of signs and/or advertisements, including its supporting structures, fixing devices

C5.3.1 Signs and/or advertisements located within the City Centre Zone should be focused on interpretation by
### Performance Criteria

and services, should not detract from the appearance of a building façade and are to be appropriate to:
- the existing elevation of a building in a manner, which respects the style, scale, alignments, patterns and other architectural qualities of the building;
- the scale, proportion and other characteristics of structures, landscaping and other advertising on premises; and
- the streetscape or other setting created by existing development, landscaping or signage.

### Deemed-to-Comply

pedestrians at ground level rather than being read from vehicles in the street. Signage should be concentrated at or below verandah / awning level.

### 9.6 Illumination

**City Centre Zone Signage Control Area**

P6.1 Illuminated signs and/or advertisements are located, designed and constructed in a manner that does not cause disturbance or nuisance to or adversely impact upon the amenity of adjacent premises. The illumination is sourced from the most energy efficient equipment and light sources.

Note: Requirements for Illuminated and animated signs and/or advertisements located outside of the Central Business District Signage Control Area are outlined in Clause 8.10.2.2.

C6.1.1 All illuminated or animated signs and/or advertisements within the City Centre Zone Signage Control Area are to be as attractive during the day as they are at night.

C6.1.2 **Central Business District Signage Control Area:**

Illuminated and animated signs and/or advertisements located within the Central Business District Signage Control Area (as shown in Map 2) may be located above the podium level, two storeys or 9.0 metres above natural ground level, of a building, but are designed and constructed in a manner that does not cause disturbance or nuisance to adjacent premises and are contained within the profile of the building.
All Zones outside the City Centre Zone Signage Control Area

<table>
<thead>
<tr>
<th>Performance Criteria</th>
<th>Deemed-to-Comply</th>
</tr>
</thead>
<tbody>
<tr>
<td>P6.2 Illuminated signs and/or advertisements are located, designed and constructed in a manner that does not cause disturbance or nuisance to or adversely impact upon the amenity of adjacent premises. The illumination is sourced from the most energy efficient equipment and light sources.</td>
<td>C6.2.1 Signs and/or advertisements are not illuminated, flashing, pulsating or constructed of reflective materials with the exception of a lantern sign, which is permitted to be illuminated up to the luminance of a standard 100 watt light globe or equivalent. OR Where illumination of a sign and/or advertisement is permitted, the development meets the luminance levels described in Table 1: Maximum Luminance Levels of this Local Planning Policy.</td>
</tr>
</tbody>
</table>

Note: The Codes Based Approach

This policy document utilises a nationally accepted practice of setting out Performance Criteria and Deemed-to-Comply solutions. When policy is written in this way it is commonly referred to as a ‘code’. A good example of the performance based approach can be seen in the Western Australian Planning Commission’s State Planning Policy 3.1 Residential Design Codes (“R-Codes”).

Using the code approach means that the local government can differentiate between specifying those aspects of development that must not be contravened under almost any circumstance from those aspects that are open to negotiation or that constantly change over time in response to the community’s values, taste, technology, etc.

A development that conforms to all of the ‘deemed-to-comply’ solutions for that particular design element automatically satisfies the relevant ‘performance criteria’, the process simply requires that the proposal complies with all of the deemed-to-comply solutions for that element, and is therefore satisfactory under this particular policy, subject to the Scheme.

Alternatively, a development proposal that is submitted for an impact assessment must demonstrate that it meets the relevant performance criteria and notice has been given in accordance with clause 9.4.3 of the Scheme before the local government may approve it. An impact assessment solution should have regard for the nature of the deemed-to-comply solutions as a measure of conformity with the intent and objectives of the Local Planning Policy and the zone under the Scheme.

The planning framework and codes based approach to determine the suitability of discretionary provisions in this Local Planning Policy is described in the following diagram.
9.7 Assessment Categories for Signs and Advertisements

The assessment categories used within this Local Planning Policy, as cross referenced in Table 3: Assessment Categories for Signs and Advertisements, have the following meanings:

‘D’ Means the proposal is ‘code assessable’; it is not permitted unless the local government has exercised its discretion by granting planning approval following assessment of the development against the provisions of the Scheme and this Local Planning Policy.

‘A’ Means the proposal is ‘impact assessable’; it is not permitted unless the local government has exercised its discretion and has granted planning approval after giving special notice in accordance with clause 9.4 of the Scheme. A Development Impact Statement may also be required to be submitted in addition to justification for the application addressing compliance with the Scheme and any applicable State and local planning policies.

‘X’ Means that the proposal is considered to be inconsistent with the objectives of the zones of the Scheme, is considered to be inappropriate in accordance with clause 10.2 of the Scheme and is considered not to be permissible in accordance with this Local Planning Policy.

# Refer to the Scheme clause 4.7 and as denoted on Scheme Maps and in Schedule 2.

* Subject to Structure Planning as per the requirements of clause 5.10.11.3 of the Scheme.

9.8 Animated Signs and Advertisements (non-static Illumination)

9.8.1 Where a sign or advertisement that is listed in Table 2: Standard Design Requirements for Signs and Advertisements is proposed to be also an ‘animated sign’ using non-static illuminated displays, the local government will assess the proposal as an ‘A’ impact assessable proposal within the City Centre Zone, Shopping Centre Zone, Mixed Business Zone, Industry Zone and Education Zone - unless such sign or advertisement is categorised as ‘X’ in Table 3: Assessment Categories for Signs and Advertisements.
9.8.2 The luminance of an animated sign or advertisement (measured in candelas per square metre) is not to exceed the levels shown in Table 1.

9.8.3 Within the Residential Zone, Place of Assembly Zone, Rural Zone and Service Station Zone animated signs are considered inappropriate within the Local Planning Policy Area and are categorised as ‘X’.

9.8.4 Where an animated sign or advertisement is visible from and is located within 100 metres of residential premises or land included in the “Residential Zone” or “Development Zone – Residential”, the sign or advertisement is to:

(a) have a maximum luminance of 300 cd/m²; and

(b) be switched off between 11.00 pm and sunrise on the following day.

Note: An ‘animated sign’ is an advertisement with a changing display, such as flashing or chasing fibre optic light, scrolling illuminated images and any other non-static illuminated displays, other than an ‘electronic graphic display screen’ or ‘projected image sign’. An animated sign is not a ‘trivision’ advertisement where parallel segments rotate at intervals to change a display.
### Table 3: Assessment Categories for Signs and Advertisements.

<table>
<thead>
<tr>
<th>Signs and Advertisements</th>
<th>Residential Zone</th>
<th>City Centre Zone</th>
<th>Shopping Centre Zone</th>
<th>Mixed Business Zone</th>
<th>Industry Zone</th>
<th>Place of Assembly Zone</th>
<th>Education Zone</th>
<th>Service Station Zone</th>
<th>Rural Zone</th>
<th>Special Use Zone</th>
<th>Development Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning fascia sign ♦</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Billboard sign ♦</td>
<td>X</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>D</td>
<td>X</td>
<td>#</td>
</tr>
<tr>
<td>Billboard sign - large</td>
<td>X</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Blackboard sign</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Blind sign ♦</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Boundary fence sign</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Bunting and streamers</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Bunting and streamers - temporary</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Canopy sign</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Changeable message sign</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Commercial flag sign</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Construction site sign ♦</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Construction site fence sign ♦</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Created awning line sign ♦</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Display home sign ♦</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Election sign</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Electronic graphic display screen</td>
<td>X</td>
<td>A</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Fete sign</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
</tbody>
</table>

* Note: Proposed signs may be exempt from the need for planning approval in accordance with Schedule 9 of the Scheme and subject to the sizes provided. Proposals for signs over and above the sizes in Schedule 9 are assessed in accordance with this local planning policy.
### Signs and Advertisements

<table>
<thead>
<tr>
<th>Signs and Advertisements</th>
<th>Residential Zone</th>
<th>City Centre Zone</th>
<th>Shopping Centre Zone</th>
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<th>Industry Zone</th>
<th>Place of Assembly Zone</th>
<th>Education Zone</th>
<th>Service Station Zone</th>
<th>Rural Zone</th>
<th>Special Use Zone</th>
<th>Development Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fly poster panel</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
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<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Fly poster sign</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Footway sign</td>
<td>D</td>
<td>D</td>
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<td>D</td>
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<td>*</td>
</tr>
<tr>
<td>Ground sign ♦</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Hamper sign ♦</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>High-rise building sign</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Inflatable sign</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Lantern sign ♦</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
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<td>D</td>
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<td>*</td>
</tr>
<tr>
<td>Mobile sign</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Motor vehicle sales bunting</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>D</td>
<td>D</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>*</td>
</tr>
<tr>
<td>Motor vehicle sign</td>
<td>X</td>
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<td>X</td>
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<td>X</td>
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<td>X</td>
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<td>#</td>
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</tr>
<tr>
<td>Newsagency sign</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
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<td>D</td>
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<td>*</td>
</tr>
<tr>
<td>Plate sign ♦</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Pole sign ♦</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Projected image sign</td>
<td>X</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>X</td>
<td>X</td>
<td>A</td>
<td>X</td>
<td>X</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Projecting flag sign</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
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<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Projecting sign</td>
<td>X</td>
<td>D</td>
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<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Property transaction sign ♦</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>D</td>
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<td>D</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Pylon sign ♦</td>
<td>X</td>
<td>A</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td>A</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>#</td>
<td>*</td>
</tr>
<tr>
<td>Pylon sign - large</td>
<td>X</td>
<td>A</td>
<td>D</td>
<td>A</td>
<td>X</td>
<td>X</td>
<td>A</td>
<td>X</td>
<td>X</td>
<td>#</td>
<td>*</td>
</tr>
</tbody>
</table>

* Note: Proposed signs may be exempt from the need for planning approval in accordance with Schedule 9 of the Scheme and subject to the sizes provided. Proposals for signs over and above the sizes in Schedule 9 are assessed in accordance with this local planning policy.
<table>
<thead>
<tr>
<th>Signs and Advertisements</th>
<th>Zones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail sales sign</td>
<td>A D D D D D X X D D D # *</td>
</tr>
<tr>
<td>Roof sign</td>
<td>X D D D D D A A D A # *</td>
</tr>
<tr>
<td>Sign written non-building structure sign</td>
<td>X D D D D X X D X # *</td>
</tr>
<tr>
<td>Sign written roof sign</td>
<td>X D A A D X X A X # *</td>
</tr>
<tr>
<td>Sky sign</td>
<td>X X X X X X X X # *</td>
</tr>
<tr>
<td>Sporting field fence sign ♦</td>
<td>D D D D D D D D D # *</td>
</tr>
<tr>
<td>Stallboard sign ♦</td>
<td>A D D D D D D D D A # *</td>
</tr>
<tr>
<td>Under awning sign ♦</td>
<td>A D D D D D D D D A # *</td>
</tr>
<tr>
<td>Vertical banner building sign</td>
<td>A D D D D D A A D A # *</td>
</tr>
<tr>
<td>Vertical banner free-standing sign</td>
<td>A D D D D A A D A # *</td>
</tr>
<tr>
<td>Wall sign ♦</td>
<td>A D D D D D D D D A # *</td>
</tr>
<tr>
<td>Window sign 30% coverage</td>
<td>D D D D D D D D D # *</td>
</tr>
</tbody>
</table>

* Note: Proposed signs may be exempt from the need for planning approval in accordance with Schedule 9 of the Scheme and subject to the sizes provided. Proposals for signs over and above the sizes in Schedule 9 are assessed in accordance with this local planning policy.
PART D

10 VARIATION OF DEVELOPMENT REQUIREMENTS

10.1 Development in accordance with this Local Planning Policy is deemed to comply. However, alternative designs may be considered subject to demonstration that the proposed land use and/or development is in keeping with the intent and objectives of this Local Planning Policy to the satisfaction of the local government.

10.2 In exercising any discretion the local government should ensure that the variation will not contravene the following provisions of the Scheme -
(a) purpose and objectives of this Local Planning Policy;
(b) section 1.6 the Aims of the Scheme;
(c) section 4.2 Zone Objectives; and
(d) section 10.2 Matters to be Considered by Local Government.

11 DEVELOPMENT IMPACT STATEMENT

11.1 Where an application:
(a) proposes a variation to a standard design requirement or to one or more Deemed-to-Comply solutions of this Local Planning Policy,
(c) is considered to have a significant impact on the existing conditions of a locality,
(d) is classified as ‘A’ impact assessable in accordance with Table 3: Assessment Categories for Signs and Advertisements, or
(e) involves a heritage place (either on or adjacent to the proposed development) as established by inclusion on the State Register of Heritage Places or the Heritage List under the Scheme; then
the local government may require a Development Impact Statement to be submitted for assessment as part of an application for planning approval, unless the requirement has been waived by the local government.

11.2 The report is to be undertaken to the satisfaction of the local government and must, as determined by the local government, contain the following information in sufficient detail to permit the local government to make a proper development assessment of any proposed variation as part of a planning application -
(a) the location of the subject premises and the specific nature of the existing development and ongoing operations;
(b) site analysis showing the location of existing buildings, natural features and landscaping on the premises the design of the existing development including its relationship to adjoining and surrounding buildings and the streetscape in the vicinity of the subject site;
(c) the location of all existing signs and advertisements and their associated facilities;
(d) the location of all proposed signs and advertisements, facilities and service areas necessary for the installation and maintenance of the sign or advertisement;
(e) all development or landscaping proposed to be removed;
(f) details of the proposed design of the sign and/or advertisement including the
materials, colours, treatments and any illumination;

(g) viewshed analysis including identification of views of significance and corridors; iconic features in the landscape both natural and built; viewpoints from lookouts, walking trails, major roads, significant building sites, corridors; and analysis of the existing landform and impact of the proposed signs and advertisements on the skyline;

(h) visual impact assessment incorporating:
   i. An analysis of proposed signs and/or advertisements in relation to its impact on the amenity of:
      (1) Surrounding buildings and streetscape, and
      (2) Residential premises with views of the proposed and existing signage and/or advertisements; and
   ii. Demonstrable design, construction and management mitigation and solutions that respond to the outcomes of clause i. above;

(i) an overshadowing diagram;

(j) the hours of operation of the development or business to which the sign or advertisement would relate and the hours of operation for any proposed illuminated sign or advertisement;

(k) the nature and operation of parking, manoeuvring and vehicle access to the site including any potential impact to views to and from these areas;

(l) potential impacts on intersections, traffic lights, taxi collection points and public transport service points;

(m) analysis of the proposal with regard to any heritage impact assessment including the potential impact of the proposal to any heritage values, or suspected heritage values of the place; and

(n) any other relevant information requested by the local government.

12 NOTIFICATION & ADVERTISING

Where advertising is required to be undertaken or is deemed to be required by the local government, advertising will be undertaken in accordance with the provisions of section 9.4 of the Scheme.

13 IMPLEMENTATION & REVIEW

13.1 Why a Local Planning Policy?

The Scheme is a prescriptive instrument that sets out the legal provisions for how land may be used and developed. Sole reliance upon it for regulating all forms of development under all circumstances is not always practical and the Scheme makes allowance for this by enabling the local government to adopt local planning policies from time to time in order to address specific issues or a range of issues in a specific place.

A local planning policy is a tool to assist developers in preparing proposals with a greater understanding of the local government’s desired outcomes for the Scheme Area. This helps to ensure that developers can invest the time and resources needed in preparing
applications for planning approval with increased confidence; and that the City of Bunbury’s staff and Councillors can assess development proposals in a more consistent and transparent manner.

13.2 Policy Review

The local government will review this Local Planning Policy annually in conjunction with the rest of the Local Planning Policy Framework in accordance with the Planning and Development Act 2005.
Map 1: Local Planning Policy Area
Map 2: City Centre Zone Signage Control Area

[refer to clause 4.2]
### Appendix A:

**Table 2: Standard Design Requirements for Signs and Advertisements**

<table>
<thead>
<tr>
<th>Signs and Advertisements</th>
<th>Definitions and Standard Design Requirements</th>
<th>Diagram</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Awning fascia sign”</strong></td>
<td>is an advertisement painted or affixed onto the fascia of an awning or verandah.</td>
<td><img src="image" alt="Awning Fascia Diagram" /></td>
</tr>
<tr>
<td>• Is a single faced sign.</td>
<td>• Must be contained within the outline of a fascia.</td>
<td><img src="image" alt="Awning Fascia Diagram" /></td>
</tr>
<tr>
<td>• Must not exceed 1.5m in height.</td>
<td>• Must not exceed 1.5m in height.</td>
<td><img src="image" alt="Awning Fascia Diagram" /></td>
</tr>
</tbody>
</table>

| **“Billboard sign”** | is a freestanding display surface, the width of which is greater than the height and which may be positioned on the ground or mounted on one or more vertical supports. | ![Billboard Diagram](image) |
| Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum total sign face area is 18m² per face, for a maximum of two faces. | Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum total sign face area is 18m² per face, for a maximum of two faces. | ![Billboard Diagram](image) |
| The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but is not to exceed 10m. The height of a building is defined as the height of the uppermost part of the building above ground level. | The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but is not to exceed 10m. The height of a building is defined as the height of the uppermost part of the building above ground level. | ![Billboard Diagram](image) |
| Must be mounted as a freestanding structure. | Must be mounted as a freestanding structure. | ![Billboard Diagram](image) |
| Must not be located less than 3.0m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary. | Must not be located less than 3.0m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary. | ![Billboard Diagram](image) |
| Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary. | Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary. | ![Billboard Diagram](image) |
| Must not be erected to expose an unsightly back view of the sign to a road or other public place. | Must not be erected to expose an unsightly back view of the sign to a road or other public place. | ![Billboard Diagram](image) |
| Must not be located on a street frontage of a premises along which is located another billboard sign, billboard sign - large, ground sign, pole sign, pylon sign or pylon sign - large. | Must not be located on a street frontage of a premises along which is located another billboard sign, billboard sign - large, ground sign, pole sign, pylon sign or pylon sign - large. | ![Billboard Diagram](image) |
### Signs and Advertisements Definitions and Standard Design

#### Requirements

**“Billboard sign - large”** is a large freestanding display surface, the width of which is greater than the height and which may be positioned on the ground or mounted on more than one vertical support.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum total sign face area is 36m² per face, for a maximum of two faces.
- The maximum height above the ground is to 6.5m or the height of a building in close proximity, whichever is the greater, but should not exceed 8.4m. The height of a building is defined as the height of the uppermost part of the building above ground level.
- Must be mounted as a freestanding structure.
- Must not be located less than 3.0m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary.
- Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.
- Must not be erected to expose an unsightly back view of the sign to a road or other public place.
- Must not be located on a street frontage of a premises along which is located another billboard sign - large, billboard sign, ground sign, pole sign, pylon sign or pylon sign - large.

**“Blackboard sign”** is a blackboard, whiteboard or the like with a hand written message.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, no more than one double faced blackboard sign, having a maximum sign face area of 0.6m² per face, is to be displayed per street frontage.
- A single faced blackboard sign must be affixed to a structure within a property boundary in a way that minimises visual clutter.

**“Blind sign”** is a non-illuminated advertisement painted on or otherwise affixed to solid or flexible material suspended from the edge of an awning, verandah or wall.

- Is a single faced sign
- Must be compatible with the blind and building on which it is displayed.
- Must have a minimum clearance of 2.75m between any part of the blind and a footpath pavement, where pedestrian access is to be maintained.

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City of Bunbury
### Signs and Advertisements Definitions and Standard Design

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Requirements</th>
</tr>
</thead>
</table>
| **Boundary fence sign** | An advertisement painted or otherwise affixed to a fence along the property boundary of premises. | - A boundary fence sign is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind or other loads.  
- Is a single faced sign.  
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 36m². |

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Remarks</th>
</tr>
</thead>
</table>
| **Bunting and streamers** | A series of small flags or pennants suspended from a rope or a cable. Streamers are long suspended ribbons of cloth or similar non-rigid material. | - See “motor vehicle sales bunting”.  
- Other than as provided for elsewhere in this Local Planning Policy, bunting and streamers are considered to be inappropriate within the Local Planning Policy Area and are categorised as 'X' in Table 3: Assessment Categories for Signs and Advertisements. |

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bunting and streamers - temporary</strong></td>
<td>The short term use of bunting and streamers for an event such as a fete, fair or festival.</td>
<td>- Bunting and streamers temporary may be displayed for a period of no more than two (2) weeks prior to and on the day or days of the event.</td>
</tr>
</tbody>
</table>
“Canopy sign” is an advertisement painted on or otherwise affixed to a canopy, whether the canopy is constructed from flexible or solid material.

- Is a single faced sign.
- Must be compatible with the canopy and building on which it is displayed.
- Must not be illuminated unless the nature of the illumination and/or materials is such as to prevent combustion.
- Must have a minimum clearance of 2.75m to any rigid part of the canopy, and 2.4m to any flexible part of the canopy, and a footpath pavement, where pedestrian access is to be maintained.

“Changeable message sign” is an advertisement that allows the message to be readily changed, such as those commonly used by petrol retail outlets.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, no more than one double faced, changeable message sign having a maximum area of 2.8m² per face is to be displayed per street frontage.
- Has a maximum height of 1.8m.

“Commercial flag sign” is a cloth or similar non-rigid fabric hung from a pole for the purpose of advertising or identifying a commercial establishment.

- May be double faced.
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single face area is 2.4m² per face, for a maximum of two faces.
- Must be displayed less than 6.5m from the ground (measured from the top of the sign).

“Construction site sign” is an advertisement affixed to a structure or building under construction or to on-site construction equipment such as a crane.

- Is a single faced sign.
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 20m².
- Must only display the name or logo of the owner or developer of the construction project or of the construction company.
<table>
<thead>
<tr>
<th>Signs and Advertisements</th>
<th>Definitions and Standard Design</th>
<th>Diagram</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Construction site fence sign</strong></td>
<td>is an advertisement painted or otherwise affixed flat on a temporary safety fence of a construction site, usually along the boundary or boundaries of that premises.</td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>- Must only display the name or logo of the owner or developer of the construction project and/or of the construction company, and those professionally involved in the design with contact numbers and addresses if required.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Is a single faced sign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the sign has a maximum area of one square metre for each metre of the length of the fence to which it is affixed (the area of a construction site fence sign excludes the area of any ‘fly poster panel’, which may have been designated by the local government for the posting of ‘fly poster signs’ and the area of any artworks on the fence such as murals).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Must not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Created awning line sign</strong></td>
<td>is an advertisement attached to and extending beyond a fascia of an awning or the like.</td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>- Is a single faced sign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Must not extend more than 600mm above the fascia to which it is attached.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the “created” area of the awning, i.e. the area of the sign extending beyond the fascia, is not to exceed 25% of the area of the fascia.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Must have a minimum clearance of 2.75m between the lowest part of the sign and the footpath pavement.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Display home sign</strong></td>
<td>is an advertisement sign displayed for the period over which homes are on display for public inspection to facilitate their sale, auction or leasing.</td>
<td><img src="image" alt="Diagram" /></td>
</tr>
<tr>
<td>- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, a double faced sign having a maximum area of 6.0m² per face, or a single faced sign having a maximum area of 12m², may be erected where a number of contiguous dwellings are being marketed concurrently.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Not more than one such sign is to be displayed per 100m of street frontage.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Signs and Advertisements

**Definitions and Standard Design**

**Requirements**

**“Election sign”** is a temporary, non-illuminated advertisement advertising a political candidate(s), a registered political party, or a campaign for a Commonwealth, State, or local government election.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 1.2m² per face, for a maximum of two faces.
- Must not be in the form of bunting and streamers.
- Has a maximum height of 1.8m.
- An election sign is to be:
  - displayed in a location that is not a road or other public place;
  - displayed no earlier than six (6) weeks before the day of an election; and
  - removed no later than seven (7) days after the day of an election.

**“Electronic graphic display screen”** is a sign usually including Light Emitting Diode (LED) technology and associated technology and software, capable of producing still images, video replay and live television broadcasts and animations as programmed.

- Is a single faced sign.
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 20m².
- Must not extend beyond a height of 12m above the ground.
- Must not project beyond the front alignment of a property.
- Must not expose an unsightly back view to a road or other public place.
- Must be located within the City Centre zone and fronting City Centre zoned premises, but must not be attached to or front residential buildings and/or mixed use buildings.
- Must not be distracting to motorised road users (e.g. is encouraged in pedestrian areas within entertainment precincts).

**“Fete sign”** is a temporary, non-illuminated advertisement advertising non-profit, short-term events such as a fete, fair or festival for charitable, religious, educational, child care, sporting organisations or the like.

- Fete signs are single faced signs that are to be located on the premises of a fete or the premises of the organisation holding the fete and may include:
  - A banner type sign of non-rigid material suspended at both ends and having a maximum single face area of 8.0m² subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy.
  - A rigid type sign which would otherwise be a pole sign, wall sign, boundary fence sign or ground sign having a maximum single face area of 2.4m² subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy.
  - A vertical banner building sign or vertical banner free standing sign
### Signs and Advertisements Definitions and Standard Design

#### Requirements

- Having a maximum single face area of 2.4m² subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy.
  - Temporary bunting and streamers.
  - No more than one of either a banner or rigid type fete sign is to be displayed for each frontage of a site.
  - A fete sign on the premises of a fete is to be displayed not more than two weeks prior to the event advertised and is to be removed by the end of the day following the event.

**“Fly poster panel”** is a panel or like surface specifically provided for the display of Fly poster signs.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum area is 6.0m².
  - A panel is affixed to a wall.
  - Must not to project more than 300mm from the wall to which it is affixed.
  - Not more than one such panel is to be displayed per 100m of street frontage.

**“Fly poster sign”** is a non-rigid advertisement affixed to a supporting surface not being part of that advertisement and is typically a printed paper advertisement, multiple copies of which are glued to walls and other fixtures.

- Other than where placed on a fly poster panel approved by the local government, a fly poster sign is considered to be inappropriate within the Local Planning Policy Area and is categorised as ‘X’ in Table 3: Assessment Categories for Signs and Advertisements.

**“Footway sign”** is a portable, freestanding advertisement, normally supported by an ‘A’ or inverted ‘T’ frame, and is displayed on private property.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, a business must not erect more than one footway sign having a maximum height of 0.9m and a maximum width of 0.6m.
  - Must be positioned on private property so as to leave clear passage for pedestrians along the footpath particularly the visually disadvantaged who rely on clear passage along the frontage of shops.
  - Must not be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.
  - Must not have moving, rotating or animated parts, such as a spinner sign.
  - Must be displayed only during trading hours and is not to be used for the display of merchandise.
**Signs and Advertisements Definitions and Standard Design Requirements**

**“Ground sign”** is a monolithic advertisement, which in effect, sits on or rises out of the ground.

- Is a single faced sign.
- Must be generally displayed within a developed landscaped environment.
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 4.0 m².
- Has a maximum height of 1.2m.
- Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.
- Must not be displayed in a manner that results in an unsightly view of the back of the sign from a road or other public place.
- Must be complementary to the design of the building or place to which it relates.
- Not more than one ground sign is to be displayed on a premises unless the street frontage of the property exceeds 100m and any such signs are not located closer than 50m to each other.

**“Hamper sign”** is an advertisement painted or otherwise affixed in the area between a door head and an awning, or at an equivalent level.

- Is a single faced sign.
- Must not project more than 300mm from the face of the wall.

**“High rise building sign”** is an advertisement naming or identifying a high rise building by the use of a logo or the like.

- Is a single faced sign.
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 36m².
- Must be 10m or more above the ground and contained within the actual or created outline of the building to which it is attached.
- The structure creating a new outline is to be designed to appear as if it were part of the original building, or otherwise matches or complements its architecture.
### Signs and Advertisements Definitions and Standard Design

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Diagram</th>
</tr>
</thead>
</table>

**“Inflatable sign”** includes any fixed or captive envelope, balloon, blimp or kite, whether a cold air inflatable or lighter than air aerial device.

- An inflatable sign is considered to be inappropriate within the Local Planning Policy Area and is categorised as ‘X’ in Table 3: Assessment Categories for Signs and Advertisements.

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**“Lantern sign”** is a translucent, three dimensional lighting fixture displaying the name and/or trading business or calling of the occupant of a business premise.

- The total sign face area is calculated as the total area of a cube within which the sign fits. Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, a lantern sign must fit into a cube having maximum edge dimensions of 0.5 x 0.5 x 0.5m.
- May be fixed to a wall or pole at a maximum height of 3.0m.
- Not more than one lantern sign is to be displayed for a Home Occupation (refer to the Town Planning Scheme No. 7 for the requirements applying to a Home Occupation).
- The illumination source must not be brighter than a standard 100 watt incandescent bulb.

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**“Mobile sign”** is a portable freestanding lightweight advertisement or an advertisement mounted on wheels to facilitate easy movement about a site.

- A business may erect and maintain not more than one portable sign which:
  - Must be positioned on private property and does not project into the thoroughfare reserve;
  - Must be displayed only during normal business hours of the business to which it relates;
  - Has a maximum height of 900mm measured from the ground;
  - Must not have any mechanically or wind driven rotating component part;
  - Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single sign face area is 1.4m²;
  - May be double faced and in such cases, subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum total sign face area is 2.8m²; and
  - Must not be located closer than 1.5m to the kerb.
<table>
<thead>
<tr>
<th>Signs and Advertisements Definitions and Standard Design</th>
<th>Diagram</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Motor vehicle sales bunting”</strong> is a series of small flags or pennants suspended from a rope or cable and are used to decorate a motor vehicle sales yard.</td>
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<tr>
<td>• The maximum amount of bunting to be displayed on a motor vehicle sales yard is:</td>
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<tr>
<td>• 10 linear metres of bunting per metre of road frontage for the first 50m of road frontage plus 5.0 linear metres of bunting per metre of road frontage in excess of 50m.</td>
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<tr>
<td>• Must be displayed at a maximum height of 6.5m above the ground.</td>
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<tr>
<td>• Motor vehicle sales bunting will only be permitted for a motor vehicle sales yard and must be maintained in a clean and tidy condition.</td>
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<tr>
<td><strong>“Motor vehicle sign”</strong> is an advertisement display on a vehicle where the display of the advertisement is the primary use of the vehicle and located on the property permanently.</td>
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</tr>
<tr>
<td>• A motor vehicle sign is considered to be inappropriate within the Local Planning Policy Area and is categorised as ‘X’ in Table 3: Assessment Categories for Signs and Advertisements.</td>
<td></td>
</tr>
<tr>
<td><strong>“Newsagency sign”</strong> is a small non-illuminated, temporary, movable advertisement positioned within the property boundary advertising publications for sale.</td>
<td></td>
</tr>
<tr>
<td>• Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single sign face area is 0.36m² per face, for a maximum of two faces.</td>
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</tr>
<tr>
<td>• Must be attached to the front of the premises where the items are for sale.</td>
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<tr>
<td>• A newsagency sign advertising a newspaper or periodical is not a third party sign.</td>
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</tr>
<tr>
<td><strong>“Plate sign”</strong> is a small advertisement identifying the name and/or trade, business or calling of the occupant of the business premises and includes a home occupation.</td>
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</tr>
<tr>
<td>• Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 0.6m² per face, for a maximum of two faces.</td>
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</tr>
<tr>
<td>• Must be painted or affixed to a wall or fence.</td>
<td></td>
</tr>
<tr>
<td>• Must be positioned on private property.</td>
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</tr>
<tr>
<td>• Must not project into the thoroughfare.</td>
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</tbody>
</table>
## “Pole sign”

- **Not more than one pole sign must be displayed per street frontage of a property.**
- **Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 2.4 m² per face.**
- **Has a maximum height of 5.0m.**
- **Must not be located less than 1.5m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary.**
- **Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.**
- **Must not be located on a street frontage of a premises along which is located another pole sign, billboard sign, billboard sign - large, ground sign, pylon sign or pylon sign - large.**

## “Projected image sign”

- **Subject to the local government’s discretionary approval, a projected image sign may be acceptable in larger commercial areas, particularly centres of entertainment and night-life, provided the impacts of their display are assessed as acceptable.**

## “Projecting flag sign”

- **Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 0.3m² per face.**
- **Not more than four (4) such advertisements are to be displayed per premises and the advertisements are to be positioned no closer than 2.0m to each other.**
- **Must have a minimum clearance of 2.75m between any rigid part of the flag and a footpath pavement and 2.4m clearance to any flexible part of the flag.**
“Projecting sign” is a double-faced advertisement projecting at right angles to a wall.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the projecting sign must not be wider than 750mm and must not have a vertical dimension of more than 7.5m.
- Must not project further than 1.0m from the face of the wall to which it is attached nor be within 6.0m of another projecting sign on the same lot.
- Must have a minimum 2.75m clearance between the lowest part of a projecting sign and the pavement.
- Must not extend more than 10m above the ground, or extend above the wall to which it is attached.

“Property transaction sign” is a non-illuminated advertisement sign displayed for the duration of the period over which property transactions are offered and negotiated for the sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed.

- Property transaction signs may be double faced and are permitted up to the sizes provided in Schedule 9 of the Scheme, and for these sizes to apply as the maximum total sign face area of each single faced or double faced property transaction sign.
- No property transaction sign is to interfere with the safe and convenient passage of pedestrians.

“Pylon sign” is a display surface the height of which is greater than the width and which may be positioned on the ground or mounted on one or more vertical supports.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 10m² per face, for a maximum of two faces.
- The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but is not to exceed 10m. The height of a building is defined as the height of the uppermost part of the building above ground level.
- Must be mounted as a free-standing structure.
- Must not be located less than 1.5m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary.
- Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.
- Must not expose an unsightly back view of the sign to a road or other public place.
### Signs and Advertisements

**Definitions and Standard Design Requirements**

- Must not to be located on a street frontage of a premises along which is located another pylon sign, billboard sign, billboard sign - large, ground sign, pole sign, or pylon sign - large.

**“Pylon sign - large”** is a large display surface the height of which is greater than the width and which may be positioned on the ground or mounted on one or more vertical supports.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 36m² per face, for a maximum of two faces.
- The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but should not exceed 8.4m. The height of a building is defined as the height of the uppermost part of the building above ground level.
- Must be mounted as a freestanding structure.
- Must not be located less than 1.5m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary.
- Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary.
- Must not expose an unsightly back view of the sign to a road or other public place.
- A pylon sign large is not to be located along a street frontage of a property, along which is located another pylon sign large, billboard sign, pylon sign, billboard sign large or pole sign, and in no case less than 3.0m from the front boundary.
- Where pylon signs large are to be erected on a property on which a building/s with multiple tenancies (such as shopping centres) is erected or is to be erected, the pylon signs may be required to be consolidated into one sign.

**“Retail sales sign”** is a temporary flag or banner advertising an auction, retail sale or the like.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single face area is 2.4m².
- Not more than one retail sales sign is to be displayed per lot/tenancy per street frontage.
- A retail sales sign is not to be displayed for more than two weeks in any two (2) month period.
“Roof sign” is an advertisement positioned at the top of a building (above an awning, verandah roof or the like) where the roof of that building would normally form the predominant backdrop to the sign when it is viewed from the ground.

- A roof sign is to be contained within an existing outline of a building and the size and form of a roof sign are to be appropriate to the scale and character of both the building on which it is displayed and other development within the locality.
- Must not extend horizontally beyond the edge of the roof of the building and must not at any point be within 4.0m of the ground.
- Where there are several roof signs on a building for a number of different tenancies, such as at a shopping centre, such signs shall match, align, or otherwise be compatible with each other.
- Is a single faced sign.
- Is not inflatable.
- The light source for an illuminated roof sign is to be internal, neon, or directed to avoid excessive “light spillage”.
- Roof signs shall comply, in regard to height above ground and height of sign, with the following:

<table>
<thead>
<tr>
<th>Height of Main Building above Ground Level at point where Sign is to be erected</th>
<th>Maximum Height of Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0m and under 5.0m</td>
<td>1.25m</td>
</tr>
<tr>
<td>5.0m and under 6.0m</td>
<td>1.8m</td>
</tr>
<tr>
<td>6.0m and under 12.0m</td>
<td>3.0m</td>
</tr>
<tr>
<td>12.0m and under 18.0m</td>
<td>5.0m</td>
</tr>
<tr>
<td>18.0m and under 24.0m</td>
<td>6.0m</td>
</tr>
<tr>
<td>24.0m and upwards</td>
<td>7.0m</td>
</tr>
</tbody>
</table>

“Sign written non-building structure sign” is an advertisement painted on or otherwise affixed to any structure that is not a building, such as a batching plant, conveyor housing, or liquid or gas storage tank.

- A sign written non-building structure sign is to be contained within the height and width of the structure on which it is displayed.
- Is a single faced sign.
### Local Planning Policy: Signage and Advertisements

**Signs and Advertisements Definitions and Standard Design Diagram**

#### “Sign written roof sign”

- An advertisement painted on a roof.

  - Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum sign face area is 36m² or 50% of the area of the roof on which it is painted as seen from any horizontal direction, whichever is the lesser.

#### “Sky sign”

- An advertisement positioned on the top of a building so that when it is viewed from the ground the advertisement is predominantly back dropped by the sky.

  - A sky sign is considered to be inappropriate within the Local Planning Policy Area and is categorised as ‘X’ in Table 3: Assessment Categories for Signs and Advertisements.

#### “Sporting field fence sign”

- An advertisement painted or otherwise affixed to the inward side of a fence around a sporting field, so as not to be readily discernible from a road or other public place.

  - Is a single faced sign.

  - Where a sporting field fence sign or a similar advertisement in a sports club, arena, stadium or the like is readily discernible from a road or other public place, it will be deemed to be a boundary fence sign for the purposes of this Local Planning Policy.

#### “Stallboard sign”

- An advertisement painted on or otherwise affixed to the base of a shop front normally below a shop window.

  - A stallboard sign is a single faced sign which is to be designed to be compatible with the building on which it is to be located.

  - Must not protrude in a manner that could injure pedestrians and must be contained within the property boundary.
Signs and Advertisements  Definitions and Standard Design  Diagram

**Requirements**

<table>
<thead>
<tr>
<th>“Under awning sign”</th>
<th>is an advertisement suspended under an awning or verandah.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Must be oriented at right angles to the building frontage.</td>
<td><img src="image1.png" alt="Diagram" /></td>
</tr>
<tr>
<td>• Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, an under awning sign must be no greater than 2.4m long, 500mm deep and 300mm wide.</td>
<td></td>
</tr>
<tr>
<td>• May be double faced.</td>
<td></td>
</tr>
<tr>
<td>• The length of an under awning sign must not exceed 75% of the width of the awning or verandah to which it is attached and must not project beyond the outer edge of the awning or verandah.</td>
<td></td>
</tr>
<tr>
<td>• Must have a minimum clearance of 2.75m between its lowest part and the pavement below.</td>
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</tr>
<tr>
<td>• Must usually be centrally located along the frontage of the shop or tenancy it advertises and, in the case of a shopping arcade, one additional such sign may be displayed at the arcade entrance.</td>
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</tr>
<tr>
<td>• Must not to be closer than 3.0m to another under awning sign, or closer than 1.5m to a side boundary of a property or tenancy.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>“Vertical banner building sign”</th>
<th>is an advertisement of non-rigid material normally fixed at the top and bottom to brackets projecting from a building.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single face area is 2.4m² per face, for a maximum of two faces.</td>
<td><img src="image2.png" alt="Diagram" /></td>
</tr>
<tr>
<td>• Has a maximum width of 750mm, and must not extend beyond 6.0m above the ground.</td>
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</tr>
<tr>
<td>• Must have a minimum clearance of 2.75m between the lowest part of a vertical banner building sign (including its supporting brackets) and the pavement.</td>
<td></td>
</tr>
<tr>
<td>• Must be erected only within the boundaries of a premises.</td>
<td></td>
</tr>
<tr>
<td>• Must be not less than 6.0m apart, or closer than 3.0m to a side or rear boundary.</td>
<td></td>
</tr>
<tr>
<td>• Must not be illuminated.</td>
<td></td>
</tr>
</tbody>
</table>
“**Vertical banner freestanding sign**” is an advertisement of non-rigid material normally fixed at the top and bottom to brackets extending from a freestanding pole.

- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single face area is 2.4m² per face, for a maximum of two faces.
- Has a maximum width of 750mm, and must not extend beyond 5m above the ground.
- Must have a minimum clearance of 2.75m between the lowest part of a vertical banner freestanding sign (including its supporting brackets) and a pavement.
- Must be erected only within the boundaries of a premises.
- Must be not less than 6.0m apart, or closer than 3.0m to a side or rear boundary.
- Must not be illuminated.

“**Wall sign**” is an advertisement affixed flat to a building wall or painted onto a building wall and/or fascia.

- A wall sign is to only display the name, logo or slogan of the business premises to which the sign is applied.
- Subject to compliance with the maximum total sign face area as given in clause 9.1 of this Local Planning Policy, the maximum single face area is 36m², and must not extend beyond 12.0m above the ground.
- Must not project more than 300mm from the wall and/or fascia to which it is affixed.
- Must not to project beyond the edges of a wall and/or fascia.
- A wall sign, which extends above a wall, may be considered as a roof sign.

“**Window sign 30% coverage**” means an advertisement affixed to or painted on a shop window, having a maximum of 30% coverage of any glazed area, by the occupier thereof and relating to the business carried on therein.

- A window sign must not exceed 30% of the area of the glass panel or panels on which it is exhibited.