



POLICY NO:-

**SDev CP084 – LOCAL PLANNING POLICY – ADVERTISING SIGNAGE****GOVERNANCE INFORMATION**

<b>Procedure Link:</b>	NA	<b>Administrative Policy Link:</b>	NA
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**ADMINISTRATION INFORMATION**

<b>History:</b>		Draft	OCM	29/07/2020		<b>Synopsis:</b>	
<b>Version:</b>	1	SDev CP084	OCM	30/09/20	Res: 269-20	<b>Synopsis:</b>	Policy reviewed and endorsed by Council.
<b>Version:</b>	2	SDev CP084	OCM	31/03/21	Res: 61-21	<b>Synopsis:</b>	Amended and adopted by Council.
<b>Version:</b>	3	SDev CP084	OCM	28/09/22	Res: 243-22	<b>Synopsis:</b>	Reviewed and adopted by Council.

**1. RESPONSIBLE DIRECTORATE**

Sustainable Development

**2. PURPOSE AND OBJECTIVE**

This Policy provides guidance on the assessment of advertisement signs within the Shire of Dardanup. This Policy outlines when advertisement signs require development approval, and the objectives and standards against which the Shire will assess applications for advertisement signs.

This Policy also seeks to exempt certain advertisement signs from the need to obtain development approval where minimum requirements are met.

The objectives of this Policy are to:

- 2.1 Ensure that advertisement signs are appropriate for their location, relate to the land and/or buildings for which it is placed, and do not adversely impacts the amenity of the surrounding area.
- 2.2 Ensure advertising signage is of a scale appropriate to buildings, lot size and lot frontage/s of the site relevant to the application.
- 2.3 Ensure that advertisement signs only advertise services offered and/or products produced, sold, and/or manufactured on the land or building/s related to the approved use/s taking place.
- 2.4 To ensure advertisement signs do not pose an unnecessary risk to the safety of people and vehicles by virtue of their location, design, use and function.
- 2.5 To ensure that advertising signs are simple, clear, easy to read and maintained to a high standard.
- 2.6 Protect the cultural heritage significance of particular places and/or areas.
- 2.7 To provide for the rationalisation of signage on properties with multiple advertising requirements.

This Policy made pursuant to Division 2, Part 2, Schedule 2 of the Deemed Provisions for local planning schemes of the *Planning and Development (Local Planning Schemes) Regulations, 2015*. Under clause 3(5) and clause 67(g) of the Deemed Provisions the Local Government is to have due regard to a local planning policy in making a determination under the local planning scheme and applications for development approval.

**3. REFERENCE DOCUMENTS**

- Planning and Development Act, 2005
- Planning and Development (Local Planning Schemes) Regulations 2015
- Shire of Dardanup Local Planning Scheme No.3 (TPS3)

**4. DEFINITIONS**

- 4.1 The words and expressions in this policy have their normal and common meaning, and as defined in Part 1, Clause 1.8 of the Shire of Dardanup Town Planning Scheme No.3, the *Planning and Development Act, 2005*, the *Planning and Development (Local Planning Schemes) Regulations, 2015*, and as defined below.

4.2 The meaning of other specific words and expressions relevant to this Policy given below:

*Advertisement Sign:* Has the same meaning as an 'Advertisement' as defined in the *Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 – Deemed Provisions*.

*Electronic Display Screen/Panel:* Means an advertisement sign or a portion of an advertisement sign that displays an electronic image or video, which may or may not include text.

*Election Sign: Means a sign that is -*

- a) The advertisement is erected or installed in connection with an election, referendum or other poll conducted under the *Commonwealth Electoral Act 1918* (Commonwealth), the *Referendum (Machinery Provisions) Act 1984* (Commonwealth), the *Electoral Act 1907*, the *Local Government Act 1995* or the *Referendums Act 1983*.
- b) The primary purpose of the advertisement is for political communication in relation to the election, referendum or poll.

*Fence:* a freestanding structure put in place to mark a boundary and restrict movement across a property. It can be a permeable or solid structure. A fence may consist of several sections each section defined by a clear edge at which the angle of alignment of the adjoining fence changes.

*Gable:* is the generally triangular portion of a wall between the edges of a sloping roof.

*Heritage Area:* Has the same meaning as 'Heritage Area' as defined in the *Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 – Deemed Provisions*.

*Heritage Place:* Has the same meaning as 'Heritage Place' as defined in section 3(1) of the *Heritage of Western Australia Act 1990*.

*Heritage Protected Place:* Has the same meaning as 'Heritage protected place' as defined in the *Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 – Deemed Provisions*.

*Sign:* includes all forms of advertising devices, signage and bill posting including a notice, flag, mark, structure or device, or part thereof, whether or not words, numbers, expressions or symbols are shown thereon.

*Sign surface area:* where the sign is painted, printed or affixed on a building or fence and there is no contrasting background used to the predominant colour of the building elevation or fence, the surface area of the sign taken as the outer edge of the lettering, symbols images used. In the event contrasting colour(s) are used, the outer edge of the contrasting colour(s) will form the sign surface area. The surface area of the sign in a co-joined 'V' shape is the sum of both surfaces.

*Third Party Signage:* Means any advertisement sign advertising services and products unrelated to the subject site.

*Wall:* is the vertical external face of a constructed building comprising solid building material and includes any openings (windows/doors) but does not include a fence. A building may consist of several walls each wall being defined by a clear edge at which the angle of alignment of the adjoining wall changes

4.3 The definitions of various advertisement signs are contained within Table 1, 2 and 3: Advertisement Sign Requirements.

## 5. POLICY

5.1 This Policy exempts advertisement signs from requiring development approval where the advertisement sign is permitted in a Zone and complies with the development standards in Table 1 and the General Requirements listed in Part 7.1 of this Policy.

5.2 A Development Approval application is required for all other signs within the Shire, excluding signs for which approval is not required under Clause 61 of the Deemed Provisions. Development applications will be assessed against the Development Standards contained in Table 2 where applicable, and the Development Requirements listed in Part 7 of this Policy. Advertisement signs that do not comply with the objectives listed in Part 2 of this policy are deemed unacceptable and will not be supported unless exceptional circumstances exist.

- 5.3 The exemption afforded by Clause 5.1 of this Policy does not apply in any of the following situations where the advertisement sign:
- a) is located on land reserved under the Greater Bunbury Region Scheme or on a lot abutting land reserved under the Greater Bunbury Region Scheme, unless the development is exempted under the Greater Bunbury Region Scheme;
  - b) is located in a road reserve under the care and control of the Shire of Dardanup except for signs approved under Infr CP040 and Infr CP041;
  - c) does not comply with the Development Requirements listed in Part 7 of this Policy;
  - d) is illuminated or contains an electronic display screen and/or panel components;
  - e) is inconsistent with any relevant Design Guidelines or other Local Planning Policy;
  - f) is located in a place that is included on a Heritage List or on land located within a Heritage Area designated under the Scheme or located in a Heritage Protected Place;
  - g) is to be erected or installed within 1.5m of any part of a crossover or street truncation;
  - h) Where multiple signs are proposed **on** a single property and/or lot.
- 5.4 If a particular advertisement sign is not listed or defined, it shall be assessed on its individual merits in accordance with the objectives outlined in Part 2 of this Policy and the Scheme.
- 5.5 Before carrying out of any development listed associated with advertising signs, any other licences, permits or approvals required is to be obtained in accordance with any other law. A building permit may be required and applicants should consult with the Shire Building Division to determine if a building permit application is required to be submitted.
- 5.6 Signs listed in Table 3 are not permitted in the Shire of Dardanup.

## 6. INFORMATION REQUIRED TO ACCOMPANY DEVELOPMENT APPLICATION

An application for development approval for an advertisement sign is to be accompanied by the required information listed by Clauses 62 and 63 of the Deemed Provisions. At a minimum, a signage plan/s shall be submitted with each application with the following information:

- The name of the sign type as described in this Policy, for example, 'Wall Sign', 'Roof Sign' etc. or a full description of the sign;
- Details of the business or land use conducted on the premises to which the sign relates including the business name, business owner/proprietor, business address and contact details;
- Site plan: indicating the location of each proposed sign on the building and/or site and any existing signage that will be retained or removed;
- Elevations: showing the details/display of each sign, including wording, images, logos, colours and size dimensions, drawn to a professional standard;
- Specifications: including materials to be used, fixing methods, proposed illumination (if any) and any support structure/s;
- All application for development approval are to include footing details of the signage structure, or detail as to how the sign is intended to be fixed to the land or the building to which it applies;
- Fee: if a signage application does not form part of a larger development application, the fee will apply based on the cost of the proposed signage; and
- Approximate cost of the proposed sign.

Applications for development approval, which are not accompanied by the necessary information, will not be accepted for assessment and processing.

All applications for Electronic Display Screen/Panel Signs are required to be accompanied with an electronic display screen/panel lighting impact report from a qualified lighting engineer that specifies the maximum daytime, dawn/dusk, and night-time brightness relative to the surrounding development and land uses and the dwell/transition time.

All applications for advertisement signs within a Heritage Area/Place are required to be accompanied with a heritage assessment or statement prepared by a qualified practitioner that specifies the impact of the sign on the heritage of the area.

## **7. DEVELOPMENT REQUIREMENTS**

### **7.1 General Requirements**

- a) Advertisement signs shall only advertise services and products available on the premises where the sign is located. Third party advertising not permitted.
- b) Advertisement signs must be contained wholly within the property boundaries of a lot and a nil setback may apply where the sign will not overhang and the sign and its footings will not encroach into any reserve (including road reserve).
- c) A sign is not to be erected or installed within 1.5m of any part of a crossover or street truncation and is not to cause interference with or be hazardous to vehicular traffic and pedestrians.
- d) Street numbering shall be incorporated into advertisement signage, and shall be clearly visible from the street.
- e) Except where required by clause 5.3 of this Policy, development approval is not required where the content of an approved advertisement sign is proposed to be changed, provided the dimensions, location and structure remain unchanged, and the wording is not to be of an offensive nature.
- f) Advertisement signs shall not be located in a location or manner that unreasonably obstructs the view of existing public artwork or murals.
- g) Signs are required to be securely fixed to the structure by which it is supported.
- h) A signage strategy is required for multiple signs on a single property and/or lot.
- i) Where a proposed sign is exempt, the applicant is to provide written correspondence of the proposed signage for the Shire to keep on record.
- j) Signs needs to be of a high quality, and maintained to a high quality. If in the opinion of the local government, the sign is in conflict with the aims of the Scheme the local government may require the owner of the advertisement to repair or remove the advertisement.

### **7.2 Illuminated and Electronic Display Screen/Panel Signs**

- a) All Electronic Display Screen/Panel signs shall:
  - i. be restricted to static images that are:
    - externally illuminated during hours of darkness; or
    - displayed electronically, i.e. in a digital format.
  - ii. have a minimum dwell time duration of 30 seconds;
  - iii. not contain a transition time from one display to another that exceeds 0.1 seconds; and
  - iv. no display transitional effects such as fly-in, fade-out and scrolling.
- b) Illuminated advertising signs, including electronic display screens/panels, abutting any road must:
  - i. use a low level of illumination, not exceeding 300cd/m<sup>2</sup>, not flash, pulsate, or chase, and not cause a nuisance, by way of light spillage, to light received to the abutting sites to a maximum of 50 lux;
  - ii. not contain fluorescent, reflective or retro reflective colours or materials;
  - iii. not interfere with or be likely to be confused with traffic control signals;
  - iv. screen any electrical cables from the public realm and be maintained in a tidy manner; and
  - v. not be located in Residential areas.

### **7.3 Signage Strategy**

- a) A Signage Strategy (example illustrated in Appendix 1) required by Clause 7.1 of this Policy shall include the following information:
- i. a scaled site plan, illustrating the location of any existing and proposed signage;
  - ii. elevation details illustrating the location and dimensions of any existing and proposed/future signage;
  - iii. details of any illumination if signage is proposed to be illuminated;
  - iv. evidence that all tenancies have equitable access to signage locations and
  - v. other plans and information that the Shire may reasonably require to enable the signage strategy to be assessed and determined.
- b) All advertisement signs shall comply with the approved Signage Strategy, unless otherwise approved by the Shire under a separate development approval.
- c) Further development approval is not required where an advertisement sign complies with an approved signage strategy.

### **7.4 Heritage Places**

- a) Any original and early signage (including remnants) that contribute to the cultural heritage significance of a heritage place shall be preserved.
- b) The size, scale, location, materials and colours of any proposed advertisement sign on a heritage place must respect the heritage value of the site.
- c) Advertisement signs shall not impact the heritage value/significance of an area.

### **7.5 Performance Criteria**

Where standards in Clause 7.1 and 7.2 are not met, the variations will be assessed in accordance with the performance criteria outlined below:

**a) Response to location and character**

- Signs shall not result in an adverse impact upon the character or historical significance of the site.
- Signs shall not dominate the streetscape or detract.
- Signs shall not block important views or vistas to environmental or heritage areas or obscure architectural detailing.

**b) Scale and design of signage**

- The scale and design of signage is appropriate to the building and architectural details to which it relates.
- The scale and design is compatible with surrounding development and general nature of land use.
- Signs shall not contain reflective materials or finishes that would adversely affect amenity within the public realm or adjacent buildings.
- Signs shall not incorporate sound or vibration
- Signs shall not incorporate offensive content.
- All supporting structures, cabling and conduits shall be screened from public view.

**c) Rationalisation of signage**

- The rationalisation of signage is supported where possible.
- Multiple signs on a single site will not be supported, where rationalisation opportunities are possible.

**d) Design, construction and maintenance**

- Signs shall be constructed using high quality, durable materials and installed in a professional manner.
- Signs are maintained to a high standard.

**e) Safety**

- Signs shall be adequately installed and secured.
- Signs shall not cause confusion with, or reduce the effectiveness of, traffic control devices.
- Signs shall not cause driver distraction or otherwise impact on traffic or driver safety.
- Signs shall not obstruct safe and convenient pedestrian movement.
- Signs shall not pose a threat to public safety or health.

**7.6 Contents of Signs**

The content of any sign shall not contain any information that may be deemed by the Local Government to be misleading, offensive or derogatory in nature. Where a sign is deemed to fall into one or more of the categories above, the Local Government will request that revised content be provided.


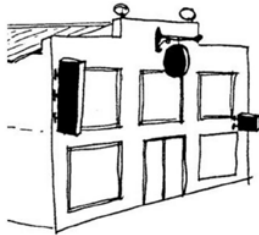

**7.7 Advertisement Signs required by Shire of Dardanup and Public Authorities**




Advertisement signs required by the Shire of Dardanup and/or a public authority are exempt from requiring development approval.

**8. APPLICATION**

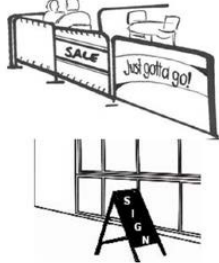
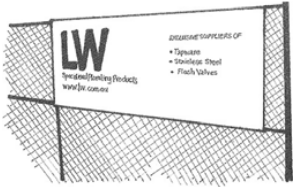

This Policy applies to the entire Shire of Dardanup Scheme Area and is to be read in conjunction with the Scheme and any other relevant local planning policy. This Policy does not deal with:


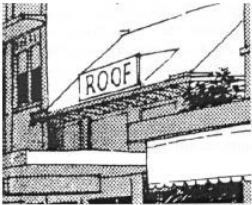
- warning signs and risk management signage installed by the Local Government on Local Government controlled land in accordance with the *Public Works Act, 1902*; and
- street parking signs, information signs, road signs, regulatory traffic signs and directional signs installed by the Local Government in local road reserves in accordance with the *Public Works Act, 1902*. The Local Government's approach to such signage is set out in Policy CP040 Directional Signage Policy for Fixed Signs within Road Reserves and Policy CP041 Directional Signage for Public Events and Activities – Temporary Signs within Road Reserves.

SIGN TYPE		EXEMPTED ADVERTISEMENTS – DEVELOPMENT STANDARDS
SIGNS ON BUILDINGS	PERMITTED ZONES	
<p><b>Freestanding Banner Signs</b></p> <p>A freestanding banner sign is an advertising device made from lightweight material attached to a pole weighted to the ground. These signs come in a variety of shapes and may also be referred to as ‘Bali’, ‘Teardrop’, ‘Blade’ or ‘Wing’ signs.</p> 	<p>Mixed Use District Centre Industrial – Light Industrial General Business Commercial Mixed Business Other Community</p>	<ul style="list-style-type: none"> <li>• Dimension: max. 2.5m height max. 1.2m width</li> <li>• Must: <ul style="list-style-type: none"> <li>• be limited to 2 per street frontage;</li> <li>• be securely fixed to a building or pole of sufficient size and strength to support the banner under all conditions;</li> <li>• be erected within the boundaries of the lot and not project beyond any lot boundary;</li> <li>• not be located within the street setback line;</li> <li>• not impede vehicle</li> <li>• sightlines for access to and from the property; and</li> <li>• not impede pedestrian access to and from the property</li> </ul> </li> </ul>
<p><b>Projecting Signs</b></p> <p>An advertisement sign which projects more than 300mm out from a wall of a building, below the eaves or ceiling height.</p> 	<p>Mixed Use District Centre Industrial – Light Industrial General Business Commercial Mixed Business Other Community</p>	<p>All Projecting Signs shall:</p> <ul style="list-style-type: none"> <li>• be limited to a maximum of one sign per tenancy;</li> <li>• have a minimum clearance of 2.7m from the natural ground level;</li> <li>• not project out more than 1m from the wall of which it is attached;</li> <li>• not exceed 4m<sup>2</sup> in area;</li> <li>• not be placed within 2m of either end of the wall to which they are attached; and</li> <li>• not project above the top of the wall to which they are attached.</li> </ul>
<p><b>Wall Signs</b></p> <p>An advertisement sign which is affixed to the external part of a wall of a building, a gable end, or a building façade and no part of which is above the roofline of the building.</p> 	<p>Mixed Use District Centre Industrial – Light Industrial General Business Commercial Mixed Business Other Community</p>	<p>Wall Signs shall:</p> <ul style="list-style-type: none"> <li>• not extend laterally beyond either end of the wall or protrude above the top of the wall; and</li> <li>• not cover more than 10% of the façade for each tenancy within a building and/or development site visible from the public realm; or</li> <li>• where there is an approved signage strategy, not cover more than 25% of a façade within a building and/or development site visible from the public realm.</li> </ul>

SIGN TYPE		EXEMPTED ADVERTISEMENTS – DEVELOPMENT STANDARDS
SIGNS ON BUILDINGS	PERMITTED ZONES	
<p><b>Window Signs</b>                      An advertisement sign which is painted or affixed to either the interior or exterior surface of the glazed area of the window.</p> <p><i>*Note: This includes all areas of non-advertising window coverings which block views into or out of the window of the building to which they are affixed.</i></p> 	<p>Mixed Use                      District Centre                      Industrial – Light                      Industrial General                      Business Commercial                      Mixed Business                      Other Community</p>	<p>Window Signs that:</p> <ul style="list-style-type: none"> <li>do not cover more than 50% of the total window area per tenancy;</li> <li>not obstruct views onto the public realm; and</li> <li>not detract from the streetscape</li> </ul>
<p><b>Property Transaction, Display Home, and Building Construction Signs</b></p> <p>An advertisement sign advertising the display, sale, construction or lease of buildings, land and/or development.</p>  	<p>All Zones</p>	<p>Property Transaction, Display Home, and Building Construction Signs pertaining to Single Houses, Grouped and Multiple Dwellings that:</p> <ul style="list-style-type: none"> <li>a double faced sign having not exceeding an area of 2m<sup>2</sup> for property transactions and building construction and 4m<sup>2</sup> for Display Homes;</li> <li>are limited to a maximum of one sign per street frontage for each property or tenancy; and</li> <li>illumination is not permitted.</li> </ul> <p>Property Transaction and Building Construction Signs for shopping centres, commercial developments, that:</p> <ul style="list-style-type: none"> <li>do not exceed an area of 5m<sup>2</sup>;</li> <li>are limited to a maximum of one sign per street frontage for each property or tenancy; and</li> <li>do not exceed a maximum height of 3m, inclusive of supporting posts/structures.</li> </ul>



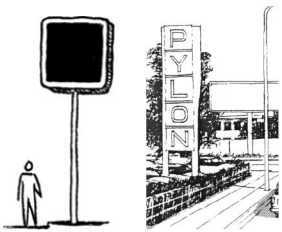

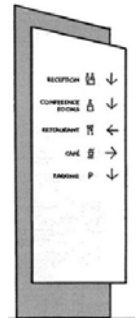
SIGN TYPE PORTABLE TEMPORARY SIGNAGE	PERMITTED ZONES	EXEMPTED ADVERTISEMENTS – DEVELOPMENT STANDARDS
<p><b>Ground Based Signs</b> An advertisement sign not permanently attached to the ground including, but not limited to a sandwich board sign which consists of two sign boards attached to each other at the top or elsewhere by hinges or other means, which is no higher than 1.2m above natural ground level.</p> 	<p>Mixed Use District Centre Industrial – Light Industrial General Business Commercial Mixed Business Other Community Tourist General Farming</p>	<p>Ground Based Signs that:</p> <ul style="list-style-type: none"> <li>• contain a maximum area of 1m<sup>2</sup> each side;</li> <li>• are only displayed during the operating hours of the business to which the sign relates;</li> <li>• provide a clearance of a minimum of 1.8m to a footpath or pedestrian walkway;</li> <li>• are limited to a maximum of one sign per tenancy on a lot;</li> <li>• are not located more than 5m from the building to which the sign relates;</li> <li>• do not exceed a maximum height of 0.75m measured from natural ground level (including supporting structures).</li> </ul>
<p><b>Fence Sign</b> An advertisement sign attached to a fence.</p> 	<p>Industrial – Light Industrial General</p>	<p>Fence Signs shall:</p> <ul style="list-style-type: none"> <li>• Is a single faced sign;</li> <li>• be limited to a maximum of one sign per street frontage on any one lot;</li> <li>• be securely attached;</li> <li>• sit flush on the fence to which it is attached;</li> <li>• not contain any sharp or pointed edges below a height of 2.7m;</li> <li>• not cover more than 30% of the total area of the fence; and</li> <li>• not impact on views to the street and/ or building.</li> </ul>
<p><b><u>Signage for sponsorships at sports grounds/ovals</u></b></p>	<p><b><u>All zones and reserves where the use is permitted and approved.</u></b></p>	<p><b><u>Signs shall:</u></b></p> <ul style="list-style-type: none"> <li>• be securely attached to a fence;</li> <li>• be no higher than 1.2m from the ground;</li> <li>• sit flush on the fence to which it is attached;</li> <li>• not be illuminated;</li> <li>• always be internally facing.</li> </ul>
<p><b>Rural Producer Sign</b> A sign erected on land lawfully used for rural or farming purposes which advertises goods or products produced, grown or lawfully manufactured on the land within the boundaries of which the sign is located.</p> 	<p>Tourist General Farming Small Holdings</p>	<p>Rural Producer Sign shall;</p> <ul style="list-style-type: none"> <li>• Not exceed 2.5m<sup>2</sup> in area;</li> <li>• Not exceed 3m in height;</li> <li>• Be no more than one sign per lot; and</li> <li>• Only be erected and maintained on land on which the goods or products are produced, grown or lawfully manufactured</li> </ul>

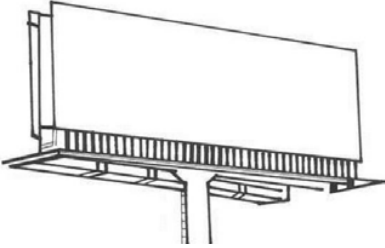
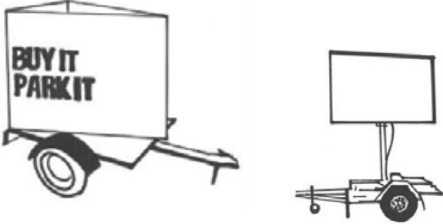
SIGN TYPE PORTABLE TEMPORARY SIGNAGE	PERMITTED ZONES	EXEMPTED ADVERTISEMENTS – DEVELOPMENT STANDARDS
<p><b>Home Occupation/Home Business Sign</b></p>	<p>Residential</p>	<p>Specific signage provisions – areas</p> <p>Signage on residential properties:</p> <ul style="list-style-type: none"> <li>• Shall be associated with an approved home occupation or home business.</li> <li>• No more than one sign per street frontage shall be supported</li> <li>• Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines.</li> <li>• Individual signage shall not exceed 0.5 of a square metres</li> <li>• No illumination permitted.</li> </ul>
<p><b>Election sign</b></p> <p>As per the definition in Part 4 of this policy.</p> 	<p><b>All Zones</b></p>	<ul style="list-style-type: none"> <li>• Not to be displayed on local government controlled land or a road or other public place.</li> <li>• The advertisement is not erected or installed until the writ or writs have been issued or, for an election, referendum or poll under the Local Government Act 1995, until the 36th day before the day on which the election, referendum or poll is to be held.</li> <li>• The advertisement is removed no later than 48 hours after the election, referendum or poll is conducted.</li> <li>• The advertisement is not erected or installed within 1.5 m of any part of a crossover or street truncation.</li> </ul>
<p><b>Roof sign</b></p> <p>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.</p> 	<p>Mixed Use District Centre Industrial – Light Industrial General Business Commercial Mixed Business Other Community Tourist</p>	<ul style="list-style-type: none"> <li>• A maximum area of 20% of the area of the roof panel on which it is located or 4m<sup>2</sup> whichever is the lesser.</li> <li>• A maximum width of 2/3 of the width of the roof.</li> <li>• Does not protrude above the roof ridgeline.</li> <li>• Does not project more than 300mm from the portion of the building to which it is attached.</li> </ul>

**TABLE 2 – SIGNS THAT REQUIRE DEVELOPMENT APPROVAL**

**Signs that Require Development Approval**

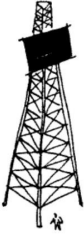
The following signs require development approval in all circumstances. Applications will be assessed on their merit and need to demonstrate compliance with the Development Standards in Table 2.

SIGN TYPE	DEVELOPMENT STANDARDS
<p><b>Pylon Signs</b></p> <p>An advertisement sign which affixed to the ground having one or more supports where the overall height (inclusive of any supports) is greater than the sign’s horizontal dimension.</p> 	<p>Pylon Signs shall:</p> <ul style="list-style-type: none"> <li>• The maximum sign face area is 10m<sup>2</sup> per face, for a maximum of two faces;</li> <li>• Must not be located less than 1.5m from the front property boundary (including the primary and secondary street frontages of a corner lot), and must not project beyond the alignment of any property boundary;</li> <li>• have a minimum clearance of 2.7m from the natural ground level;</li> <li>• be restricted to a maximum of either one pylon or monolith sign per street frontage, or where a lot has numerous tenancies/units, multiple pylon or monolith signs may be approved where separated by a minimum distance of 50m;</li> <li>• not exceed 2.5m measured horizontally across the face of the sign;</li> <li>• Where practical, make provision for infill panels to accommodate the needs of a property containing multiple tenancies/units;</li> <li>• not be more than 6m above natural ground level (including supporting structures), except where: <ul style="list-style-type: none"> <li>• multiple tenancies/units are located on a lot, then the height can be increased to 7m above natural ground level (including supporting structures).</li> </ul> </li> </ul>
<p><b>Balloon Sign</b></p> <p>An inflatable advertisement sign.</p> 	<p>Balloon Signs shall:</p> <ul style="list-style-type: none"> <li>• not exceed 7m in diameter;</li> <li>• not exceed 9m in height;</li> <li>• not be displayed for more than 14 days in aggregate for any one calendar year; and</li> <li>• be securely attached.</li> </ul>
<p><b>Monolith Signs</b></p> <p>An advertisement sign comprising of a solid, ground mounted structure, where the vertical dimension exceeds the horizontal dimension, but does not include a Pylon Sign or a Directional Sign:</p> 	<p>Monolith Signs shall:</p> <ul style="list-style-type: none"> <li>• not be more than 6m above natural ground level (including supporting structures), except where multiple tenancies/units are located on a lot, then the height can be increased to 7m above natural ground level.</li> <li>• have a maximum area of 15m<sup>2</sup></li> <li>• be restricted to a maximum of either one pylon or monolith sign per street frontage, or where a lot has numerous tenancies/units, multiple monolith or pylon signs may be approved where separated by a minimum distance of 50m.</li> <li>• Where practical, make provision for infill panels to accommodate the needs of a property containing multiple tenancies/units.</li> </ul>

SIGN TYPE	DEVELOPMENT STANDARDS
<p><b>Billboards</b></p> <p>An advertisement sign fixed to a freestanding structure or building may include LED components, however not classified as a pylon or wall sign.</p> 	<p>Not permitted, but Council may consider a hoarding sign subject to the following;</p> <ul style="list-style-type: none"> <li>• Number of similar signs approved by Council within 1km of the proposed sign;</li> <li>• Must be mounted as a freestanding structure;</li> <li>• 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;</li> <li>• Sign not exceed a maximum of 85m<sup>2</sup> in area;</li> <li>• Sign not less than 1.2m or greater than 20m (top of sign inclusive of supporting posts) above ground level;</li> <li>• Setback of the sign from the property boundary to be determined subject to the adjoining road hierarchy, width of road reserve, proximity of sensitive uses, size of the sign and any existing vegetation/screening;</li> <li>• Consideration to advice received from agencies upon referral of the proposal to the affected agencies.</li> </ul>
<p><b>Trailer Mounted Signs</b></p> <p>An object which is displayed for the purposes of advertisement (including a variable message sign); or an advertisement sign which is attached to or placed on a vehicle (car, truck, boat, trailer, caravan, machinery, whether moveable or not).</p> 	<ul style="list-style-type: none"> <li>• Maximum horizontal or vertical dimension being 2.0m</li> <li>• The vehicle is removed when Cyclone warning 'Yellow' alert is issued</li> <li>• The sign is adequately secured to not cause risk to other road users.</li> <li>• Public authorities exempted.</li> </ul>
<p><b>Any Other Sign -</b></p> <p>Is a sign that is not listed or defined within the general terms of the definitions or otherwise mentioned in this Policy.</p>	<p>These are to be considered against the provisions of a sign definition of 'nearest fit' and the performance criteria.</p>

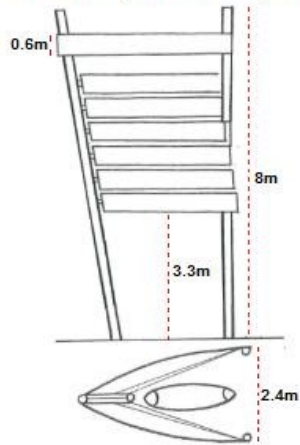
**TABLE 3 – ADVERTISEMENTS NOT PERMITTED**

Signs not Permitted - the signs below are not permitted.

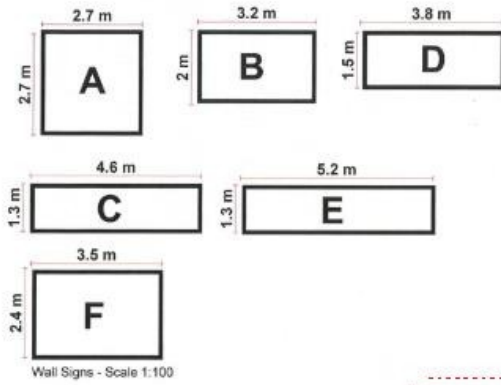
SIGN TYPE	ADVERTISEMENTS NOT PERMITTED
<p><b>Tower Sign</b></p> <p>A sign affixed to, or placed on an open structural mast or tower.</p> 	<p>Tower Signs are not permitted.</p>

**APPENDIX 1 – Signage Strategy Example**

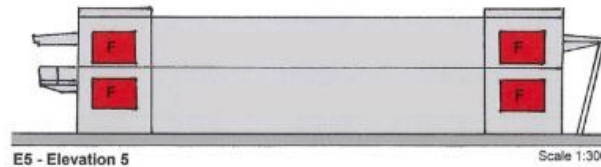
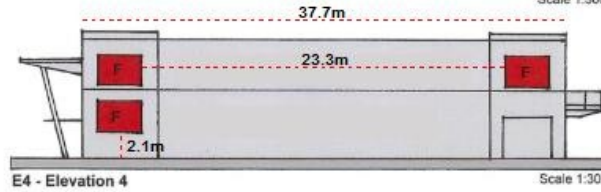
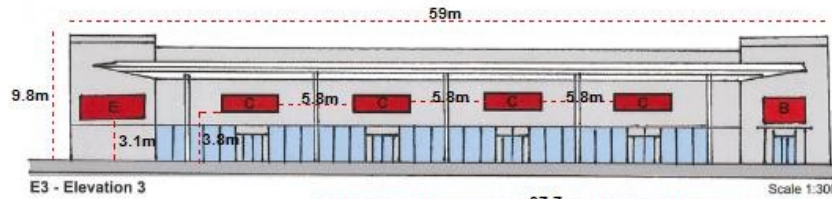
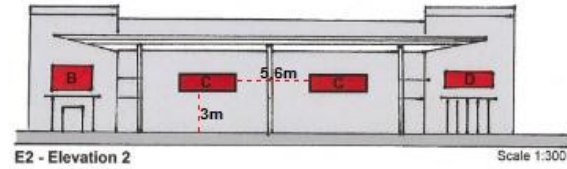
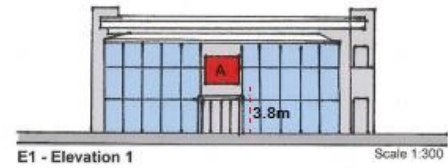
Street Facing Elevation of Pylon Sign



Wall Sign Dimensions



Building Elevations



Location of Pylon Sign

