

10.1.4 ADVERTISING OF DRAFT LOCAL PLANNING POLICY - ADVERTISING SIGNAGE

Directorate: Development and Regulatory Services
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File Reference: D23/14609
Applicant(s): N/A
Author Disclosure of Interest: Nil

SUMMARY

For Council to consider adopting for the purpose of advertising a draft Local Planning Policy for Advertising Signage.

OFFICER RECOMMENDATION IN BRIEF

That Council adopt the draft Advertising Policy for the purpose of advertising in accordance with Schedule 2, Part 2, clause 4 of the *Planning and Development (Local Planning Schemes) Regulations 2015*, and request the CEO to review the *Signs, Hoardings and Billposting* local law (By-Law No. 33).

BACKGROUND

On 26 July 2022, Council resolved:

1. *That the Administration seek a planning consultant to prepare a draft Local Planning Policy to address advertising signage within the Town.*
2. *That the draft Local Planning Policy be referred to Council prior to advertising.*

OFFICER COMMENT

A draft local planning policy for advertising signage has been prepared, with assistance from Element (planning consultants).

The Advertising Signage policy only applies to zoned land and local reserves under Local Planning Scheme No. 3 (LPS 3). It does not apply to land reserved under the Metropolitan Region Scheme (MRS) as these will be determined by the Western Australian Planning Commission (WAPC) and are dealt with under *WAPC Policy 5.4 – Advertising on Reserved Land*. MRS reserves include Harvey Field, John Black Dune Park, Cottesloe Tennis Club, Seaview Golf Club and the Foreshore.

The intent of the draft local planning policy is to provide clarity as to the Town's expectations in respect to appropriate advertising signs from a planning perspective, rather than being reliant on the Town's outdated *Signs, Hoardings and Billposting* Local Law. In this respect, where any provision of the policy is inconsistent with the local law, the provision of the policy prevails. However, all signage will still require an application for a Sign Licence,

which will be assessed separately to the planning process, and which will continue to have regard to the local law.

An initial review of other Local Government signage policies has revealed that there does not appear to be one preferred format or set of advertising standards for this type of policy. However, there are similarities such as having regard to *Main Roads WA Policy and Application Guidelines for Advertising Signs* within and beyond State road reserves.

ATTACHMENTS

10.1.4(a) Draft Local Planning Policy - Advertising Signage [under separate cover]

CONSULTATION

Schedule 2, Part 2, Division 2 – Local Planning Policies of the *Planning and Development (Local Planning Schemes) Regulations 2015* sets out the requirements for preparing local planning policies. In particular, clause 4 states:

- (1) *If the local government resolves to prepare a local planning policy the local government must, unless the Commission otherwise agrees, advertise the proposed policy as follows —*
 - (a) *publish in accordance with clause 87 the proposed policy and a notice giving details of —*
 - (i) *the subject and nature of the proposed policy; and*
 - (ii) *the objectives of the proposed policy; and*
 - (iii) *how the proposed policy is made available to the public in accordance with clause 87; and*
 - (iv) *the manner and form in which submissions may be made; and*
 - (v) *the period for making submissions and the last day of that period;*
 - (b) *if, in the opinion of the local government, the policy is inconsistent with any State planning policy, give notice of the proposed policy to the Commission;*
 - (c) *give notice of the proposed policy in any other way and carry out any other consultation the local government considers appropriate.*
- (2) *The period for making submissions specified in a notice under subclause (1)(a)(v) must not be less than the period of 21 days after the day on which the notice is first published under subclause (1)(a).*

The policy is proposed to be advertised for a period of no less than 21 days as follows:

- notice in the local (Post) newspaper,
- notice, copy of the Policy and electronic submission form on the Town's website,
- notice and copy of the Policy at the front counter of the Town's Administration Office, and
- notice on the Town's Facebook page and email database.

STATUTORY IMPLICATIONS

- *Planning and Development (Local Planning Schemes) Regulations 2015*
- *Town of Cottesloe Local Planning Scheme No. 3*
- *Signs, Hoardings and Billposting Local Law.*

POLICY IMPLICATIONS

This policy will apply to the whole of the municipality.

STRATEGIC IMPLICATIONS

This report is consistent with the Town's *Strategic Community Plan 2013 – 2023*.

Priority Area 4: Managing Development

RESOURCE IMPLICATIONS

Resource requirements are in accordance with the existing budgetary allocation.

ENVIRONMENTAL SUSTAINABILITY IMPLICATIONS

There are no perceived sustainability implications arising from the officer's recommendation.

VOTING REQUIREMENT

Simple Majority

OFFICER RECOMMENDATION

Moved Cr Barrett

Seconded Cr Masarei

THAT Council:

- a) adopt for the purpose of advertising Draft Planning Policy - 'Advertising Signage' as specified in Schedule 2, Part 2, clause 4 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.
- b) requests the CEO to review the *Signs, Hoardings and Billposting* local law (By-Law No. 33)

OCM063/2023

COUNCILLOR AMENDMENT

Moved Cr Sadler

Seconded Cr Bulbeck

That points c) and d) are added to read:

- c) requests the administration to consult the Design Review Panel AND Universal Access and Inclusion Working Group on the draft Advertising Signage Policy
- d) requests the administration to notify ProCott of the opportunity to make a submission on the draft Advertising Signage Policy

Lost 2/4

For: Crs Sadler and Bulbeck

Against: Mayor Young, Crs Masarei, Harkins and Barrett

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SUBSTANTIVE MOTION

Moved Cr Barrett

Seconded Cr Masarei

THAT Council:

- a) adopt for the purpose of advertising Draft Planning Policy - 'Advertising Signage' as specified in Schedule 2, Part 2, clause 4 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.
- b) requests the CEO to review the *Signs, Hoardings and Billposting* local law (By-Law No.33).

Carried 6/0

For: Mayor Young, Crs Sadler, Masarei, Harkins, Barrett and Bulbeck

Against: Nil