

Local Planning Policy No. 4 – Advertising Signage

Responsible Business Unit:

Development and Regulatory Services

Date of Adoption: 27 June 2023

Date Revised:

Purpose

- To define advertising signage that is exempt from requiring development approval.
- To establish guidelines that apply to advertising signage requiring development approval.
- To identify advertising signage that generally will not be supported by the Town.

Objectives

The objectives of this policy are to:

- encourage advertising signage that preserves and enhances the amenity of the locality and positively contributes to the character, vibrancy and viability of businesses within the Town;
- ensure the safe and efficient use of roads from which advertising signage is visible;
- protect the future use of the zoned land by recognising the temporary nature of advertising signage; and
- avoid the proliferation of advertising signage that may contribute to visual clutter, especially along transport corridors.

Scope

This policy applies to all zoned land and local reserves under the Town of Cottesloe's Local Planning Scheme 3 (LPS 3), but excludes land reserved under the Metropolitan Region Scheme (MRS), which may require approval from the Western Australian Planning Commission (WAPC).

Where any provision of this policy is inconsistent with a local law, the provision of this policy prevails. However, all signage will still require an application for a Sign Licence which will be assessed separately to the planning process against the requirements of any relevant local law(s).

Definitions

For this policy the following definitions apply:

Definition	Meaning
Advertisement - Has the same meaning as defined in the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> .	Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes — (a) any hoarding or similar structure used, or adapted for use, for the display of advertisements; and (b) any airborne device anchored to any land or building used for the display of advertising; and (c) any vehicle or trailer or other similar object placed or located to serve the purpose of displaying advertising.
Advertising signage	A sign used for the purpose of displaying an ‘advertisement’.
Heritage-protected place Has the same meaning as defined in clause 1A of the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> .	A place — (a) that is entered in the State Register of Heritage Places under the Heritage Act 2018 section 42; or (b) that is under consideration for entry into the State Register of Heritage Places; or (c) that is the subject of an order under the Heritage Act 2018 Part 4; or (d) that is the subject of a heritage agreement that has been certified under the Heritage Act 2018 section 90; or (e) that is included on a heritage list as defined in clause 7; or (f) that is within a heritage area as defined in clause 7.
Large Digital Format Sign (LFDS)	A large digital sign which displays advertising based on light emitting diode or fibre optic matrix technology that is capable of displaying an unlimited range of text and graphical images which can be electronically changed by remote or automatic means but does not include a window digital sign.
Advertising mural	A painting or other work of art depicting an advertisement that is applied to a wall, but does not include a wall sign.

General requirements

All advertising signage shall –

- protect the amenity of the locality and respect the scale and form of any building on which it is placed or to which it relates;
- protect the appearance and reflect the cultural-significance of a heritage-protected place;
- reinforce and reflect the local neighbourhood character relating to historical, cultural or architectural themes;
- relate to services and/or products that are being offered on a site on which the sign is erected, except where specifically exempt in this policy or approved by Council;
- not interfere with vehicle, bicycle or pedestrian sightlines, distract drivers, or have the potential to hinder the interpretation of or become confused with traffic signals or road signs;
- not contain offensive or discriminatory content;
- not emit flashing or moving light, emit noise, contain reflective, retro-reflective or fluorescent materials, or include any form of animation, variable or electronically variable content, except where specifically exempt in this policy or approved by Council; and
- not include new hoarding or billboard signs.

Advertising signage exempt from development approval



In accordance with cl. 61, Part 7, Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*, the following advertisements do not require development approval:



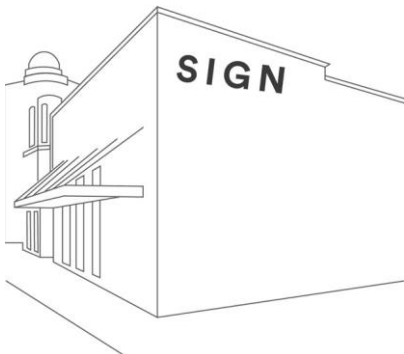
- all signs that meet the ‘General requirements’ and ‘Acceptable development standards’ of this policy, except where located in a heritage-protected place or within 1.5 metres of any part of a crossover or street truncation;
- temporary election signs, where they satisfy cl. 9, Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*;
- works to change existing advertising signage that has been erected or installed on land where they satisfy cl. 11, Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*;


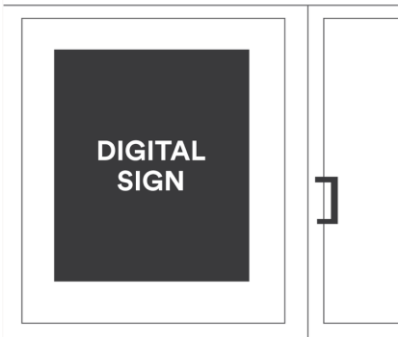
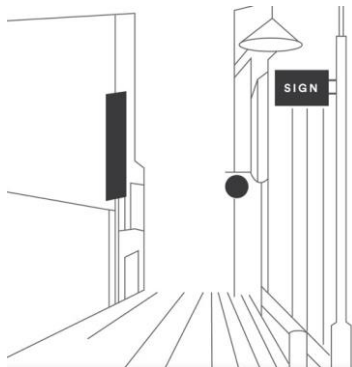
- advertising signage that is in existence for less than 48 hours in any 12-month period, except where located in a heritage-protected place or within 1.5 metres of any part of a crossover or street truncation.




In addition to the above, all 'exempted advertisements' in Schedule 5 of LPS 3 are exempt from requiring development approval.


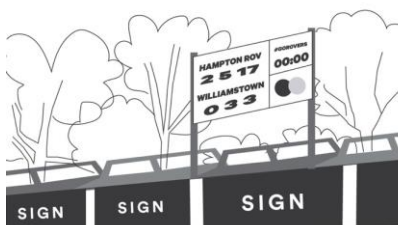
Acceptable development standards




Advertising signage on buildings	
Name plate	
Definition A flat, usually rectangular, sign on which the name of a person, company etc is printed or engraved.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 0.2m².• Not to be illuminated.• One per tenancy.	
Location All zones.	
Projecting sign	
Definition A sign attached to a building, horizontally or vertically, at or by one end only.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 2m².• Affixed perpendicular to a wall.• Does not project above the height of the wall to which it is attached.• Does not project more than 1m from the wall to which it is attached.• Not located above the awning of a building.• Minimum height clearance of 2.7m from ground level.• May be illuminated.• One per tenancy or street frontage.	
Location All zones except the Residential zone.	

Roof sign	
Definition A sign attached to the roof.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 2m².• Maximum height of 5m above ground level.• Is integral with the design of the building.• Not to be illuminated.• One per tenancy or street frontage.	
Location All zones except the Residential zone.	
Verandah sign	
Definition A sign attached above, on, or under a verandah fascia or awning.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum length of 2.4m and maximum height of 0.6m.• Orientated perpendicular to the wall of a building unless on a corner site where the sign may be orientated to be visible from both streets.• Does not project beyond the extent of the verandah or awning.• Minimum height clearance of 2.7m from ground level.• May be illuminated.• One per tenancy or street frontage.	
Location All zones except the Residential zone.	
Wall sign	
Definition A sign attached to, or painted directly onto, the external face of a building, but does not include an advertising mural.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 10% of the wall area to which it is attached or painted, to a maximum of 5m².• Does not extend above the height or length of the wall to which it is attached.• Not to be internally illuminated.• One per tenancy or street frontage.	
Location All zones except the Residential zone.	

Window sign	
Definition A sign painted or affixed to the glazed area of an external window or door.	
Development provisions for exemption <ul style="list-style-type: none">Maximum size of 25% of the glazed area, in aggregate.Does not unduly obstruct surveillance from within the building to the public domain.Not to be illuminated.	
Location All zones except the Residential zone.	
Window digital sign	
Definition A sign that incorporates illuminated images or text which may move or change, but does not include a Large Digital Format Sign.	
Development provisions for exemption <ul style="list-style-type: none">Maximum size of 0.5m².Attached to a window parallel to a road or thoroughfare and not facing a Residential zone.Size is not additional to the maximum Window sign size exemption provisions.One per tenancy.	
Location All zones except the Residential zone.	
Laneway sign	
Definition A sign fronting a laneway and attached to a building adjacent to the laneway.	
Development provisions for exemption <ul style="list-style-type: none">Refer to the 'development provisions for exemption' for the sign type proposed.Located within the property boundary.Does not obstruct the vehicle or pedestrian path.One per tenancy.	
Location All zones except the Residential zone.	

Freestanding advertising signage	
Fence sign	
Definition A sign attached to a fence related to an approved commercial or community use.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 2m² per street frontage.• Shall be within the property boundary.• One per property, regardless of the number of tenancies.	
Location All zones.	
Flagpole sign	
Definition A flag is a piece of material illustrating an advertisement.	
Development provisions for exemption <ul style="list-style-type: none">• Flagpole is a maximum height of 6m above ground level and 0.2m in diameter.• Flag is a maximum size of 1.5m².• One per property.	
Location All zones except the Residential zone.	
Portable sign	
Definition A sign which is not permanently attached to a building, structure, fence or the ground, and includes an 'A-frame' or 'sandwich board' sign.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 0.6m².• Located adjacent to the building to which the sign relates.• Displayed only during the normal business hours of the business to which the sign relates.• Satisfies the Town's <i>Activities on Thoroughfares and Trading in Thoroughfares and Public Spaces Local Law</i> if not located within private property.• Not to be illuminated.• One per tenancy.	
Location All zones except the Residential zone.	

Pylon sign	
Definition A sign which is affixed to a pylon where the overall height (inclusive of any supports) is greater than the sign's horizontal dimension.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum height of 6m above ground level.• Maximum width of 2.5m.• Maximum depth of 0.5m.• Maximum signage area of 4m² per side.• Set back to provide adequate vehicle and pedestrian sight lines.• Not to be illuminated.• One per property, regardless of the number of tenancies.	
Location All zones except the Residential zone.	
Sponsorship sign	
Definition A sign which is for a financial or other benefit to a sporting or community club but is not directly related to the functions or activities of the club.	
Development provisions for exemption <ul style="list-style-type: none">• Complies with relevant provisions of the club's lease arrangements with the Town, if applicable.• Located within the lot boundary of the reserve.• Set back sufficiently from lot boundaries so as not to be visually prominent from the street.• Faces internally to the reserve.• Not to be illuminated.• Maximum number as determined under the club's leasing arrangements with the Town, if applicable.	
Permitted location Local reserves.	

Temporary advertising signage	
Construction and development sign	
Definition A sign that provides details or promotional material of the project, professional consultants, contractors and/or builders; displayed during construction of a building, development or subdivision.	
Development provisions for exemption <ul style="list-style-type: none">• Located within the property boundary.• Single-sided.• Not to be illuminated.• Is removed within 14 days from the date of practical completion of the development.	
Location All zones.	
For sale or for lease sign	
Definition A sign designed to promote the sale or lease of a property and includes the words 'for sale' or 'for lease'.	
Development provisions for exemption <ul style="list-style-type: none">• Maximum size of 4m².• Located within the property boundary.• Is removed within 14 days from completion of settlement or leasing of a property.• One per street frontage.	
Location All zones.	
Statutory or development advisory sign	
Definition A sign required to be exhibited by, or pursuant to, any law or policy. Includes all categories of signs.	
Development provisions for exemption Limited to the requirements of any applicable Act or Statute.	
Location All zones.	

Advertising signage in a Residential zone		
Land use	Maximum number	Development provisions for exemption
Single house	One sign	<ul style="list-style-type: none"> Maximum 0.2m². Relates to a professional nameplate.
Home occupation	One sign	<ul style="list-style-type: none"> Maximum 0.2m². Describes the nature of the home occupation.
Home business	One sign	<ul style="list-style-type: none"> Maximum 0.2m². Describes the nature of the home business.

Advertising signage requiring development approval

The following forms of advertising signage are often considered to be incompatible with the existing and desired future character of the Town:

- Large Digital Format Sign (LFDS);
- advertising mural; and
- advertising signage not included in this policy, excluding public works or directional signs.

Proposals for these specific types of signs require a development application and generally will only be considered for approval where they are for a change or replacement of an existing similar approved sign on the same lot and it can be demonstrated that the proposed sign will not adversely affect the amenity of the locality.

Heritage protected places

For advertising signage proposed in heritage-protected places:

- original and early signage (including remnants) that contribute to the cultural heritage significance of a heritage-protected place shall be retained and conserved;
- the location of previous original and early signage should be considered as appropriate locations for the placement of new signs;
- signage shall not obscure architectural features, detailing, windows or door openings on a heritage-protected place; and
- signs shall not visually dominate or detract from the architectural characteristics of a heritage-protected place. Matters to be considered in this regard include the location, scale, size, materials, design and the cumulative effects of signage.

Advertising signage not supported

The following advertising signage will generally not be supported:

- New hoarding signs or billboards.
- Bill posting visible from a public place.
- Advertising signage suspended from or tethered to any building/structure (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes balloons, blimps, inflatables, bunting and kites.

Related documents

Planning and Development Act 2005

Planning and Development (Local Planning Schemes) Regulations 2015

Town of Cottesloe Local Planning Scheme No.3

State Planning Policy 7.3 – Residential Design Codes

WAPC Development Control Policy 5.4 – Advertising on Reserved Land

Main Roads WA – Policy and application guidelines for advertising signs

Activities on Thoroughfares and Trading in Thoroughfares and Public Spaces Local Law

VERSION CONTROL Date initially adopted: 27 June 2023

Date(s) amended: