

**POLICY LPP 4.9****SIGNAGE****PURPOSE**

To provide guidance for the assessment and determination of applications seeking Development Approval for signs and/or flags.

POLICY STATEMENT**1. APPLICATION**

This Policy applies to signs and flags that require Development Approval under Council's Town Planning Scheme No. 6 (TPS 6). Where there is an inconsistency between this policy and LPP 5.10 – Maddington and Gosnells Activity Centres, the provisions of that policy shall prevail.

The Policy guidelines should not be read as absolute standards, and applications for variation to the policy can be made and will be considered by Council on merit.

2. OBJECTIVES

The objectives of this policy are to:

- (a) Ensure that signs erected or displayed in the City of Gosnells are appropriate to their location and function, and do not diminish the visual amenity, aesthetic, heritage significance and character of the locality or detract from the appearance of buildings and places.
- (b) Protect the quality of the streetscape and the amenity of adjoining and nearby residents by minimising the visual impact of signs.
- (c) Avoid the proliferation of signage in commercial and industrial areas.
- (d) Ensure that signage only relates to the services and products on the site.
- (e) Encourage the rationalisation of signage on individual premises.
- (f) Encourage the incorporation of signs into the design considerations of buildings.

3. POLICY




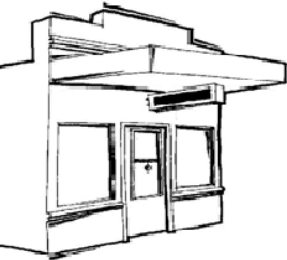
- 3.1 In Commercial and Industrial zones, excluding the Maddington Kenwick Strategic Employment Area (MKSEA), signage should comply with Table 1. Signage in MKSEA may exceed the provisions in Table 1 if it is consistent with the objectives of the policy.
- 3.2 Signage proposed in residential and rural zones shall be assessed on its merits. Generally, the only signage types that will be supported in rural zones include Wall Signs, Portable Signs, Rural Producer Signs, Fence Signs, Flags and Pylon Signs, and should relate to the business occurring on site.



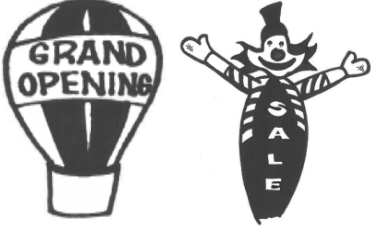
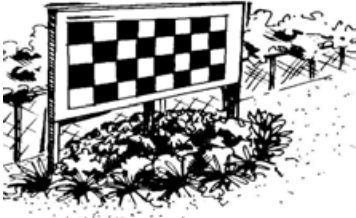

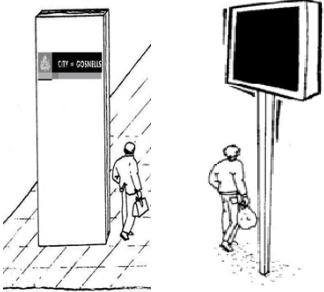
- 3.3 Signage must indicate or display the name of the owner, occupier, business or entity of the premises to which it relates and the nature of the business carried on therein. Third party advertising is not permitted, except in a road reserve when associated with approved bus shelters, bin enclosures, public seating and illuminated street signs.
- 3.4 Signage in commercial and industrial areas may be illuminated, provided that such signage does not flash or pulse and is not retro-reflective. Illuminated signage in rural areas is not permitted.
- 3.5 Flags may be approved in all zones provided that the supporting structure (flagpole) is limited to a maximum height of 6m and the flag itself is limited to a maximum area of 1.5m². A flag means a piece of cloth illustrating a formal symbol but does not include any device used to advertise a commercial venture.
- 3.6 Signs that will or are likely to, cause interference with or be hazardous to vehicular traffic and pedestrians, are prohibited.
- 3.7 All signage shall be maintained to a standard of appearance to the satisfaction of the City at all times.
- 3.8 Any signage associated with a heritage place shall contribute to and be sympathetic to the existing architectural features of the heritage place and any existing associated signage, materials, colour and font.
- 3.9 A signage strategy may be required where multiple tenancies are proposed and signage is unknown at the Development Application stage.
- 3.10 Where the subject site has a corner lot frontage, the Policy provisions are to be read as applying to each of the street frontages individually.
- Note: Schedule 5 of Town Planning Scheme No. 6 lists Exempted Advertisements which do not require Development Approval. A copy of Schedule 5 is contained as Appendix 2 of this Policy.



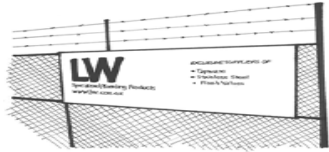
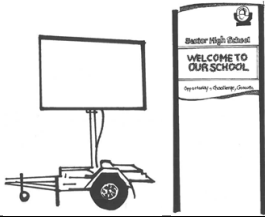
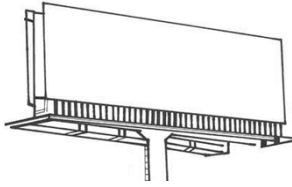




TABLE 1

Acceptable Provisions		
Signs on Buildings		
Wall Sign 	Definition	A sign painted or attached parallel to the wall of a building or structure.
	Size	<ul style="list-style-type: none"> Total wall signage shall not occupy more than 40% of each building facade.
	Location	<ul style="list-style-type: none"> Signs that protrude more than 30mm from the surface of the wall shall afford a minimum height clearance of 2.7m from the ground level. The sign shall not project above the top of the wall.
	Maximum Number	<ul style="list-style-type: none"> One sign per tenancy, per street frontage.
Roof Sign 	Definition	A sign erected on the roof of a building.
	Size	<ul style="list-style-type: none"> The maximum height of the sign shall be a maximum of 20% of the height of the building at the point where the sign is to be fixed, to a maximum height of 3.5m. The sign shall not extend laterally beyond the external walls of the building.
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> One sign per building.
Projecting Sign 	Definition	A sign attached to a structure or building, where the sign is affixed by one of its ends only.
	Size	<ul style="list-style-type: none"> The sign shall not have any dimension greater than 1m.
	Location	<ul style="list-style-type: none"> The sign shall afford a minimum height clearance of 2.7m from ground level. The sign shall be affixed perpendicular to a wall.
	Maximum Number	<ul style="list-style-type: none"> One sign per tenancy/entrance.
Verandah Sign 	Definition	A sign attached on or under a verandah fascia.
	Size	<ul style="list-style-type: none"> The sign shall not exceed 600mm in depth. Lettering to be a maximum height of 400mm.
	Location	<ul style="list-style-type: none"> The sign shall not project beyond the outer metal frame or the surround of the fascia of the building to which it is attached. Minimum height clearance of 2.7m from ground level. The sign shall be fixed at right angles to the front wall of the building to which it is erected except on a corner of a building at a street intersection where the sign may be placed at an angle with the walls so as to be visible from both streets.



		<ul style="list-style-type: none"> The sign shall only be located near the entrance to a tenancy.
	Maximum Number	<ul style="list-style-type: none"> One sign per tenancy. Not located within 2m of another such sign on the fascia of the same verandah.
Inflatable Sign 	Definition	A three dimensional replica object or shape that may be freestanding or attached to a building or other sign.
	Size	<ul style="list-style-type: none"> Maximum height of 5m.
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> One per property at any one time. Time limited approval shall apply.
Freestanding Signs		
Hoarding 	Definition	A sign which is affixed to a structure having one or more supports and where the overall height of the sign (inclusive of any supports) is less than the overall width of the sign.
	Size	<ul style="list-style-type: none"> Maximum height of 3m (including posts) Maximum width of 6m Maximum depth of 0.5m
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> One per property.
Portable Sign 	Definition	A sign not permanently attached to the ground or to a structure.
	Size	<ul style="list-style-type: none"> Maximum height of 1.2m. Maximum double-sided area of 2m² (ie. 1m² for each side)
	Location	<ul style="list-style-type: none"> Must be located on private property. Must not obstruct pedestrian walkways, present a hazard to motorists or pedestrians or obstruct parking bays.
	Maximum Number	<ul style="list-style-type: none"> One per tenancy.
Pylon Sign 	Definition	A sign which is affixed to a structure with or without supports, where the overall height (inclusive of any supports) is greater than the sign's horizontal dimension.
	Size	<ul style="list-style-type: none"> Maximum height of 7m, or 8m where the site accommodates multiple tenancies. Maximum width of 2.5m Maximum depth of 0.5m. Maximum signage area of 4m² per side, or 6m² per side where the site contains multiple tenancies.
	Location	<ul style="list-style-type: none"> Minimum 6m setback from any other sign on the same lot. Setback to provide adequate vehicle and pedestrian sight lines.
	Maximum Number	<ul style="list-style-type: none"> One per property street frontage or every 40m of linear street frontage.



Fence Sign 	Definition	Any sign attached to a fence related to an approved commercial use.
	Size	<ul style="list-style-type: none"> Maximum area of 6m² per street frontage.
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> One per property street frontage.
Variable Message Sign 	Definition	A sign which is permanent or portable and displays electronically generated variable messages.
	Size	N/A
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> Supported for time limited periods in appropriate locations.
Billboard Advertising Sign 	Definition	An advertising sign (greater than 4m ²) that may be either free standing or attached to an overhead structure used for third party advertising.
	Size	N/A
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> Considered on their merits and referred to Council for determination.
Development Advisory Sign 	Definition	A sign erected on land which has been approved for subdivision or development, advertising the lots or development for sale.
	Size	<ul style="list-style-type: none"> Maximum signage area of 20m²
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> One per approved subdivision or development approval.
Property Disposal /Display Home Sign 	Definition	A sign indicating that the private property or premises are for display, sale, or letting.
	Size	<ul style="list-style-type: none"> Maximum signage area of 6m².
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> One per dwelling.
Estate Entry Signage 	Definition	A fence or wall constructed in masonry or other material, to identify the entrance of an estate and may include, but not be limited to, a sign indicating the estate name and locality, sculptures, flagpoles and flags.
	Size	N/A
	Location	<ul style="list-style-type: none"> Entirely within private property.
	Maximum Number	<ul style="list-style-type: none"> N/A
Rural Producer Sign 	Definition	A sign erected on land used for rural purposes which advertises goods or products produced, grown or manufactured on the land.
	Size	<ul style="list-style-type: none"> Maximum area of 3m² Maximum height of 3m²
	Location	N/A
	Maximum Number	<ul style="list-style-type: none"> No limit.

**APPENDIX 2 - Exempted Advertisements (Schedule 5 of TPS 6)**

- (1) The following are exempt advertisements:
- (a) a property disposal sign not exceeding 1.2m² erected on private property or immediately adjacent to the front boundary, where it is not possible to erect it on private property;
 - (b) a plate not exceeding 0.2m² in area erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of the occupier of the premises;
 - (c) a direction sign;
 - (d) a sign used solely for the direction and control of people, animals or vehicles or to indicate the name or street number of a premises, if the area of the sign does not exceed 0.2m²;
 - (e) an advertisement affixed to or painted on a shop window by the occupier thereof and relating to the business carried on therein;
 - (f) a sign displaying solely the name and occupation of any occupier of business premises painted on a window or wall of those premises providing that the sign does not exceed 1.2m² in area and a height of 600mm;
 - (g) a sign within a building unless it is clearly visible from a public place outside the building;
 - (h) a sign not larger than 0.6m x 0.9m on an advertising pillar or panel for the purpose of displaying public notices for information;
 - (i) a building name sign on any building, where it is of a single line of letters not exceeding 300mm in height, fixed to the facade of the building;
 - (j) newspaper or magazine posters, provided they are displayed against the outside wall of the business premises from which the newspapers or magazines are sold;
 - (k) a rural producer's sign which is the only sign on the lot on which it is erected providing the sign does not exceed 1.2m² in area and a height of 3.0 metres;
 - (l) a sign erected by the local government, on land under the care, control and management of the local government;
 - (m) a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the local government and the company responsible for those signs;
 - (n) a maximum of 4 garage sale signs, each not greater than 0.25m², advertising the sale of second hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed on the day of the sale and on no more than 2 occasions for the same lot in each 6 month period;



- (o) a sign or signs erected in accordance with a permit issued under the Local Law relating to Signs, Hoardings and Bill Posting;
 - (p) a sign painted on a kerb, adjacent to a property depicting the house number;
 - (q) a sign erected by the local government for the purpose of:
 - (i) encouraging participation in voting (but not in favour of any candidate, political party, group or thing) at a local government election, provided that the signs are erected no more than 28 days prior to the election; or
 - (ii) indicating the name and location of a polling place for an election.
 - (r) an election sign which is:
 - (i) erected not more than 28 days prior to the date of the election to which it relates; and
 - (ii) removed within 7 days of the date of the election.
 - (s) a sign either temporarily or permanently affixed or painted on a vehicle to identify a company, business, service or product supplied or sold by that company.
 - (t) a sign that is required by the Building Commission or other Government Bodies or Authorities on building sites, providing the area of any such sign does not exceed 1.5m² and no part of the sign is more than 2.0 metres above ground level and that any such sign is removed within seven (7) days of completion of the building works on that site.
- (2) A person shall not erect or maintain a sign which would otherwise be an exempt sign, if it contains:
- (a) any illumination or radio;
 - (b) animation or movement in its design or structure; or
 - (c) retro-reflective or fluorescent materials in its design or structure.



GOVERNANCE REFERENCES

Statutory Compliance	Planning and Development Act 2005 City of Gosnells Town Planning Scheme No. 6
Industry Compliance	Development Control Policy - Development Control - General Principles 2004
Organisational Compliance	Local Planning Policy 5.1 - Maddington Town Centre Development Policy Local Planning Policy 5.2 - Gosnells Town Centre Development Policy
Process Links	Nil.

LOCAL PLANNING POLICY ADMINISTRATION

Directorate		Officer Title		Contact:	
Planning & Development		Manager Development Services		9397 3000	
Risk Rating	Low	Review Cycle	Triennial	Next Due:	2025
Version	Decision To Advertise	Decision to Adopt	Synopsis		
1.	OCM 392/23/08/2011		Draft policy to be advertised for public comment for a period of not less than 21 days.		
2.		OCM 110/13/03/2012	Provides a framework for determination of applications for planning approval of signage, flags and other advertising devices.		
3.	OCM 265/08/07/2014		Draft modified policy to be advertised for public comment for a period of not less than 21 days.		
4.		OCM 356/09/09/2014	Removal of some parameters that were restrictive which will assist with the assessment process by City staff.		
5.		OCM 317/25/09/2018	Include criteria for hoarding signs, increase the size of property signs and remove restrictions on election signage.		
6.		OCM 105/28/04/2020	Include additional objectives in Clause 2 leading to more efficient assessment and determination of signage proposals in the MKSEA.		
7.		OCM 150/09/06/2020	Amended with the insertion of a new clause 4.9.		
8.		OCM 214/13/09/2022	Modifications made to provide a simplified approach to signage on private property within the City of Gosnells		