



**POLICY LPP 4.9**

**SIGNAGE AND FLAGS**

**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. Where there is an inconsistency between this policy and LPP 5.1 - Maddington Town Centre Development Policy and LPP 5.2 - Gosnells Town Centre Development, the provisions of those policies shall prevail.

**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) Complement the provisions for signs as specified in the City of Gosnells Thoroughfares and Public Places Local Law 2012.
- (d) Avoid the proliferation of signage in commercial and industrial areas.
- (e) Ensure that signage only relates to the services and products on the site.
- (f) Encourage the rationalisation of signage on individual premises.
- (g) Encourage the incorporation of signs into the design considerations of buildings.

**3. DEFINITIONS**

The following terms are used throughout this policy:

- Advertising Device* means any object or structure on which words, numbers, figures or drawings are displayed for the purpose of advertising any business, function, operation, development, event undertaking or any product.
- Aggregate area* is the total, combined surface area of each particular type of sign on a site.
- Flag* means a piece of cloth illustrating a formal symbol but does not include any device used to advertise a commercial venture.

In addition to the above, the various types of signs subject to this Policy are detailed in Appendix 1.



**4. POLICY**

- 4.1 Except for signage and flags within the Maddington Kenwick Strategic Employment Area, all signage and flags must comply with the relevant criteria specified in Table 1 or Table 2 of this policy unless otherwise determined by Council.
- 4.2 Signage and flags within the Maddington Kenwick Strategic Employment Area must be consistent with the objectives of this policy or comply with the relevant criteria specified in Table 2 of this policy unless otherwise determined by Council.
- 4.3 Where a commercial activity (specifically excluding a Home Business, Home Occupation, Home Store or Home Office) has been approved on land zoned Residential under Town Planning Scheme No. 6, signage proposals shall be assessed against the criteria set out under a Commercial Zone in Table 2 of this Policy.
- 4.4 Where subdivision has occurred or is currently occurring on land zoned Residential under Town Planning Scheme No. 6, signage proposals advertising the sale of land shall be assessed against the criteria set out under a Commercial Zone in Table 2 of this Policy. Where such signage is approved, a condition shall be imposed requiring the removal of the signage once all the relevant lots have been sold.
- 4.5 Signage must indicate or display the name of the owner or occupier of the premises to which it relates and the nature of the business carried on therein. Third party advertising is not permitted.
- 4.6 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.
- 4.7 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 1.5m<sup>2</sup>.
- 4.8 Advertising devices that will or are likely to, cause interference with or be hazardous to vehicular traffic and pedestrians, are prohibited.
- 4.9 All signage shall be maintained to a standard of appearance to the satisfaction of the City at all times.

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 - RURAL**

		<b>Column – A Acceptable</b>
<b>Signs on Buildings</b>		
<b>Wall Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Total wall signage shall not occupy more than 10% of each building façade.</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The sign shall not project above the top of the wall.</li> </ul>
	<b>Composition</b>	<ul style="list-style-type: none"> <li>Lettering of the sign shall not exceed 1.2m in height.</li> </ul>
	<b>Maximum Number</b>	N/A
<b>Roof Sign</b>	Not permitted	
<b>Semaphore Sign</b>	Not permitted	
<b>Verandah Signs</b>	Not permitted	
<b>Balloon Sign</b>	Not permitted	
<b>Freestanding Sign</b>		
<b>Hoarding</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Maximum height of 6m</li> <li>Maximum width of 3m</li> <li>Maximum depth of 0.5m</li> </ul>
	<b>Location</b>	N/A
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One per property</li> </ul>
<b>Monolith Sign</b>	Not permitted	
<b>Portable Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Maximum height of 1m.</li> <li>Maximum double-sided area of 1.6m<sup>2</sup> (ie. 0.8m<sup>2</sup> for each side)</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>Must be located wholly within the boundaries of land owned or occupied by the person who erected or who has maintained the sign.</li> <li>Portable signs outside of the lot boundaries are not permitted without prior approval under the City of Gosnells Thoroughfares and Public Places Local Law 2012.</li> <li>A person who erects a portable sign shall remove the same at the close of business each day and shall not erect the same sign again until the commencement of business on the following day or a subsequent trading day.</li> </ul>
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One sign per business operating from the site.</li> </ul>
<b>Pylon Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Minimum ground clearance of 2.7m.</li> <li>Maximum height of 4m.</li> <li>Maximum width of 2m.</li> <li>Maximum signage area of 3m<sup>2</sup>.</li> </ul>
	<b>Location</b>	N/A
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One per property.</li> </ul>
<b>Tower Sign</b>	Not permitted.	



**TABLE 2 - COMMERCIAL / INDUSTRIAL**

		<b>Column – A Acceptable</b>
<b>Signs on Buildings</b>		
<b>Wall Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Total wall signage shall not occupy more than 40% of each building facade.</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The sign shall not project above the top of the wall.</li> </ul>
	<b>Composition</b>	<ul style="list-style-type: none"> <li>Lettering of the sign shall not exceed 1.2m in height.</li> </ul>
	<b>Maximum Number</b>	N/A
<b>Roof Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The sign shall not extend laterally beyond the external walls of the building.</li> </ul>
	<b>Location</b>	N/A
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One sign per building.</li> </ul>
<b>Semaphore Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>The sign shall not have any dimension greater than 1m.</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>The sign shall afford a minimum height clearance of 2.7m from the ground level.</li> <li>The sign shall be affixed perpendicular to a wall.</li> </ul>
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>No more than one sign shall be fixed over or adjacent to any one entrance to a building.</li> </ul>
<b>Verandah Signs (above verandah fascias)</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Lettering to be a maximum height of 400mm.</li> </ul>
	<b>Location</b>	N/A
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	N/A
<b>Verandah Signs (on verandah fascias)</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>The sign shall not exceed 600mm in depth.</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>The sign shall not project beyond the outer metal frame or the surround of the fascia of the building to which it is attached.</li> </ul>
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>Not be located within 2.0m of another such sign on the fascia of the same verandah.</li> </ul>
<b>Verandah Signs (under verandahs)</b>	<b>Size</b>	N/A
	<b>Location</b>	<ul style="list-style-type: none"> <li>The sign shall afford a minimum height clearance of 2.7m from the ground level.</li> <li>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.</li> <li>The sign shall only be located near the entrance to a commercial or industrial tenancy.</li> </ul>



	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One sign per commercial tenancy.</li> </ul>
<b>Balloon Sign</b>	Subject to Council approval based on individual merits of proposal.	
<b>Freestanding Signs</b>		
<b>Display Home Sign</b>	In accordance with the applicable criteria set out for the proposed sign, but in any event, the sign shall not be illuminated after 10pm and shall be removed upon the cessation of the Display Home use.	
<b>Monolith Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Maximum height of 7m.</li> <li>Maximum width of 2.5m.</li> <li>Maximum depth of 0.5m.</li> </ul>
	<b>Location</b>	N/A
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One per property, however, no such sign is permitted if there are any pylon signs on the same site.</li> </ul>
<b>Hoarding</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Maximum height of 6m</li> <li>Maximum width of 3m</li> <li>Maximum depth of 0.5m</li> </ul>
	<b>Location</b>	N/A
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One per property</li> </ul>
<b>Portable Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Maximum height of 1.2m.</li> <li>Maximum double-sided area of 2m<sup>2</sup> (ie. 1m<sup>2</sup> for each side)</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>Must be located wholly within the boundaries of land owned or occupied by the person who erected or who has maintained the sign.</li> <li>Portable signs outside of the lot boundaries are not permitted without prior approval under the City of Gosnells Thoroughfares and Public Places Local Law 2012.</li> <li>A person who erects a portable sign shall remove the same at the close of business each day and shall not erect the same again until the commencement of business of the following day or a subsequent trading day.</li> </ul>
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>One per business operating from the subject site.</li> </ul>
<b>Pylon Sign</b>	<b>Size</b>	<ul style="list-style-type: none"> <li>Minimum ground clearance of 2.7m.</li> <li>Maximum height of 7m.</li> <li>Maximum width of 3m.</li> <li>Maximum signage area of 4m<sup>2</sup> (<i>subject to variation - see below</i>)</li> </ul>
	<b>Location</b>	<ul style="list-style-type: none"> <li>Minimum 6m setback from any other sign on the same lot.</li> </ul>
	<b>Composition</b>	N/A
	<b>Maximum Number</b>	<ul style="list-style-type: none"> <li>No maximum, however, where more than one pylon sign is proposed to be erected on a lot, Council may require the pylon signs to be incorporated into one sign, in which case, the maximum signage area may be increased to 6m<sup>2</sup>.</li> </ul>
<b>Tower Sign</b>	Not permitted	



**APPENDIX 1**

**Wall Sign**



A sign painted or attached parallel to the wall of a building or structure.



**Roof Sign**



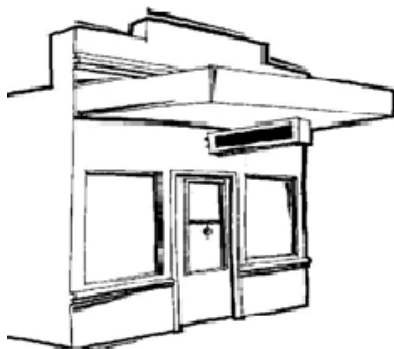
A sign erected on the roof of a building.

**Semaphore Sign**



A sign attached to a structure or building, where the sign is affixed by one of its ends only.

**Verandah Signs**



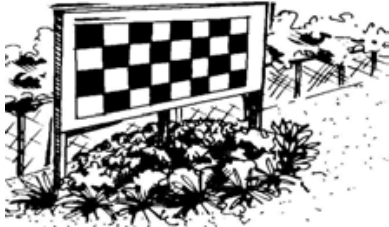
A sign attached above or below a verandah or on a verandah fascia.



**Display Home Sign**

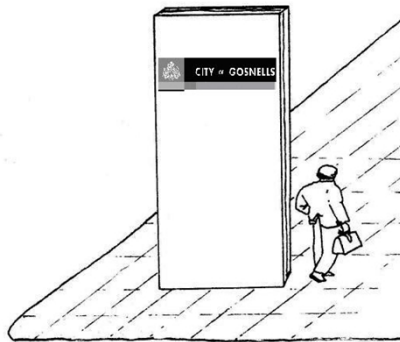
A Sign erected on a lot on which a house or other residential building has been approved by the Council as a 'Display Home' under the Town Planning Scheme of the Council.

**Hoarding**



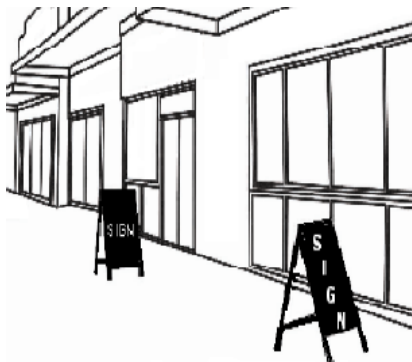
A sign which is affixed to a structure having one or more supports and where the overall height of the sign (inclusive of any supports) is less than the overall width of the sign.

**Monolith Sign**



A sign comprising of a solid structure not attached to a building and where the vertical dimension exceeds the horizontal dimension, but does not include a Pylon Sign or a Directional Sign.

**Portable Sign**



A sign not permanently attached to the ground or to a structure, wall, fence, or building and 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.



**Pylon Sign**



A sign which is affixed to a structure which has one or more supports, where the overall height (inclusive of the supports) is greater than the sign's horizontal dimension, but does not include a Monolith Sign or a Directional Sign.

**Sale Sign**

A sign indicating that the private property or premises whereon the sign is affixed are for sale, for letting or to be auctioned.

**Tower Sign**

A sign affixed to or placed on a chimney stack or an open structural mast or tower.

**Balloon Sign**

A sign anchored to a building that provides advertising above that building.



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

- (1) The following are exempt advertisements:
- (a) a property disposal sign not exceeding 1.5m<sup>2</sup> 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 0.2m<sup>2</sup> 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 0.2m<sup>2</sup>;
  - (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 1.2m<sup>2</sup> 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 1.2m<sup>2</sup> 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 0.25m<sup>2</sup>, 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 1.5m<sup>2</sup> 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**

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

**LOCAL PLANNING POLICY ADMINISTRATION**

<b>Directorate</b>		<b>Officer Title</b>		<b>Contact:</b>	
Planning & Development		Manager Development Services		9397 3170	
<b>Risk Rating</b>	Low	<b>Review Cycle</b>	Triennial	<b>Next Due:</b>	2021
<b>Version</b>	<b>Decision To Advertise</b>	<b>Decision to Adopt</b>	<b>Synopsis</b>		
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.		