

**Policy Number: Local Planning Policy No. 16**  
**Policy Title: Advertising and Signage**

**1. Citation**

This is a Local Planning Policy prepared under Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*. This Policy may be cited as Local Planning Policy No. 16 – Advertising and Signage.

**2. Policy Statement**

The Town recognises the need to control and guide the development of advertisements within the Town in order to protect and enhance the character and amenity of the locality.

**3. Policy Objectives**

- (a) To protect the streetscape and amenity of the surrounding locality.
- (b) To ensure advertisements are appropriately located and are compatible with and incidental to, the relevant building or site, to prevent inappropriate signage and to minimise the proliferation of advertisements.
- (c) To ensure that signs do not adversely impact on the level of safety for drivers, cyclists and pedestrians by obstructing sight lines and distracting road users.

**4. Application**

This policy applies to signage and/or advertising on private land. It does not apply to signage and/or advertising located on a thoroughfare (which is regulated by the *Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law 2010*).

**5. Definitions**

Advertisement: *means any word, letter, 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, banner 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 project placed or located so as to serve the purpose of displaying advertisement.*

All other definitions of signage are located within Table 1.

## **6. Policy Requirements**

### **6.1 General Requirements**

The following requirements apply to all advertisements:

- (a) An advertisement shall generally not contain any information other than:
  - (i) The name of the occupier / business name;
  - (ii) Details of the business carried out on the land and/or goods sold or services provided on the site;
  - (iii) Telephone or contact details;
  - (iv) The trademark or logo of the business or products for sale.
- (b) Advertisements shall be located so as to not obstruct pedestrian or vehicle movements and outside visual sightline areas so as to not compromise vehicular and pedestrian safety.
- (c) Advertisements shall not contain any obscene or offensive information or illustration.
- (d) Where illuminated:
  - (i) Not cause a nuisance or annoyance to abutting sites and/or the public;
  - (ii) Not comprise flashing, intermittent or running lights, or change more than once in every 5 minute period; and
  - (iii) Not interfere with or likely to be confused with, traffic control signals.
- (e) Advertisements shall be, where possible, in keeping with the architecture of the building and integrated into the façade.
- (f) Signage must relate to the business carried out on the subject premises. Third party advertising is not permitted.

### **6.2 Need for Development Approval**

Advertisements are exempt from requiring development approval in the following circumstances:

- (a) If an exemption applies in accordance with Clause 61 of the deemed provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* and/or Schedule 5 of Local Planning Scheme No. 10 (LPS 10).
- (b) If the proposal is not a roof sign meets all of the following requirements:
  - (i) Complies with the requirements of Clause 6.1 of this policy;

- (ii) Does not result in more than one (1) advertising sign on each street frontage of a tenancy;
- (iii) Meets the standards contained in Table 1;
- (iv) Is on land that is not zoned residential under LPS 10; and
- (v) Is not on or abutting land that is reserved as a regional road under the Metropolitan Region Scheme.

### 6.3 Maintenance

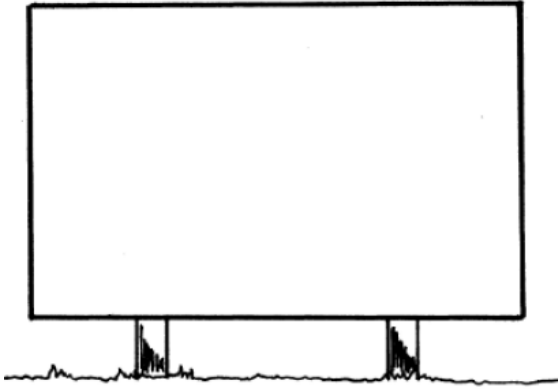
Advertisements shall be maintained to ensure that they are clear, legible and of an acceptable standard; kept clear of graffiti and vandalism; and structurally sound and in accordance with relevant standards.

#### Document Control


<b>Directorate</b>	Community Planning
<b>Business Unit</b>	Development and Place
<b>Inception Date</b>	1. October 2010
<b>Version</b>	2. OCM 22 June 2021
<b>Next Review Date</b>	2024

**TABLE 1:**

<b>Animated/Digital Sign</b>	
<i>Means an advertisement which moves or is capable of moving, or contains moving parts or which changes its message, flashes on and off, chases, scintillates or has a moving, flashing or scintillating border or emblem, and includes digital advertising and or a light display for the advertisement.</i>	<p>A digital/animated sign shall:</p> <ul style="list-style-type: none"> <li>(i) Shall have a maximum height of 1.5 metres;</li> <li>(ii) Shall have a maximum width of 1 metre;</li> <li>(iii) Shall not exceed 3m<sup>2</sup> in area;</li> <li>(iv) Shall be located where it does not cause a distraction to passing traffic or interfere with traffic control signals; and</li> <li>(v) The content within the specified approval area is subject to the approval of the Town.</li> </ul>
<b>Fence Sign</b>	
<i>means an advertisement affixed to a fence on land, which advertisement will be visible from outside that land.</i>	<p>Fence Signs shall:</p> <ul style="list-style-type: none"> <li>(i) Not exceed a maximum height of 1m;</li> <li>(ii) Not exceed the height of the fence;</li> <li>(iii) Not exceed a maximum length of 5m for every 20 metres of street frontage of the property;</li> <li>(iv) Shall not project from the fence and must be flush mounted, painted onto or directly affixed on o the fence; and</li> <li>(v) The fence is not located within the Town’s industrial area.</li> </ul>
<b>Flag Sign</b>	
<i>means a sign that that is printed onto a flag typically flown from a pole.</i>	<p>Flag Signs shall:</p> <ul style="list-style-type: none"> <li>(i) Be located immediately adjacent to the building to which the sign relates;</li> <li>(ii) Be located appropriately to ensure there is no obstruction to pedestrian, cyclist or vehicle access;</li> </ul>

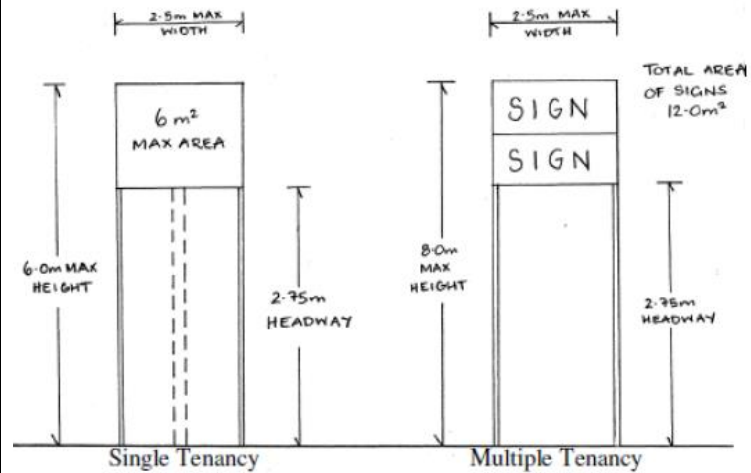
	<ul style="list-style-type: none"> <li>(iii) Be displayed only during normal business hours of the business to which the sign relates; and</li> <li>(iv) Maximum dimensions of 3m high and 1m wide.</li> </ul>
<b>Hoarding Sign</b>	
<p><i>Means a detached or detachable structure, other than a pylon sign, that is erected for the sole purpose of displaying an advertisement and includes a wall panel or an illuminated panel.</i></p>	<p>Hoardings shall not:</p> <ul style="list-style-type: none"> <li>(i) Be erected in a residential area;</li> <li>(ii) Except with the specific approval of the Town, may be erected within 15m of any street or other public place and in any case not closer ten its own height to a street or public place; and</li> <li>(ii) Be of greater area than 18m<sup>2</sup>.</li> </ul> <p><u>Example Only</u></p> 
<b>Horizontal Sign</b>	
<p><i>Means an advertisement attached to a building with its largest dimension horizontal.</i></p>	<p>A horizontal sign shall:</p> <ul style="list-style-type: none"> <li>(i) Be affixed parallel to the wall of the building or structure to which it is attached;</li> </ul>

	<ul style="list-style-type: none"> <li>(ii) Not project more than 600mm from the wall to which it is affixed; and</li> <li>(iii) Have a maximum height of 1.5 metres, providing the whole of the sign is within the fascia limits.</li> </ul> <p>Where more than one horizontal sign is affixed to the same storey or level of a building and those signs face the same street or public place, the signs shall be affixed to the building none line and shall be of uniform height.</p>
<b>Illuminated Sign</b>	
<p><i>an advertisement that is so arranged as to be capable of being lighted either from within or without the advertisement by artificial light provided, or mainly provided for that purpose.</i></p>	<p>Every illuminated sign shall:</p> <ul style="list-style-type: none"> <li>(i) Be maintained to operate as an illuminated sign;</li> <li>(ii) Not have a light of such intensity or colour as to cause annoyance to the public and not interfere with traffic control lights; and</li> <li>(iii) Signs must not be internally or indirectly illuminated, move, flash, rotate or reflect so as to be a distraction to drivers.</li> </ul>
<b>Portable Sign</b>	
<p><i>means a portable free standing sign that only advertises a product of service available on the land which it is erected, and includes A-frame sign consisting of two sign bards attached to each other at the top by hinges or other means, with a sign face not exceeding 1m<sup>2</sup> on each side.</i></p>	<p>A portable sign shall:</p> <ul style="list-style-type: none"> <li>(i) Not exceed 1.2 metre in height;</li> <li>(ii) Not exceed 2.2m<sup>2</sup> in area with a maximum of 1.1m<sup>2</sup> on any one side;</li> <li>(iii) Is only displayed during normal business hours of the business to which the sign is related;</li> <li>(iv) Be placed so not to be hazardous to, or impede vehicular traffic or pedestrian traffic;</li> <li>(v) Be located wholly within the boundaries of the subject lot;</li> <li>(vi) Be of sound construction and maintained in good condition; and</li> <li>(vii) Be secured and stabilised.</li> </ul> <p><u>Example Only</u></p>

	
<p><b>Projection Sign</b></p>	
<p><i>an advertisement that is made by the project of artificial light on a structure.</i></p>	<p>A projection sign shall:</p> <ul style="list-style-type: none"> <li>(i) Not exceed 5 metres in height or 5 metres in width;</li> <li>(ii) Projection signs shall not be located where they may cause a distraction to passing traffic or interfere with traffic control signals;</li> <li>(iii) A project sign may display multiple images or moveable content within the specified approval area, but the content is subject to the approval of the Town.</li> </ul>
<p><b>Property Transaction Sign</b></p>	
<p><i>an advertisement indicating that the premises on which it is displayed are for sale or for lease or are to be auctioned.</i></p>	<p>A property transaction sign shall:</p> <ul style="list-style-type: none"> <li>(i) Not exceed an area of 2m<sup>2</sup> for dwellings;</li> <li>(ii) Not exceed an area of 5m<sup>2</sup> for multiple dwellings, shops, commercial and industrial properties; and</li> <li>(iii) Shall not exceed 10m<sup>2</sup> for large properties comprised of shopping centres and buildings in excess of four storeys.</li> </ul>

	<p>One sign per street frontage for each property relating to the sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed.</p> <p>The signs shall not be illuminated.</p>
<p><b>Pylon Sign</b></p>	
<p><i>an advertisement supported by one or more piers and which is not attached to a building, and includes a detached sign framework supported on one or more piers to which sign infills may be added.</i></p>	<p>A pylon sign shall:</p> <ul style="list-style-type: none"> <li>(i) Have a minimum headway of 2.75m and a maximum height of 5 metres;</li> <li>(ii) Not be within 1 metre of side boundaries of the lot on which it is erected;</li> <li>(iii) Be affixed to one or more columns or piers of sufficient strength to support the sign under all conditions; and</li> <li>(iv) Not exceed 2.5 metres measured horizontally across the face of the sign or have a greater area than 6m<sup>2</sup> where there is one business per lot.</li> </ul> <p>A person shall not erect more than one pylon sign in relation to a business, shop or premises unless it is a corner lot where one sign per lot frontage may be permitted on the site.</p> <p>Where pylon signs are proposed to be erected on a lot where there are multiple tenancies, all pylon signs are to be incorporated into one sign complying with the following:</p> <ul style="list-style-type: none"> <li>(i) All sign infill are to be of equal size and space is to be provided for one infill for each unit on the lot;</li> <li>(ii) The total area of the infill signs may be increased to 12m<sup>2</sup>; and</li> <li>(iii) The maximum height of the sign may be increased to 6 metres.</li> </ul> <p><u>Example Only</u></p>





**Roof Sign**

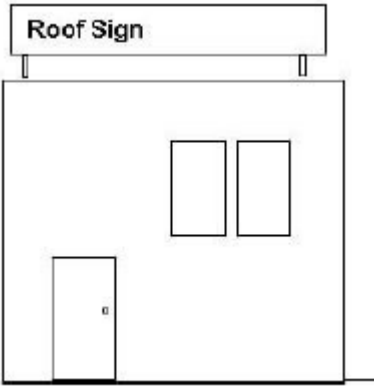
*an advertisement displayed on the roof of a building.*

Roof signs located within the Town shall generally be discouraged, however, where their location is considered appropriate, the following standards shall be met:

- (i) A roof sign shall not extend beyond the external walls of the building;
- (ii) A roof sign shall comply with the dimensions contained within the following table:

Height of Roof	Maximum Sign Area	Maximum Sign Height
Less than 6 metres	6m <sup>2</sup>	1.5m
6 metres to under 10 metres	10m <sup>2</sup>	7.5m
Over 10 metres	15m <sup>2</sup>	9.0m

Example Only

	
<p><b>Tower Sign</b></p>	
<p><i>an advertisement displayed on a mast, tower, chimneystack or similar structure.</i></p>	<p>A tower sign shall not:</p> <ul style="list-style-type: none"> <li>(i) Indicate or display any matter other than the name of the business or the name of the owner or occupier of the land or premises on which the tower is erected;</li> <li>(ii) Exceed one-sixth of the height of the tower to which it is attached; and</li> <li>(iii) Extend laterally beyond any point of the tower to which it is attached.</li> </ul>
<p><b>Verandah Sign</b></p>	
<p><i>an advertisement above, on, or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or on private land.</i></p>	<p>A sign fixed to the return fascia of a verandah shall meet the following requirements:</p> <ul style="list-style-type: none"> <li>(i) The sign may extend 900mm above the fascia, to a maximum sign height of 1.5 metres;</li> <li>(ii) A verandah sign may not exceed or extend beyond the width of the fascia; and</li> <li>(iii) A verandah sign may not be lower than the bottom edge of the fascia.</li> </ul>

	<p>Signs situated under a veranda must meet the following requirements:</p> <ul style="list-style-type: none"> <li>(i) A minimum headway of 2.75 metres must be provided;</li> <li>(ii) The sign must not project beyond the outer frame of the veranda or exceed 600mm in depth;</li> <li>(iii) The sign must be fixed at right angles to the front wall of a building, except on the corner of a building where it may be angled to be visible from both streets;</li> <li>(iv) Where a sign exceeds 300mm in height, it must not be within 3 metres of another sign under that veranda or where it does not exceed 300mm in height, a distance of 1.5meters between signs may be permitted;</li> <li>(v) The sign may not be closer than 1meter to the nearest side wall; an</li> <li>(vi) The sign must be constructed of shatter-proof material.</li> </ul>
<p><b>Vertical Sign</b></p>	
<p><i>an advertisement attached to a building with its largest dimension vertical</i></p>	<p>A vertical sign shall:</p> <ul style="list-style-type: none"> <li>(i) Have a minimum headway of 2.75 metres;</li> <li>(ii) Not project more than 1 metre from the wall to which it is affixed;</li> <li>(iii) Not be within 1.5 metres of either end of the wall which it is affixed;</li> <li>(iv) Not project more than 1 metre above the top of the wall to which it is affixed or project behind the face of the wall;</li> <li>(v) Be affixed either at right angles or parallel to the wall to which it is attached; and</li> <li>(vi) Not be within 4 metres of any other vertical sign on the same building.</li> </ul> <p>A person shall not erect more than one vertical sign in relation to a business, shop or premises, unless it is a corner building where one sign per building frontage may be permitted.</p>

<b>Wall Sign</b>	
<i>advertisement which is painted on or directly affixed to the fabric of a wall of a business's premises for the purpose of advertising the business, shop or premise to which it is attached.</i>	<p>A wall sign shall:</p> <ul style="list-style-type: none"> <li>(i) Be affixed parallel to a wall of a building;</li> <li>(ii) Not project more than 300mm from the face of the wall;</li> <li>(iii) Have a minimum headway of 2.75 metres;</li> <li>(iv) Not extend laterally beyond either end of the wall; and</li> <li>(v) Not exceed an area of 10m<sup>2</sup> or a height of 1.5 metres.</li> </ul>
<b>Window Sign</b>	
<i>advertisement sign attached to a window of building, or which is located in the interior of a building visible from the street through the window.</i>	Window signs shall not cover more than 50% of the glazed area for any one window or exceeds 10m <sup>2</sup> in area in aggregate per tenancy on a lot, whichever is greater.