



LOCAL PLANNING POLICY NO. 16 CONTROL OF ADVERTISEMENTS UNDER THE LOCAL PLANNING SCHEME NO. 10

1. PURPOSE OF POLICY

The principal purpose of this Policy is to provide assistance to the local government when determining an application for planning approval to erect, place or display an advertisement under the Town of Bassendean Local Planning Scheme no 10 (the "Scheme"). The Policy provides this assistance by setting out the standards which apply to different types of advertisement, the considerations which the local government should have regard to in determining an application for planning approval for an advertisement and the conditions which may be appropriately imposed on the approval of an application for planning approval for an advertisement.

This policy has been made in accordance with clause 2.2 of the Scheme. The Policy does not bind the local government in respect of any application for development approval but the local government is to have due regard to the provisions of the Policy and the objectives which the Policy is designed to achieve before making its determination.

2. CONSIDERATIONS IN DETERMINING APPLICATION FOR PLANNING APPROVAL

Considerations relevant to the determination of an application for development approval for an advertisement include:

- the category of advertisement;
- the standard specifications for the category of advertisement;
- the acceptable deviation from the standard specifications;
- the matters which the local government is directed to have regard to under the Scheme; and
- the manner of and the position in which the advertisement is to be displayed.

2.1 Categories of Advertisements

An advertisement is to be classified according to the following categories:

Animated sign - 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 a light display for the advertisement.

Development sign - an advertisement displayed on a lot which has been approved by the Western Australian Planning Commission for subdivision, advertising the lots for sale but upon which no work has taken place at the time of the application for planning approval of the device.

Fence sign - means an advertisement affixed to a fence on land, which advertisement will be visible from outside that land.

Hoarding - 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 but does not include a hoarding within the meaning of section 377 of the *Local Government (Miscellaneous Provisions) Act 1960*.

Horizontal sign - an advertisement attached to a building with its largest dimension horizontal.

Illuminated panel - a posted or painted advertisement externally illuminated by an artificial source of light.

Illuminated sign - 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.

Institutional sign - an advertisement displayed on any land or building used as a surgery, clinic, hospital, rest home, home for the aged, or other place of a similar nature.

Other advertisement - an advertisement which is not described by any other category of advertisement referred to in clause 2.1 of this Policy.

Portable sign - means a portable free standing sign that only advertises a product or service available on the land on which it is erected, and includes a sandwich board sign consisting of two sign boards attached to each other at the top by hinges or other means, with a sign face not exceeding 1m² on each side.

Projection sign - an advertisement that is made by the projection of artificial light on a structure.

Property transaction sign - an advertisement indicating that the premises on which it is displayed are for sale or for lease or are to be auctioned.

Pylon sign - 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.

Roof sign - an advertisement displayed on the roof of a building.

Rural producer's sign - an advertisement displayed on land used for horticultural purposes and which advertises products produced or manufactured upon the land and includes the property owner's or occupier's name.

Semaphore sign - an advertisement supported at one of its ends only.

Sign infill - a panel which can be fitted into a pylon sign framework.

Tower sign - an advertisement displayed on a mast, tower, chimney stack or similar structure.

Verandah sign - an advertisement above, on or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or private land.

Vertical sign - an advertisement attached to a building with its largest dimension vertical.

Wall panel - a panel used for displaying a posted or painted advertisement.

Wall sign - an advertisement which is a sign painted on or directly affixed to the fabric of a wall.

2.2 Standard specifications

In addition to the specifications contained in Table 1, the specifications and requirements for each category of advertisement referred to in clause 2.1 follow.

2.2.1 Development signs

A development sign is to be removed from the site within 2 years of the grant of planning approval for the sign or when all of the lots, by number, in the subdivision being advertised have been sold, whichever is the sooner.

2.2.2 Hoardings

Hoardings should not –

- (a) be displayed in a Residential Zone be displayed any closer than its own height to a thoroughfare or a public place; and
- (b) have any part of it closer than 15 metres to any other advertisement displayed on the same lot.

2.2.3 Projection sign

An application for approval for a projection sign should not be approved if, upon the sign being projected onto a structure, it exceeds the specifications stated in columns 2, 3 and 4 of Table 1.

2.2.4 Property transaction sign

- (1) A property transaction sign advertising an auction shall, if approved -
 - (a) not be erected more than 28 days before the proposed date of the auction;
 - (b) be removed no later than 14 days after the auction, subject property has been sold, or at the direction of the local government whichever is the sooner; and

- (c) where such a sign is erected on land having a frontage to a road that is a main road within the meaning of the *Main Roads Act 1982*, consist of letters not less than 150 mm in height.
- (2) A property transaction sign advertising that flats and dwelling units in a building erected, or to be erected, are, or will be available for letting or for purchase shall, if approved -
 - (a) not be erected before the issue of a building licence for any such building; and
 - (b) not be erected or maintained for a period exceeding three months following completion of any such building, without the prior approval of the local government.
- (3) Any property transaction sign of any description shall be erected on the land to which it relates and not elsewhere.

2.2.5 Roof sign

A roof sign should not extend laterally beyond the external wall of the structure or building on which it is erected or displayed.

2.2.6 Semaphore sign

- (1) A semaphore sign should be fixed -
 - (a) at right angles to the wall or structure to which it is to be attached; and
 - (b) over or adjacent to the entrance to a building.
- (2) No more than one semaphore sign should be fixed over or adjacent to any one entrance to a building.

2.2.7 Verandah sign - verandah facia

A verandah sign fixed to the outer or facia of a verandah shall not project beyond the outer frame or surround of the facia.

2.2.8 Verandah sign - under verandah

A verandah sign under a verandah should be fixed at right-angles to the front wall of the building to which it is to be affixed except on a corner of a building at a thoroughfare intersection where the sign may be placed at an angle with the wall so as to be visible from both thoroughfares.

2.2.9 Vertical sign

A vertical sign where placed on a corner of a building at a thoroughfare intersection, may be placed at an angle with the wall so as to be visible from both thoroughfares.

2.2.10 Wall panel

A wall panel should comprise a framework surround with a lockable transparent cover behind which separate notices may be pinned affixed or painted.

2.3 Acceptable deviation

The local government may exercise its discretion to approve a deviation from the specific standards subject to the applicant demonstrating that the likely affect of the location, height, bulk, scale, orientation and appearance of the advertisement will not:

- (a) conflict with or detrimentally affect the amenity of the locality;
- (b) interfere with traffic safety; and
- (c) create visual pollution.

2.4 Proposed placement of advertisement

An advertisement should not be displayed where -

- (a) it would detract from the aesthetic environment of a park or other land used by the public for recreation;
- (b) in the case of an internally illuminated advertisement, its display would cause glare or dazzle or would otherwise distract the driver of any vehicle;

- (c) in the case of an externally illuminated advertisement, the light would not be directed solely onto the device and its structural surround and the light source be so shielded that glare would not occur or extend beyond the advertisement and cause the driver of any vehicle to be distracted;
- (d) it would be likely to interfere with, or cause risk or danger to traffic on a thoroughfare by virtue of the fact that it
 - (i) may be mistaken or confused with, or obstruct or reduce the effectiveness of any traffic control device;
 - (ii) would invite traffic to turn and would be sited so close to the turning point that there would not be reasonable time for a driver of a vehicle to signal and turn safely;
 - (iii) would invite traffic to move contrary to any traffic control device;
 - (iv) would invite traffic to turn where there is fast moving traffic and no turning lane;
 - (v) may obscure the vision of a person driving a vehicle.
- (e) in the case of an illuminated advertisement, it may be confused with or mistaken for the stop or tail light of a vehicle or vehicles;
- (f) it significantly obstructs or obscures the view of a river, the sea or any other natural feature of beauty; or
- (g) it would detrimentally affect the amenity of the area.
- (h) It would detrimentally affect the significance and aesthetics of a Heritage Area or a place on the Heritage List.

TABLE 1 - STANDARD SPECIFICATIONS

Advertisement	Max height of device M	Max length/width of device m	Max area.m ²	Min Headroom m	Max height above ground m	Projection max mm	Setbacks front m	Setbacks side M	Other Setbacks M	Minimum distance between ads	Location
Animated signs	1.5	1	3	2.4	6.0		2	1	6		
Development sign	4	5	20	1.0	5.0		15	10	15-		Development sites
Fence sign	1	20					2 x height	1			On fence
Hoarding			36	1.0			15				Non residential sites
Horizontal sign Height above thoroughfare				2.4		0.6		1			Fixed on wall Not to be fixed within 0.6m of end of wall
Less than 7.6	0.6										
7.6 to 9.0	0.7										
9.1 to 12	0.9										
More than 12(if there is no roof sign on the building)	4.5										
Illuminated sign	5	3	5	2.4	6.0	900	2	1	36		-
Institutional sign			3								
Other advertisement	6	8	30	-	6.0		6	3	6		As approved
Portable sign	1										A business may erect not more than one portable sign that does not project into the thoroughfare and is displayed during normal hours of business.
Projection sign	12	12	90	-	12.0						
Property transaction sign								-	-		-Transaction site
(a) Dwellings	3	4	5								
(b) multiple dwellings, shops, etc	4	5	20		5.0						
(c) large properties	6	8	30		6.0						
Pylon sign	6	2	4	2.4	6	900	1	2	6		Min 6m clearance of another sign

Advertisement	Max height of device M	Max length/width of device m	Max area.m ²	Min Headroom m	Max height above ground m	Projection max mm	Setbacks front m	Setbacks side M	Other Setbacks M	Minimum distance between ads	Location
Roof sign Height of main building above ground level 3.7 to 4.5 4.5 to 6.0 6.0 to 12 12 to 18 18m+	0.9 1.2 2.0 3.0 4.0			-					-		Not to extend beyond walls of buildings Roof signs will be subject to a structural engineers certificate Maximum height of roof sign 30m
Semaphore sign	0.6	0.9		2.4	3.6	900	-	1	-		-
Tower sign	20% of mast, tower or chimney	width of mast, tower, chimney, or structure where sign affixed		2.4							
Verandah sign -above facia -on facia -below facia	0.8 - 0.3	4 6 2.4	3 4	- - 2.7	5 - -	Nil Nil Nil	-	-	-		-
Vertical sign				0.3		600				3.6	Not to be fixed within 1.8m of end of wall, or project more than 1.0m above the wall to which it is affixed
Wall panel	1.5	1.5	3	-	3.0	100	-	-	-		-
Wall sign	3	8	12	1.0	5.0	100		-	-		-

Website: www.bassendean.gov.au Email: mail@bassendean.wa.gov.au Tel: (08) 9377 8000