

Local Planning Policy 3.15: Advertising Signs

INTRODUCTION

Advertisements are classed as development under the Town Planning Scheme and therefore require the Council's planning approval unless specifically exempted by planning policy.

Existing authorised advertisements may continue to be displayed in accordance with any licence or approval previously granted by the Council, unless specifically required to be removed under the provisions of clause 31 of the Town Planning Scheme. In general, previous approvals granted under the Council's local laws are specific to a particular display, and therefore, where any changes to the display are proposed, the development should be brought into accord with the current requirements.

The proliferation of unauthorised advertising signs has the potential to significantly detract from the visual amenity of the Town, and can in some circumstances also prejudice road safety through driver distraction and restriction of sight lines. At the same time, too much signage or poorly located or designed displays, can result in less effective advertising, as messages are lost through visual clutter and information overload.

AIMS

- To ensure that signs only relate to the goods and services on the site and/or provide information directly relating to the site to in order to identify the site and the activities which occur on the site.
- To ensure that signs do not adversely impact on the streetscape and amenity of surrounding land.
- To minimise the adverse impact that outdoor advertising can cause through proliferation or poorly located or designed signage.
- To ensure that signs do not detract from the level of safety for drivers, cyclists and pedestrians by obstructing sight lines and distracting road users.
- To ensure that signs do not dominate the building or site and should only form an incidental component of the development.

DEFINITIONS

For the purposes of this policy, the following definitions apply:

Advertisement means 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, 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 object placed or located so as to serve the purpose of displaying advertising.

Awning Sign means a sign which is painted onto or attached to an awning and faces onto the street but does not include an under awning sign.

Billboard means a third party advertising sign attached to or painted onto the outside wall of a building, or freestanding or attached to a vehicle.

Community Information Sign means a temporary sign relating to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display event or activity conducted by a community association other than for commercial gain.

Election Sign means a temporary sign which encourages persons to vote for a candidate, political party or matter, relating to any Federal, State or local government election, referendum or poll.

Electronic Billboard Sign means any sign which contains third party advertising with content that moves and/or is electronic and may include flashing or chasing lights, incorporate variable messages, fibre optic or LED technology, which may be attached to a building, free-standing or attached to a vehicle.

Fence Sign means any sign attached to or painted onto a fence.

Flag Sign means a sign that is printed onto a flag typically flown from a pole.

Ground-based Sign means a sign not attached to a building and includes A-frame signs (sandwich boards), spinners, and the like, and are generally portable.

Hoarding Sign means an advertising sign fixed to a freestanding structure that is not a building and that has one or more supports and where the overall height (including supports) is less than the width of the sign.

Monolith sign means a singular freestanding structure featuring signage where the largest dimension of the structure is vertical.

Projecting Wall Sign means a sign placed perpendicular or angle to the façade of a building but excludes an under awning sign.

Promotional Display means a balloon, blimp or similar device or display used to provide information about the business or site or promote the business and usually on the roof of the building.

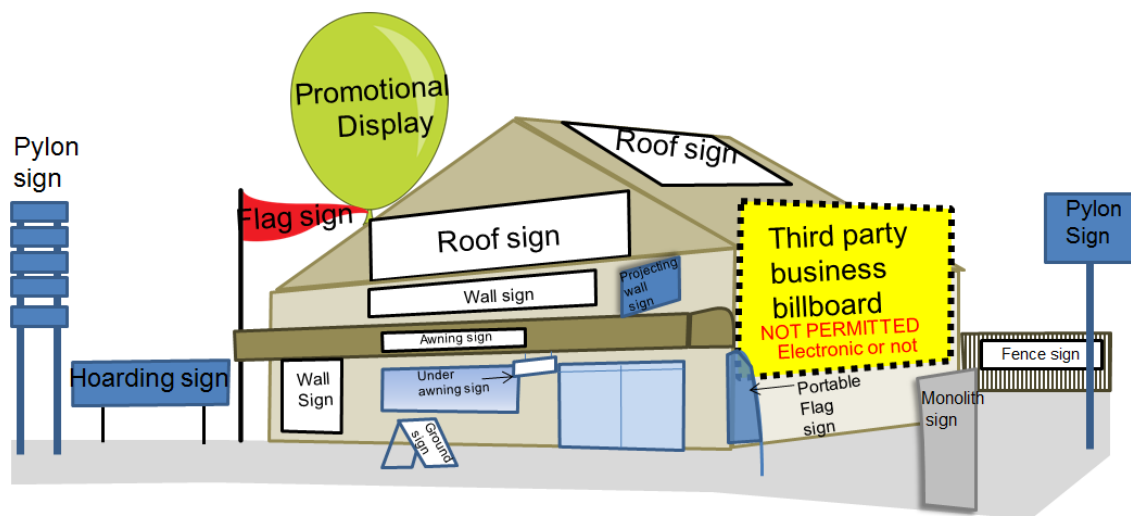
Pylon Sign means a free-standing structure featuring signage located off the ground and attached to one or more support structures

Roof Sign means a sign that is erected or painted directly upon the roof or attached to the top of a parapet wall of a building.

Third Party Advertising means advertising not relating to the goods or services offered on the site on which the advertising is located.

Under Awning Sign means a sign placed perpendicular to the façade of a building and located under a verandah or awning.

Wall Sign means a sign fixed or painted upon an external wall of a building including a sign located on support pillars and columns or parapets but does not project from the building.



Examples of signage types - Note: restrictions apply to the number of signs per site

POLICY

1. Signs exempt from planning approval

Advertisements which are exempt from the requirements to obtain the Council's planning approval are defined as follows.

Note: The Town's Local Government and Public Property Local Law and Temporary Advertising Signs on Public Property or Road Verges Policy 4.4.7 also apply and other requirements may also apply to signage which must be adhered to.

Land use	Exempt sign requirements
<p>All buildings excluding residential</p>	<ul style="list-style-type: none"> • One wall sign containing the name, number and address of the building, the purpose for which the building is used and/or the name and address of the managing agent thereof. • Maximum size of 0.2m².
<p>All sites</p>	<ul style="list-style-type: none"> ○ Signs not readily visible from any public street or adjoining property, including signs situated inside a building. ○ Statutory signs: signs required to be exhibited by, or pursuant to to, any law. ○ Temporary Election Signs: ○ The sign is to be erected after the election is called and is to be removed no later than 48 hours after the election, referendum or poll is conducted. ○ The sign shall not be located so as to disrupt vehicle sightlines. ○ Community Information Signs: ○ One sign per street frontage, and a maximum of two signs per site. ○ Maximum size of 2.0m² per sign. ○ The sign must be located on the same site upon which the event is to be held

Land use	Exempt sign requirements
	<ul style="list-style-type: none"> ○ The sign must be only be displayed for up to a month prior to an event and must be removed no later than 3 days after the event. ○ The sign shall not be located so as to disrupt vehicle sightlines.
Cinema/theatre	<ul style="list-style-type: none"> • Two wall signs detailing the entertainment being presented from time to time at the venue on which the signs are displayed. • Maximum size of 5m² in total.
Commercial	<ul style="list-style-type: none"> • Promotional display in the form of a tethered balloon, blimp, or other similar device to advertise the site <ul style="list-style-type: none"> ○ Maximum period of display 30 days in any 3 month period. ○ Maximum of one device or display per site. ○ Height of device or display to be no greater than the distance of the tethering point from any site boundary so as to ensure the signage remains above the site to which it relates. ○ ○ Design and location to not distract drivers, disrupt vehicle sightlines or detract from the amenity of adjacent residential areas or public facilities. ○ Tethering to be in a secure part of the site to which the public does not have access. ○ Information or display to relate to the business or activities on the site of the advertisement. • Portable Flag Sign <ul style="list-style-type: none"> ○ To be located immediately adjacent to the building to which the sign relates but not located so as to obstruct pedestrian, cyclist or vehicle access. ○ To be displayed only during the normal business hours of the

Land use	Exempt sign requirements
	<p>business to which the sign relates.</p> <ul style="list-style-type: none"> ○ Limited to a maximum of one sign per tenancy on a lot. ○ Maximum dimensions of 3.0m high and 1.0m wide. ○ Information or display to relate to the business or activities on the site of the advertisement.
Commercial/Medical	<ul style="list-style-type: none"> ● Ground-based Signs <ul style="list-style-type: none"> ○ To be located immediately adjacent to the building to which the sign relates but not located so as to obstruct pedestrian, cyclist or vehicle access. ○ To be displayed only during the normal business hours of the business to which the sign relates. ○ Limited to a maximum of one sign per tenancy on a lot. ○ Maximum dimensions of 1.0m high and 0.6m wide. ○ Information or display to relate to the business or activities on the site of the advertisement.
Construction sites (temporary sign)	<ul style="list-style-type: none"> ● One sign per site containing details of the project, architect, contractors (name and contact number) or builders (name and contact number), ● The sign shall have the following specifications: <ul style="list-style-type: none"> ○ Letters and numerals shall be of reasonable dimension* and written clearly; ○ A Maximum size of 2.0m²; and ○ The sign shall not be located so as to disrupt vehicle sightlines. ● The sign shall only be displayed for the duration of construction <p>* Note: Letters and numerals of reasonable dimension are considered to be no less than 70pt font measuring 25mm.</p>

Land use	Exempt sign requirements
Place of public worship	<ul style="list-style-type: none"> • One sign detailing the name, function and/or activities of the institution concerned. • Maximum size of 2.0m² • The sign shall not be located so as to disrupt vehicle sightlines.
Property disposal (temporary sign) For each property or dwelling able to be disposed of separately	<ul style="list-style-type: none"> • One sign per street frontage advertising for sale, lease or rent the property on which the sign is situated • Maximum size of 2.0m² per sign • All signs must be removed on the day of settlement or day of occupation by a tenant or day of completion by builder or owner/builder • The sign must be placed on or behind the boundary of the property (i.e. not on public property or the road verge) • The sign shall not be located so as to disrupt vehicle sightlines.
Public parking station, road reserves, cycleways and railway reserves	<ul style="list-style-type: none"> • Signs required for the management and control of traffic or to provide directional or locational information, or information about works or conditions, but does not include advertisement of individual businesses or services.
Public places and reserves (other than road reserves)	<ul style="list-style-type: none"> • One or more signs displaying the name of the place or reserve and any other information relevant to its management or use.
Residential	<ul style="list-style-type: none"> • One wall sign identifying the name of the building. • Maximum size of 0.2m².
Shop, showroom, warehouse, industrial buildings	<ul style="list-style-type: none"> • Signs to be painted or flush-mounted on the building and no more than 5 metres above ground level. • No maximum size provided there is no extension to the building surface. • Information or display to relate to the business or activities on the site of the advertisement.

2. Signs requiring planning approval

The Council's planning approval is required prior to the erection or display of advertisements other than those listed as exempt in point 1 above. The following information sets out the requirements for these signs, which may be permitted in non-residential zones including the Local Centre, District Centre, Commercial zones and Medical zone.

2.1. All signs

- (a) Signs shall display information relating to the site of the advertisement and shall not advertise third parties for commercial gain.
- (b) Illumination of signs including the use of variable message, fibre optic or LED technology shall only be permitted where the Council is satisfied that the illumination will not have any detrimental effect upon the amenity of the area. Signs shall not flash or pulsate or have light of such intensity, colours or movements so as to cause annoyance to the public and adjoining sites (particularly residential), or to interfere with traffic signals. Such signage must only be used to display information relating to the site of the advertisement.
- (c) Signs shall not adversely affect the character or amenity of the area in which it is to be situated.
- (d) Signs shall not feature any profanities or any offensive material.

2.2. Roof sign

- (a) A roof sign shall not be permitted on or above a building except where the sign:
 - (i) is an integral part of the building design and does not project above the roof structure; and
 - (ii) does not adversely affect the character or amenity of the area in which it is to be situated.

2.3. Wall sign

- (a) A wall sign shall not be permitted on a building except where the sign
 - (i) is integral with the design of the building and flush mounted or painted onto the building; and
 - (ii) does not adversely affect the character or amenity of the area in which it is to be situated.

2.4. Projecting wall sign

- (a) A projecting wall sign shall comply with the following requirements:
 - (i) there is to be a maximum of one projecting wall sign per lot or along each street frontage of the subject property;
 - (ii) the sign is to have a minimum clearance of 2.75m from the finished ground level;
 - (iii) the sign has a maximum length of 2.0m (top to bottom);
 - (iv) the overall sign height is not to exceed the height of the adjoining wall;

- (v) the sign shall not project any more than 1.0m from the wall it is attached to; and
- (vi) the sign shall not extend beyond the site boundary.

2.5. Awning sign

- (a) An awning sign shall comply with the following requirements:
 - (i) the area of the sign shall not exceed the area of the awning;
 - (ii) the sign shall form an integral part of the awning or shall be flush mounted or painted directly onto the awning;
 - (iii) there is to be a maximum of one awning sign per tenancy; and
 - (iv) the sign is to have a minimum clearance of 2.75m from the finished ground level.

2.6. Under awning sign

- (a) A under awning sign shall comply with the following requirements:
 - (i) there is to be a maximum of one under awning sign per tenancy;
 - (ii) the sign is to have a minimum clearance of 2.75m from the finished ground level; and
 - (iii) the sign shall be at least 600mm from any road kerb in a horizontal dimension.

2.7. Pylon sign

- (a) A pylon sign shall comply with the following requirements:
 - (i) there is to be no more than one pylon or monolith sign per street frontage;
 - (ii) the sign shall have a maximum height of 6.0m and a minimum clearance of 2.75m from the finished ground level;
 - (iii) the maximum area of the sign shall be 5.0m²;
 - (iv) the sign shall be at least 5.0m from adjoining properties;
 - (v) the sign shall not extend beyond the site boundary;
 - (vi) the sign shall be aligned at a right angle to the street;
 - (vii) the sign shall not interfere with vehicle sight lines or pedestrian safety;
 - (viii) if illuminated, the sign shall be at least 30.0m from traffic signals;

2.8. Monolith sign

- (a) A monolith sign shall comply with the following requirements:
 - (i) there is to be no more than one pylon or monolith sign per street frontage;
 - (ii) the sign shall have a maximum height of 4.0m from the finished ground level;
 - (iii) the width of the structure shall be no greater than 1.5m and the depth shall be no greater than 0.5m;
 - (iv) the sign shall be at least 2.0m from adjoining properties;
 - (v) the sign shall not extend beyond the site boundary;

- (vi) the sign shall not interfere with vehicle sight lines or pedestrian safety and shall not be located within 1.5m of a crossover;
- (vii) if illuminated, the sign shall be at least 30.0m from traffic signals;

2.9. Fence sign

- (a) A fence sign shall comply with the following requirements:
 - (i) the sign shall have a maximum height of 1.0m and shall not exceed the height of the fence;
 - (ii) the sign shall be at least 5.0m from adjoining properties;
 - (iii) the sign is a maximum area of 5.0m² for every 20 metres of street frontage of the property or fence length along the property;
 - (iv) the sign shall not project from the fence and should be flush mounted, painted onto or directly affixed onto the fence.

2.10. Flag sign

- (a) A non-portable flag sign shall comply with the following requirements:
 - (i) there shall be a maximum of two flags per property;
 - (ii) each flag shall have a maximum area of 1.5m²;
 - (iii) the flag shall be at least 5.0m from adjacent sites; and
 - (iv) the sign is to have a minimum clearance of 2.75m from the finished ground level.

2.11. Hoarding Sign

- (a) A hoarding sign shall comply with the following requirements:
 - (i) there shall be a maximum of one sign per street frontage of the lot;
 - (ii) the sign shall have a maximum area of 20m²;
 - (iii) the sign shall be at least 5.0m from adjacent sites;
 - (iv) the sign shall not extend beyond the site boundary;
 - (v) the sign is to be no less than 1.2 metres or greater than 6.0m from finished ground level; and
 - (vi) the sign shall not interfere with vehicle sight lines or pedestrian safety.

2.12. Billboard and Electronic Billboard sign

- (a) Billboard and Electronic Billboard signs are not permitted on private property.

Adopted: 13 October 2009
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Amended: 15 December 2020 (DV20.162)