

Planning Policy Manual – Part 1

Section 4.6
Signs



Version #	Decision Reference	Synopsis
1	26 June 2001	Adopted
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1.0 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 4.6 – Signs, LPP 4.6.

2.0 PURPOSE AND APPLICATION

The main purpose of signage is to support the identification and promotion of businesses, organisations, and buildings within the city.

Signs come in many forms; they can be printed, projected, painted, illuminated, tethered onto a building or pole, they can be static, and they can be animated. The number of signs and their placement can have a significant impact on the visual quality of the urban environment, local amenity, and safety.

The Policy seeks to enable signage which is well designed and positioned, innovative, responds to its setting, and makes a positive contribution to the public realm and the visual appeal of the city, without adversely affecting amenity and safety.

Applicants are required to consider signage as an integral part of the design of developments, to adopt a coordinated approach to signage over sites and to rationalise existing signage where possible.

2.1 Application

This Policy applies to the whole of the Scheme Area for the City of Perth City Planning Scheme No.2 (CPS2). All signs in Use Areas or on reserved land require development approval unless exempt under CPS2 and the Deemed Provisions. Details of exempt signs are contained in Section 5 of this Policy.

Note: *In certain locations and on certain sites within the local planning scheme areas, State Government legislation requires that signs be approved by, or referred to, other agencies including:*

- *The Heritage Council of Western Australia;*
- *Department of Planning Lands and Heritage/Western Australian Planning Commission;*
- *Department of Biodiversity, Conservation and Attractions;*
- *Department of Transport;*
- *Main Roads WA.*

For signs visible from or adjacent to the State Road network, signage is to have regard to Main Roads “Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves”.

2.2 Operation

All signs and sign content will be assessed against the Objectives, Neighbourhood and Area Principles, and Provisions of this Policy. Additional provisions also apply to:

- Third-party advertising;
- Animated and variable content signage; and
- Signs on places on the Heritage List or within Heritage Areas.

There may be instances where a sign may fall under more than one sign or sign content definition, in these instances the local government will consider the sign against the requirements of each sign and sign content type. For example, a wall sign that is animated and displays third-party advertising would be assessed against Section 5.3 Sign Type Provisions, Section 7 Third-party Advertising and Section 8 Animated and Variable Content.

3.0 OBJECTIVES

- Ensure that signs within the city:
 - Achieve a high level of design quality and are comprised of durable materials;
 - Achieve a clear and concise message;
 - Respond to and complement the architecture of the building to which they are attached and its setting;
 - Protect the cultural heritage significance of a heritage protected place through appropriate design, materials, and scale;
 - Are coordinated in a manner that does not lead to visual clutter on and around the building and streetscape;
 - Interact with pedestrians as the primary audience;
 - The content of a sign supports the day-to-day operation of the businesses directly located where the sign is displayed;
 - Protect view corridors, natural landscape, and where applicable the city skyline;
 - Appear incidental to their surroundings and do not dominate the streetscape or structure to which they are attached; and
 - Do not adversely affect the safety and amenity of building occupants, road users, and the general public by virtue of their location, design, use or function.
- Ensure sign(s) respect and promote the existing and/or desired character of the City's neighbourhoods and precincts as outlined in the City's Local Planning Strategy and Planning Scheme.
- Encourage the rationalisation of existing signs within the city in a manner that is consistent with the objectives above.

4.0 NEIGHBOURHOOD & AREA PRINCIPLES

When considering development applications for signage, the local government will seek to protect the character and amenity of its neighbourhoods and the unique areas within them.

There is, however, an overall expectation that signage enhances the building or setting in which it is located and does not result in visual clutter or excess signage.

The scale, design, and style of signage will be expected to be consistent with the existing and desired character of the city’s neighbourhoods.

Refer to **Appendix 3** for Neighbourhoods and Neighbourhood Boundaries.

Neighbourhood Principles

Neighbourhood	Principles
Central Perth	Signage should primarily contribute to commercial activity within the neighbourhood. Animated, variable and third-party signage may be appropriate where located in or directly fronting public spaces that have a pedestrian focus, or where the size and scale of the sign would not detract from safe pedestrian and road user movements.
Northbridge	Signage within the <i>Entertainment Area</i> of the Northbridge neighbourhood should be interesting, colourful, and create a stimulating environment that attracts and engages with the large numbers of visitors both day and night. Third-party signage within the Entertainment Area may be considered where located in or directly fronting a public space. Restraint in the illumination, scale and design of signage for areas of the neighbourhood outside of the <i>Entertainment Area</i> will be expected.
East Perth	Signage should be predominantly to support pedestrian navigation around the neighbourhood. Roof signs which are high quality in design and appropriate scale, may be considered appropriate within the <i>Adelaide Terrace and Terrace Road Area</i> . Unless identified in an Area Principle, third-party signage is considered inappropriate in this neighbourhood.
Claisebrook	Signage which is modest in scale, colour and design is strongly encouraged. Signage for commercial and mixed-use developments should not result in visual clutter or excessive illumination. Unless identified in an Area Principle, third-party signage is considered inappropriate in this neighbourhood. Digital signage in residential areas or with an interface towards residential uses, is considered inappropriate.
West Perth	Signage should be of a scale, design and style that is reflective of its setting within the neighbourhood, restraint is to be exercised in the predominantly residential areas. Digital signage should be used in exceptional circumstances only, and where it adds vibrancy and interest for pedestrians within public spaces. Digital signage in residential areas or with an interface towards residential uses, is considered inappropriate. Third-party signage may be considered appropriate in certain locations in accordance with Section 7 of the policy.
Crawley - Nedlands	Signage which is modest in scale, colour and design is strongly encouraged. Restraint should be exercised in the predominantly residential areas. Signage for commercial and mixed-use developments should not result in visual clutter or excessive illumination. Third-party signage is considered inappropriate in this neighbourhood. Digital signage in residential areas or with an interface towards residential uses, is considered inappropriate.

Area Principles

Within the City’s six neighbourhoods are further distinctive areas that have been identified for their unique characteristics.

In these areas the local government will seek to ensure signage is consistent with and would enhance the character and amenity of the area.

<p>Entertainment Area</p> <p>The Entertainment Area is located within the Northbridge neighbourhood, an interesting and exciting area. Signs should contribute to the diverse and dynamic character of the businesses and activities to provide a colourful and stimulating pedestrian environment, both day and night. Animated, variable and third-party signage may be appropriate in or directly fronting public spaces or where the sign is located at the pedestrian level.</p>
<p>St Georges Terrace Area</p> <p>The business, finance, commerce, and administration focus of the city. Signage in the St Georges Terrace Area should be reflective of this and be primarily for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per building. Animated, variable and third-party signage may be considered appropriate within the Central Perth neighbourhood of the St George’s Terrace Area, where the signage is at a pedestrian level and of a scale that does not dominate the ground floor façade of a building, window, or wall.</p>
<p>Adelaide Terrace and Terrace Road Area</p> <p>Signage in the Adelaide Terrace and Terrace Road Area should be primarily for the purpose of numbering and naming buildings and identifying their occupants. Signage should be limited in size and number per building. Animated, variable and third-party signage may be considered along Adelaide Terrace only, where the signage is at a pedestrian level and of a scale that does not dominate the ground floor façade of a building, window, or wall.</p>
<p>Retail Core and Activity Area</p> <p>Signage in the Retail Core and the Activity Area should contribute positively to the lively and stimulating pedestrian environment. Window displays should use product displays and signs should not cover ground floor windows. The safe movement of pedestrians will be the priority, excessive signage for a single tenancy or building will not be supported. Animated, variable and third-party signage may be considered appropriate where located within or directly fronting a public space or where it does not impact pedestrian safety or movement.</p>
<p>Residential Area</p> <p>Signage is the exception and not common place within the Residential Areas. Signs should be unobtrusive, small in scale, and use subtle colours. Signs should only be located at the ground floor level of buildings or within the street setback area. Third-party signs are considered inappropriate within Residential Areas.</p>

5.0 EXEMPTIONS AND PERMISSIBILITY

5.1 Exempt signs

Signs exempt from requiring development approval:

- a) The sign type satisfies the requirements outlined under Section 5.3 Table 1 – Sign Type and Section 6.0 – General Provisions;
- b) Change of content of a sign that is in accordance with Section 5.2 below; and
- c) Election signs in accordance with Clause 61 of the Deemed Provisions.

5.2 Change of content

A change to content of an existing approved or exempt sign, is exempt from the requirement to obtain development approval if:

- a) The works comply with Clause 61 of the Deemed Provisions for change to an existing sign;
- b) The proposed content is consistent with an approved signage strategy for the premises, and/or the sign and its structure and fixings have a valid development approval granted after June 2014;
- c) The proposed content is not third-party advertising or animated or variable content, except where the sign has a valid development approval for this type of content and the proposed content is consistent with an approved signage management plan; and
- d) The proposed content is not offensive.

5.3 Sign type and provisions



The types of signs listed in Table 1 below are exempt from the requirement to obtain development approval provided the sign complies with the relevant requirements listed under Column A and the following:



- a) Complies with an approved signage strategy, where one is in place for the premises or site;
- b) Located wholly within the boundaries of the property to which the sign relates;
- c) Does not have third-party advertising, animated or variable content;
- d) Is not illuminated unless otherwise specified in Table 1 – Sign Type; and
- e) Is not located within or on a heritage protected place.



Where a sign does not meet the exemption criteria listed in Table 1 - Column A, development approval from the local government will be required.

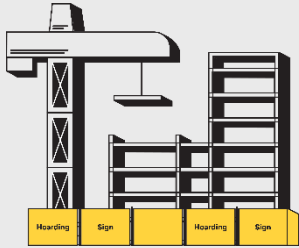

Where a development application is required, Column B sets out parameters that are applicable to a sign type. In addition, regard will be given to the Objectives, Neighbourhood and Area Principles and other applicable provisions of this policy. Signage that does not comply with Column B will be assessed against the policy Objectives, Neighbourhood and Area Principles.



Section 5.3 - Table 1 – Sign type



Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Above Awning Sign</p>  <p><i>A sign attached to, and/or located above, a verandah, balcony or awning, but is not constructed of fabric or other flexible material.</i></p>	<ul style="list-style-type: none"> i. One above awning sign per elevation permitted and where no other sign exists above the awning; ii. Composed of free-standing lettering or logo(s) only; iii. Does not exceed 1m²; and iv. Not located within/over a road reserve. 	<ul style="list-style-type: none"> i. Above awning sign does not exceed 2m²; and ii. Above awning sign does not display animated or variable content.
<p>Alfresco Dining Sign</p>  <p><i>A sign attached or painted onto furniture such as chairs, umbrellas, screens or planter boxes, and located in an outdoor area used for the consumption of food and/or beverages but does not include a street furniture sign.</i></p>	<ul style="list-style-type: none"> i. Alfresco dining sign is located within an area in a thoroughfare or public place and the subject of a valid Outdoor Dining Permit granted by the local government; or ii. Sign content relates to the name and/or logo of the business or the name and/or logo of products sold at the business. 	


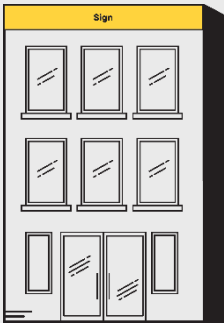
Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Awning Fascia Sign</p>  <p><i>A sign painted or fixed to the outer or return fascia of a verandah or awning.</i></p>	<ul style="list-style-type: none"> i. Awning fascia sign will not project beyond the outer frame or edges of the awning; and ii. A maximum of one awning fascia sign per ground floor tenancy/ground floor occupant. 	<ul style="list-style-type: none"> i. Awning fascia sign does not display animated or variable content.
<p>Community Information Sign</p>  <p><i>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.</i></p>	<ul style="list-style-type: none"> i. Community information sign is a maximum area of 4m². ii. Community information sign is erected or installed no more than 14 days prior to and removed no more than three days after the date of the function, exhibition, meeting, display, event or activity that it relates to; and iii. The function, exhibition, meeting, display, event or activity has been granted any required local government approvals. 	


Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Event Sign</p>  <p><i>A temporary sign relating to an event within the local government area conducted for commercial gain.</i></p>	<ul style="list-style-type: none"> i. Event sign is erected or installed no more than 14 days prior to and removed no more than three days after the date of the event that it relates to; and ii. The event has been granted local government approval. 	
<p>Ground Based Sign</p>  <p><i>A sign that is fixed to a structure mounted on the ground and is not portable or attached to a building. The structure may include one or more pylons or columns or a plinth and one or more sides or faces.</i></p>	<ul style="list-style-type: none"> i. Located on private land; and ii. Ground based sign is not located with the Retail Core or Activity Area(s) as indicated in the Sign Policy map; iii. Ground based sign has a maximum height of 750mm where within a 2m x 2m driveway truncation, or 1800mm elsewhere, and a maximum width of 500mm; iv. Where illuminated, sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; v. A maximum of one ground based sign per site, except where the sign is in accordance with signage strategy approved by the local government; and vi. Ground based sign is not adjacent to a place on the local government’s Heritage List. 	<ul style="list-style-type: none"> i. Located on private land.

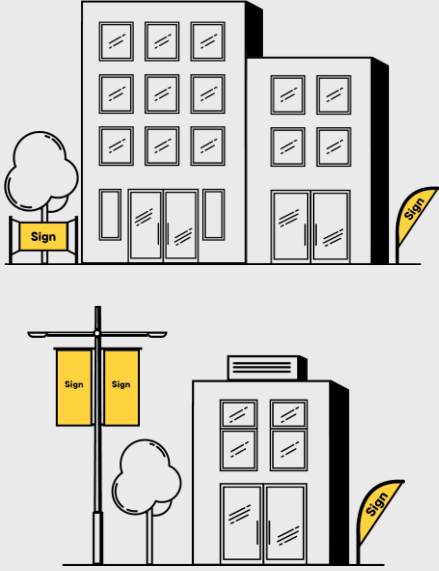

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Hoarding Sign</p>  <p><i>A sign fixed to or forming part of a temporary structure, such as a hoarding or scaffold or gantry used to fence off, cover or wrap a building or land during construction, renovation, restoration, or demolition.</i></p>	<ul style="list-style-type: none"> i. Hoarding sign is fixed to a temporary structure that has a valid licence or permit issued by the local government; ii. Hoarding sign not located within the Residential Area; iii. Hoarding sign has a maximum duration of 2 years from date of installation; iv. Where the hoarding sign is proposed to be attached to a temporary structure within a road reserve, the temporary structure must have a valid licence or permit issued by the local government; and v. The hoarding sign content relates to the lease, sale (including auction) re/development or refurbishment of the premises. 	<ul style="list-style-type: none"> i. Where the hoarding sign is proposed to be attached to a temporary structure within a road reserve, the temporary structure must have a valid licence or permit issued by the local government.
<p>Home Business Sign</p>  <p><i>An advertising sign associated with a home based business or occupation.</i></p>	<ul style="list-style-type: none"> i. Where the home-based business or occupation operates from a single house only; ii. Maximum of one per property, regardless of number of street frontages to the property; iii. Does not exceed 0.25m² in area; and iv. Erected or fixed flush to the front fence or the façade of a dwelling. 	<ul style="list-style-type: none"> i. Home business sign does not display animated or variable content; ii. Home business sign is not illuminated; and iii. Home business sign is not located above ground floor level.

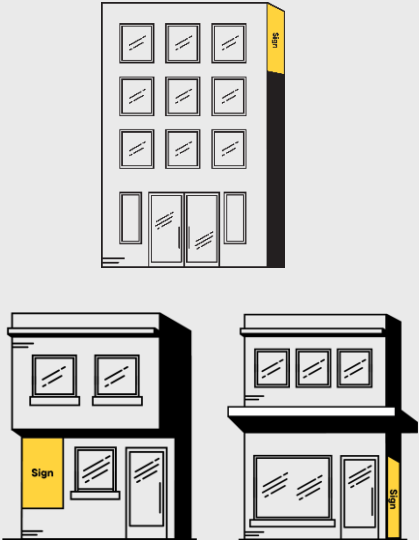
Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Name Plate</p>  <p><i>A sign attached to a building near its entrance listing the occupants of the premises and may include their occupation or profession or the business name and may comprise a cabinet for this purpose.</i></p>	<ul style="list-style-type: none"> i. A maximum of one name plate per public entrance to a building with each having a maximum area of 1m²; ii. Where illuminated, name plate sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; and iii. Name plate is erected or fixed to the front fence or the façade of a building adjacent to a public entrance to the building. 	
<p>Portable Sign</p>  <p><i>A moveable sign that is not fixed to a building or the ground and includes A-frame signs (sandwich boards) and spinners but excludes Alfresco Dining Signs.</i></p>	<ul style="list-style-type: none"> i. Located on private land with: <ul style="list-style-type: none"> a. A maximum of one sign per tenancy and not located within 5 metres of another portable sign. b. A maximum area of 1m² per sign; and c. Not illuminated. 	<ul style="list-style-type: none"> i. Located on private land; and ii. Where illuminated, the portable sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public.

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Projected Image Sign</p>  <p><i>A sign projected onto a building, screen or other structure and includes the devices used to project the image.</i></p>	<ul style="list-style-type: none"> i. Projected image sign is temporary; ii. Will not cause unreasonable disturbance for occupants of nearby buildings or impact public safety; iii. Sign does not operate beyond 10pm daily; iv. Projected image sign must relate to the site where the image is to be projected; and v. Sign content is static in nature. 	
<p>Projecting Sign</p>  <p><i>A sign that extends out from the wall of the building that it is attached to, and includes a sign suspended (hanging) from a bracket attached to the wall. The sign may be made of a solid material or plastic, fabric or a similar flexible material.</i></p>	<ul style="list-style-type: none"> i. The projecting sign has a maximum dimension of 1000mm vertical, 750mm horizontal including the fixings, and 400mm in width; ii. The projecting sign is not located above the first floor level of the building; iii. The projecting sign is located a minimum of 4 metres from any other projecting sign on the same building, with a maximum of one projecting sign per tenancy; iv. The projecting sign does not incorporate fabric or any other flexible material; and v. The projecting sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; or vi. The projecting sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare. 	<ul style="list-style-type: none"> i. The projecting sign does not display animated or variable content; ii. The projecting sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; or iii. The projecting sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare.


Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Real Estate Sign</p>  <p><i>A sign that is fixed upon land or to a building to advertise that the land or all or part of the building is for lease, for sale (including by auction) or to be re/developed or refurbished.</i></p>	<ul style="list-style-type: none"> i. Maximum of two real estate signs per site, with a maximum total area of 10m²; ii. The real estate sign is erected or installed for a maximum period of six months and removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to; and iii. The real estate sign is not internally illuminated. Where externally illuminated, downward lighting only and does not flash, pulsate or flicker. Lighting shall not, in the opinion of the local government, cause nuisance or hazard to adjoining properties or the public. 	
<p>Roof Sign</p>  <p><i>A sign fixed to the wall of a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of a building and that may extend no more than 200mm above the roof top plant room or architectural feature that it is fixed to.</i></p>	<p>Development application required.</p>	<ul style="list-style-type: none"> i. A roof sign should have a maximum vertical dimension no greater than one tenth the height of the building. For buildings greater than 20 storeys in height, the roof sign should not be more than the combined height of two typical floors of the building ii. Illumination of the roof sign does not flash, pulsate, or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; iii. Roof sign is integrated with the form of the building it relates; and iv. Only one roof sign per building elevation.

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Street Furniture Sign</p>  <p><i>A sign attached to or forming part of street furniture (such as bus shelters and telephone booths or public seating) within a road reserve or other public land but does not include an Alfresco Dining Sign within an area licensed for alfresco dining.</i></p>	<p>i. Sign(s) relate to change of content to existing approved street furniture.</p>	<p>i. Street furniture sign is not located within 50m of another street furniture sign, unless forming part of a coordinated installation;</p> <p>ii. Sign forms an incidental and subservient element to the street furniture so as to not cause confusion on purpose of the structure;</p> <p>iii. No part of the sign face extends above 2m in height;</p> <p>iv. Sign face does not exceed 1m² in area.</p> <p>v. Maximum of one third-party advertising sign per piece of street furniture.</p> <p>vi. Does not have animated content.</p> <p>Note: A sign that is double sided is considered one sign.</p> <p>Note: Two pieces of street furniture located side-by-side will be counted as separate pieces of street furniture.</p>

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
<p>Tethered Sign</p>  <p><i>A sign suspended from or tied to any building, structure, vehicle, tree or pole (with or without supporting framework) but does not include a projecting sign. The sign may be made of paper, plastic, fabric, or any similar material. The term includes inflatables such as balloons and blimps, bunting, banners, flags and kites.</i></p>	<ul style="list-style-type: none"> i. Tethered signs, with the exception of flag poles displaying flags for community, diplomatic or cultural purposes, are temporary and do not exceed a period of thirty days; ii. Tethered sign does not exceed 2m²; iii. Maximum of one tethered sign per tenancy. 	<ul style="list-style-type: none"> i. Tethered signs on a premises do not exceed a combined area of 4m²; and ii. Temporary in nature and does not exceed a period of 12 months.
<p>Under Awning Sign</p>  <p><i>A sign fixed to or suspended from the underside of a verandah, balcony, or awning.</i></p>	<ul style="list-style-type: none"> i. Maximum of one under awning sign per street frontage, per tenancy; ii. Under awning sign is orientated at right angles to the wall of the building that the sign is erected upon; iii. Under awning sign does not display animated or variable content; iv. Where illuminated, the under awning sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; 	<ul style="list-style-type: none"> i. The under awning sign does not flash, pulsate or flicker and be, in the opinion of the local government, so intense as to cause nuisance or hazard to the public; ii. The under awning sign does not project beyond the extent of the awning; and iii. The under awning sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; iv. The under awning sign does not display animated or

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
	<ul style="list-style-type: none"> v. The under awning sign does not project beyond the extent of the awning; and vi. The under awning sign provides a minimum clearance of 2750mm where it projects over a pedestrian thoroughfare on public or private land; or vii. The under awning sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare. 	<ul style="list-style-type: none"> variable content; or v. The under awning sign provides a minimum clearance of 4500mm where projecting over a vehicle thoroughfare.
<p>Wall Sign</p>  <p><i>A sign that is fixed flat or parallel to, or painted upon, the surface of a wall of a building (including a glass wall or a decorative or screen material fixed flat or parallel to the wall), but not to a roof top plant room setback from the main elevation of the building or to an architectural feature at the top of the building. It includes cabinets fixed to walls to display an advertisement.</i></p>	<ul style="list-style-type: none"> i. Where the wall sign is located at first floor level or below: <ul style="list-style-type: none"> a) Less than 2m²; and b) No other sign exists on the same elevation. ii. Where the wall sign relates to the property/building street number, the maximum height of the street number shall not exceed: <ul style="list-style-type: none"> a) 1500mm if the sign is located above the first floor of the building; or b) 750mm if the sign is located below first floor level. iii. No part of the wall sign should extend beyond the parapet or eaves of a building; iv. The wall sign is located wholly within the boundaries of the property; and v. The wall sign is fixed parallel to the wall of the building and does not project more than 600mm from the wall it is attached. 	<ul style="list-style-type: none"> i. A wall sign located at first floor level or below should not exceed 4m² in area. ii. A wall sign located above the first-floor level of a building (excluding a wall sign identified in clause iii below) should not exceed 20m² in area or 25% of the wall area (whichever is less). iii. A wall sign located at the top of a building (and where the building is greater than 29 metres in height) should not be more than the combined height of two typical floors of the building. iv. Wall signs that are located above the first-floor level of a building (excluding signs located at the top of a building) may be considered at a size greater than 20m² in exceptional circumstances where: <ul style="list-style-type: none"> a) The policy objective, neighbourhood principles and area principles have been met; b) The sign is not located on a residential building

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
		<p>or facing a residential dwelling;</p> <ul style="list-style-type: none"> c) The design and construction of the sign is integrated into the overall development; d) The sign location and orientation on the building provides a positive contribution to the streetscape; and e) The scale of the sign does not visually dominate the wall it is attached to. <ul style="list-style-type: none"> v. Only one wall sign shall be permitted per elevation, except where it can be satisfactorily demonstrated that a further sign would be compatible with the design and scale of the building, would not result in visual clutter, and would make a positive contribution to the streetscape and/or city skyline. vi. The illumination of wall signs at the top of buildings may be appropriate in locations where it can demonstrate that it will add interest and vibrancy to the City’s night skyline and will not adversely affect the amenity of occupants of nearby buildings. vii. Where illuminated, wall signs shall not flash, pulsate or flicker, and in the opinion of the local government, be so intense to cause nuisance or hazard to the public. viii. A wall sign that proposes third-party advertising or on-premises advertising should:

Sign Type	Column A – Requirements for Exemption	Column B – Sign Type Specific Provisions for Development Applications
		<ul style="list-style-type: none"> a) Not exceed 4m² area where the wall sign is located at first floor level or below. b) Not exceed 20m² area or 25% of the wall area (whichever is less) where the sign located above the first floor level of a building; c) Third-party advertising is not permitted at the top of the building; d) Maximum of one third-party advertising sign; and e) Not extend to the full height or width of the wall. <p>Note: all applications for third-party advertising will be assessed against section 7.</p>
<p>Window Sign</p>  <p><i>A sign fixed to or painted on the interior or exterior of the glazed area of a window or external door or displayed inside the building within one metre of a window or shopfront opening and includes signs on blinds, banners or similar and screens with animated or variable content, where they are located within one metre of the window.</i></p>	<ul style="list-style-type: none"> i. Window signs are not installed or located above first floor level; ii. The window sign and any existing signs on the premises/tenancy occupy: <ul style="list-style-type: none"> a. A maximum of 25% of the windows at ground and first floor level; or b. A maximum of 75% where the sign is located at ground floor level, to advertise a sale within the tenancy, and is installed in the window of the tenancy a maximum of 4 times per year for a maximum continuous period of 28 days. 	<ul style="list-style-type: none"> i. Window sign is not located above first floor level.

Note: Lighting which is non-compliant with the lighting parameters for advertising signs outlined in Australian Standard 4282 Control of the Obtrusive Effects of Outdoor Lighting, is considered to be a nuisance.



5.4 Non-Permitted Signs

The following signs are considered to not contribute to the visual quality of the urban environment and therefore not permitted within the local government area:

- Billposting** A bill, notice or poster glued, pasted or fixed to a building or other structure.
- Sky sign** A sign fixed to the roof, roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm above the height of the roof, roof top plant room, parapet, wall or architectural feature that it is fixed to.

6 GENERAL PROVISIONS

The following provisions are applicable to all signs.

Provisions	
6.1	Sign content shall generally comprise street numbering, the building name, the names and/or logos of the occupants of the premises or details of the businesses or activities carried out at the premises.
6.2	Offensive content shall not be permitted on any sign within the city.
6.3	Signage must not cause potential distraction or hazard to pedestrians or road users and must not obstruct the safe and convenient movement of people and vehicles.
6.4	Signage must not cause confusion with or reduce the effectiveness of traffic control devices.
6.5	The illumination of signs must not be intrusive or cause nuisance to the public or have an adverse effect on the amenity of occupants of nearby buildings or road users.
6.6	External illumination of signs should be directed downward and focussed directly onto the sign. The up-lighting of signs shall generally not be permitted.
6.7	Signs will not harm the visual amenity of high value view corridors as indicated on Appendix 3 - Signs Policy Map.
6.8	Signs should not incorporate sound or vibration, except where they are proposed within the Entertainment Area or within pedestrian malls.
6.9	Signs shall be maintained in good working order, including the repair of damaged or vandalised signs as soon as practical. Where the damage can cause injury to persons or damage to property, the repair must be undertaken immediately.
6.10	Where multiple tenants require signage, a Signage Strategy shall be submitted for the approval of the local government. The Signage Strategy shall include, but not be limited to, the following details: <ul style="list-style-type: none"> • Signage details including location, size, type, scale • Design principles • Illumination details (where relevant) • Content change/maintenance
6.11	Redundant or dilapidated signage is to be removed and the affected fabric of the building to be made good.

7 THIRD-PARTY ADVERTISING

This section relates to additional provisions which apply to signs which have third-party advertising content.

Provisions	
7.1	<p>Third-party advertising shall only be considered for development approval in the following circumstances:</p> <ol style="list-style-type: none"> a) The sign face complies with the size requirements specified for the various sign types in Table 1. b) Is located <i>within</i> or directly fronting a <i>public space</i>, and where it does not impact pedestrian safety or movement in the: <ul style="list-style-type: none"> • Central Perth Neighbourhood – St Georges Terrace Area and Retail Core Area • Northbridge Neighbourhood– Entertainment Area; or • West Perth Neighbourhood – Activity Area; <p>OR</p> <ol style="list-style-type: none"> c) Where a third-party advertising sign is located within a neighbourhood listed under 7.1(b) but is <u>not</u> located in or directly fronting a <i>public space</i>, it may be considered for development approval, where it complies with the following: <ol style="list-style-type: none"> i. Sign face complies with the size requirements specified for the various sign types in Table 1; ii. Located at ground or first floor; and iii. Orientated in a manner that does not impact the safety of road users.
7.2	<p>Third-party advertising Wall Signs and Street Furniture Signs that do not meet 7.1 above, may only be supported in exceptional circumstances where all the following criteria has been met:</p> <p><u>Wall Signs</u></p> <ol style="list-style-type: none"> a) The policy objective, neighbourhood principles and area principles have been met; b) There is a maximum of one third-party advertising sign on the subject site; c) The sign is not located on a residential building; d) The sign is not facing a nearby residential dwelling where the sign face would be visible from the dwelling and have an adverse amenity impact on the occupant; e) The design and construction of the sign is fully integrated into the overall development; f) The sign is orientated for pedestrian viewing and not aimed to solely attract driver attention; and g) The size of the sign does not visually dominate the wall it is attached to. <p>In addition to the above criteria, greater weight will be given to signs that form part of a new development that supports a commercial neighbourhood priority, planning direction or action in the Local Planning Strategy.</p>



	<p><u>Street Furniture Sign</u></p> <p>Signs greater than 1m² may be considered in exceptional circumstances where:</p> <ul style="list-style-type: none">a) Views of ground floor businesses are not interrupted;b) Pedestrian movement and views along the street are not unduly impacted;c) There is a maximum of one third-party advertising sign on the street furniture;d) The sign size is of a scale smaller than the street furniture it is attached to and appears incidental; ande) The size of the sign does not dominate the streetscape and complements the street environment.
7.3	<p>Third-party advertising will not be permitted on a heritage protected place except in accordance with Section 9, Clause 9.9.</p>
7.4	<p>A Signage Management Plan must be submitted as part of a development application for a sign with third-party advertising content. The Signage Management Plan shall include, but not be limited to, the following details:</p> <ul style="list-style-type: none">• Sign details• Sign content parameters (including update/change of content details)• Illumination and luminance (if relevant)• Hours of operation (where variable and animated content is proposed)• Construction and maintenance

8 ANIMATED AND VARIABLE CONTENT

This section relates to additional provisions which apply to signs which have animated or variable content.

General	
8.1	<p>Animated or variable content signs shall only be considered in the following locations:</p> <ul style="list-style-type: none"> a) Central Perth Neighbourhood – Retail Core Area, Activity Area and St Georges Terrace Area b) Northbridge Neighbourhood – Entertainment Area; or c) The Activity Areas as identified in Appendix 3 - Signs Policy Map.
8.2	<p>Luminance of animated or variable content signs shall comply with <i>Australian Standards 4282 Control of Obtrusive Effects of Outdoor Lighting</i>.</p>
8.3	<p>Animated or variable content sign to be capable of automatic adjustment of luminance levels based on ambient light conditions.</p>
8.4	<p>A sign with animated or variable content, which is adjacent to a heritage protected place, may only be permitted where it can be demonstrated that it will not detract from the cultural heritage significance of the adjacent heritage protected place.</p>
8.5	<p>Animated or variable content shall only be considered for development approval on sign face 2m² or less, where it is:</p> <ul style="list-style-type: none"> a) Located at the ground floor or pedestrian level of a building; or b) In the case of a street furniture sign, in accordance with the requirements listed under Section 5.3 – Table 1 – Street Furniture Signs.
8.6	<p>Animated or variable content on a sign face greater than 2m² shall only be considered for development approval where:</p> <ul style="list-style-type: none"> a) The sign is located on land identified under Section 8.1 above, and located within or directly fronting a public space; b) The sign is orientated for pedestrian viewing and not aimed to attract driver attention; c) The viewing area of the public space is designed and intended for pedestrians to linger for an extended period of time; d) It is compatible with the desired character of the public space; e) It will enhance the visual quality of the public space; and f) It will make a positive contribution to the public space by its activation, particularly at night.
8.7	<p>For variable content, the sign shall:</p> <ul style="list-style-type: none"> a) Have a duration of display and/or transition time between display that comply with standards specified by Main Roads Western Australia's <i>Policy and Application Guidelines for Advertising Signs within and beyond State Road Reserves</i>; and b) Not include any content that could be perceived to be providing public safety instructions to road users.



8.8 A Traffic Impact Assessment, Lighting Impact Assessment and/or Sign Management Plan may be required to be submitted as part of a development application for a large sign proposing animated or variable content.

NOTE: *The Applications Policy provides details on the contents of these reports.*

9 SIGNS ON HERITAGE PROTECTED PLACES

This section relates to additional provisions which apply to signs on heritage protected places. This Policy should be read in conjunction with the Heritage Planning Policy and any specific planning policy for a Heritage Area, with those policies taking precedence over this Policy.

Alternative methods to those outlined below may be approved where it is demonstrated that they will not adversely affect the cultural heritage significance of the heritage protected place.

Heritage Provisions	
9.1	Signs should not visually dominate or detract from the architectural characteristics of a heritage protected place. Consideration is to be given to the location, scale, size, materials, design, existing signage, and the cumulative effects of signage.
9.2	Signs should not visually obscure architectural features of a building or disrupt the design, proportioning or fenestration of a building façade, including the parapet and roof. The location of previous original and early signage should be considered for the placement of new signs.
9.3	Signs should not physically damage existing fabric and should be easily removable. For example, existing fixing points should be used, and signs should be attached to replaceable mortar, rather than masonry.
9.4	Signs should not be painted on previously unpainted surfaces or over historical signage which contributes to the cultural heritage significance of the heritage protected place.
9.5	Corporate branding requirements should be adapted to respect the cultural heritage significance of the heritage protected place.
9.6	Painted wall signs should generally not be permitted unless painted on a side or rear elevation of a building that is already painted.
9.7	Signs should generally only be illuminated externally or utilise a ‘halo’ method of illumination. Internal illumination of under awning signs may be appropriate where it does not visually detract from the cultural heritage significance of the heritage protected place.
9.8	Neon and flashing signs are not permitted unless they are an accepted component of the cultural heritage significance of the heritage protected place.
9.9	Third-party advertising or on-premises advertising content on a sign shall not be permitted, except where: <ul style="list-style-type: none"> a) it is on a hoarding sign in accordance with Section 5.3 - Table 1; or b) it is on a window sign with on-premises advertising content.
9.10	Animated or variable content signs are not to be permitted on a heritage protected place. The only exception may be for a window sign where it is discrete and has a sign face $\leq 2\text{m}^2$.
9.11	Signs for basement and ground floor occupants should be located on the façade at ground floor level or attached to the front or underside of the awning over the footpath.
9.12	Where signage for upper floor occupants cannot be accommodated at ground floor level, high quality and discrete signage that does not visually dominate or detract from the heritage protected place may be acceptable at upper floor levels.

EXAMPLE OF APPROPRIATE AND INAPPROPRIATE HERITAGE SIGNS



<p>Wall Signs - The signs obscure the decorative detailing of the cornice, concealing a heritage feature that contributes to the building’s cultural heritage value. The signs are in locations which traditionally would not incorporate signage.</p>
<p>Fascia Sign - The sign is too large relative to the building and its architectural design. Visually conceals key architectural features, obscures the upper floor façade and building fenestration. The sign has a detrimental impact on the heritage protected place.</p>
<p>Projecting Sign - The sign is a size which dominates the building and overall façade. It is considered to detract from the fine detailed features of the building. The sign does not provide sufficient clearance for safe movement of pedestrians.</p>
<p>Window Sign - The proposed window signs obscure the entire ground floor window space of the building. The window signs obscure the transom detailing above the ground floor fenestration, hiding an architectural feature of the heritage protected place.</p>
<p>Wall Signs - The wall signs are proposed on areas of the façade which traditionally would not have signage. The signs obscure the brick detailing of the upper façade, obscuring the deliberate change of building material on the façade and diminishing a key character feature of the heritage protected place.</p>
<p>The overall number of signs proposed on the heritage protected place creates visual clutter and confusion, diminishing the heritage values of the heritage protected place.</p>

Example of inappropriate signage on a heritage protected place



<p>Window Signs (transom) - The proposed window signs are of modest size that do not detract from the overall ground floor façade. The signs ensure that a majority of the ground floor windows remain clear and unobstructed. The signs are proposed in locations which would traditionally incorporate signage.</p>
<p>Fascia Sign - The fascia sign is of an appropriate size and scale that allows the architectural detail of the building to remain prominent. The individual lettering style of the signage is consistent with traditional signage style for the building.</p>
<p>Projecting Sign - The proposed projecting sign is of a modest a size which complements the character of the heritage protected building and overall façade. The sign provides sufficient clearance for safe movement of pedestrians.</p>
<p>Window Sign – Window sign is modest in size and does not obscure the internal display of goods and products in the window. The individual lettering design is consistent with traditional sign styling and location.</p>
<p>The overall number of signs proposed on the heritage protected place is considered appropriate, supporting commerce and way-finding without creating visual clutter or confusion.</p>

Example of appropriate signage on a heritage protected place

APPENDIX 1 – DEFINITIONS

The Deemed Provisions contain a definition of the term ‘advertisement’. Schedule 4 – Definitions of City Planning Scheme No. 2 contains a number of other definitions that apply to this Policy.

NOTE: Refer to Clause 1 of the Deemed Provisions.

Animated Content means sign content that incorporates images that are constantly in motion, including fading in and out or scrolling, and may incorporate sound but does not include the transition between content that is associated with variable content. Where displaying animated content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m².

Offensive content means the content or design of a sign that involves the use of obscene or insulting language, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.

On-premises advertising content means sign content that advertises or promotes specific products, goods or services available at the premises where the sign content is displayed but does not include sign content that relates to the occupant or business of the premises.

Pedestrian/Public Safety means signs do not:

- Cause a potential distraction to road users or obscure road users’ views of vehicles, pedestrians or potentially hazardous road features;
- Cause confusion with, or reduce the effectiveness of traffic control devices; and
- Obstruct safe and convenient pedestrian movement.

Public space means a defined space which is open and accessible to the public. The spaces are generally defined or enclosed by buildings, landmarks, and/or landscaping. For example, Northbridge Piazza, Yagan Square, Forrest Place, Perth Cultural Centre and Elizabeth Quay are considered public spaces. A public space does not include roads, verges, and laneways.

Road User means motorists, cyclists, scooter users, and pedestrians.

Sign has the same meaning as ‘advertisement’ under the Deemed Provisions. A sign incorporates any supporting structure, fixtures, fitting and any frame, border and background the contains letters, numbers, images and/or colour.

NOTE: Refer to Clause 1 of the Deemed Provisions.

Sign face means the portion of the sign that contains the sign content and any structures and background colour(s) or images that form a frame or border to the content.

Temporary sign means any sign, irrespective of whether the sign is portable or affixed to a permanent structure, build that is on display for a limited or defined period of time.

Third-party advertising content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Variable content means static sign content that changes automatically by electronic or programable methods on a specified time cycle.

APPENDIX 2 – SIGNAGE STRATEGY

Where a signage strategy is required to be submitted with a development application, the proposed documentation (inclusive of plans, sections and diagrams to scale) shall include but not be limited to the following:

- a) detail outlining the strategic approach for the installation,
- b) maintenance plan for the signage;
- c) replacement/change of content of signage;

The strategy should identify all signs proposed within the subject area, development, and/or property and outlines their purpose(s).

Specific content may not be included where multiple tenancy/uses are proposed and not confirmed at the time of application, however, generally their size, location and any illumination detail is to be provided.

APPENDIX 3 – SIGNS POLICY MAP

