

City of Belmont

Advertisement Signs

Local Planning Policy No. 12

Pursuant to Schedule 2, Part 2, Clause 4 (Deemed Provisions) of the Planning and Development (Local Planning Schemes) Regulations 2015

1. Policy Basis

This Local Planning Policy provides guidance on the assessment of advertisement signs within the City of Belmont. This Policy outlines when advertisement signs require development approval, and the objectives and standards against which the City will assess applications for advertisement signs.

2. Policy Application

- 2.1 This Policy applies to all advertisement signs visible from the public realm within the City of Belmont Local Government Area.
- 2.2 This Policy exempts advertisement signs from requiring development approval where the advertisement sign complies with the criteria listed in Column A of Table 1 and the Development Requirements listed in Part 6 of this Policy.¹
- 2.3 Advertisement signs that fully comply with the criteria listed in Column B of Table 1 and the Development Requirements listed in Part 6 of this Policy are deemed acceptable and cannot be refused on that basis.
- 2.4 Advertisement signs that do not comply with the criteria listed in Column B of Table 1 and the Development Requirements listed in Part 6 of this Policy, will be assessed against the objectives outlined in Part 3 of this Policy. Advertisement signs that do not comply with the objectives are deemed unacceptable and will not be supported unless exceptional circumstances exist.
- 2.5 The exemption afforded by Clause 2.2 of this Policy does not apply in any of the following situations where the advertisement sign:
 - (a) is located on land reserved under the Metropolitan Region Scheme or on a lot abutting land reserved under the Metropolitan Region Scheme;
 - (b) does not comply with the Development Requirements listed in Part 6 of this Policy;
 - (c) is illuminated or contains an electronic display screen and/or panel components;
 - (d) is inconsistent with any relevant Design Guidelines or other Local Planning Policy;

¹ The exemptions afforded by Clause 2.2 of this Policy are to be read in conjunction with Schedule 5 of the City of Belmont Local Planning Scheme No. 15.

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- (e) is located in a place that is included on a Heritage List or on land located within a Heritage Area designated under the Scheme.

2.6 If a particular advertisement sign is not listed or defined, it shall be assessed on its individual merits in accordance with the objectives outlined in Part 3 of this Policy and the City of Belmont Local Planning Scheme No. 15.

3. **Policy Objectives**

The objectives of this Policy are to:

- 3.1 Ensure that advertisement signs are appropriate for their location, relate to the land and/or buildings for which they are placed, and do not adversely impact on the amenity of the surrounding area.
- 3.2 Ensure advertising signage is of a scale appropriate to buildings, lot size and lot frontage/s of the site relevant to the application.
- 3.3 Ensure that advertisement signs only advertise services offered and/or products produced, sold, and/or manufactured on the land or building/s related to the approved use/s taking place.
- 3.4 To ensure advertisement signs do not pose an unnecessary risk to the safety of people and vehicles by virtue of their location, design, use and function.
- 3.5 To ensure that advertising signs are simple, clear, easy to read and maintained to a high standard.
- 3.6 Protect the cultural heritage significance of particular places and/or areas.
- 3.7 To provide for the rationalisation of signage on properties with multiple advertising requirements.

4. **Policy Definitions**

The definitions of various advertisement signs are contained within Table 1.

The meaning of specific words and expressions used in this Policy are given below:

Advertisement Sign: Has the same meaning as an 'Advertisement' as defined in the *Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 – Deemed Provisions*.

Electronic Display Screen/Panel: Means an advertisement sign or a portion of an advertisement sign that displays an electronic image or video, which may or may not include text.

Façade: Has the same meaning as 'Façade' as defined in the City of Belmont Local Planning Scheme No. 15.

Heritage Area: Has the same meaning as 'Heritage Area' as defined in the *Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 – Deemed Provisions*.

Heritage Place: Has the same meaning as 'Heritage Place' as defined in section 3(1) of the *Heritage of Western Australia Act 1990*.

Third Party Signage: Means any advertisement sign advertising services and products unrelated to the subject site.

5. Accompanying Information

An application for development approval for an advertisement sign must be accompanied by the required information listed by Clauses 62(1), 63(1) and 63(3) of the *Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 – Deemed Provisions*.

Applications for development approval which are not accompanied by the necessary accompanying information will not be accepted for assessment and processing.

All applications for Electronic Display Screen/Panel Signs are required to be accompanied with an electronic display screen/panel lighting impact report from a qualified lighting engineer that specifies the maximum daytime, dawn/dusk, and night time brightness relative to the surrounding development and land uses and the dwell/transition time.

All applications for advertisement signs within a Heritage Area/Place are required to be accompanied with a heritage assessment prepared by a qualified practitioner that specifies the impact of the sign on the heritage of the area.

6. Development Requirements

6.1 General Requirements

- 6.1.1 Advertisement signs shall only advertise services and products available on the premises to which it relates. Third party advertising is not permitted, except in a road reserve when associated with approved bus shelters, bin enclosures, public seating and illuminated street signs.
- 6.1.2 Advertisement signs must be contained wholly within the property boundaries of a lot and shall not overhang or encroach into any reserve (including road reserve).
- 6.1.3 Advertisement signs that will or are likely to, cause interference with or be hazardous to vehicular traffic and pedestrians, are prohibited.
- 6.1.4 Street numbering is to be incorporated into advertisement signage, which is clearly visible from the street.
- 6.1.5 Except where required by Clause 2.5 of this Policy, development approval is not required in the event that the content of an approved advertisement sign is proposed to be changed, subject to the dimensions, location and structure remaining unchanged.
- 6.1.6 Development within the Mixed Business Zone (Belmont Business Park) is encouraged to incorporate the 'Belmont Business Park' branding.
- 6.1.7 Advertisement signs shall not be located in a manner that unreasonably obstructs view of existing public artwork or murals.

6.2 Illuminated and Electronic Display Screen/Panel Signs

6.2.1 All Electronic Display Screen/Panel signs shall:

- (a) be restricted to static images that are:
 - (i) externally illuminated during hours of darkness; or
 - (ii) displayed electronically, i.e. in a digital format.
- (b) have a minimum dwell time duration of 10 seconds;
- (c) not contain a transition time from one display to another that exceeds 0.1 seconds; and
- (d) No display transitional effects such as fly-in, fade-out and scrolling.

6.2.2 Illuminated advertising signs, including electronic display screens/panels, abutting any road must:

- (a) use a low level of illumination, not exceeding 300cd/m^2 , not flash, pulsate, or chase, and not cause a nuisance, by way of light spillage, to light received to the abutting sites to a maximum of 50 lux;
- (b) not contain fluorescent, reflective or retro reflective colours or materials;
- (c) not interfere with or be likely to be confused with traffic control signals;
- (d) screen any electrical cables from the public realm and be maintained in a tidy manner; and
- (e) not be located in Residential areas.

6.3 Signage Strategy

6.3.1 A Signage Strategy outlining the type, size, and location of all existing and proposed advertisement signs will be required for developments with multiple tenancies on a site.

6.3.2 A Signage Strategy (example illustrated in Appendix 1) required by Clause 6.3.1 of this Policy shall include the following information:

- (a) a scaled site plan, illustrating the location of any existing and proposed signage;
- (b) elevation details illustrating the location and dimensions of any existing and proposed/future signage;
- (c) details of any illumination if signage is proposed to be illuminated;
- (d) evidence that all tenancies have equitable access to signage locations and

- (e) other plans and information that the City may reasonably require to enable the signage strategy to be assessed and determined.²

6.3.3 All advertisement signs shall comply with the approved Signage Strategy, unless otherwise approved by the City under a separate development approval.

6.3.4 Further development approval is not required where an advertisement sign complies with an approved signage strategy.

6.4 Heritage Places

6.4.1 Any original and early signage (including remnants) that contribute to the cultural heritage significance of a heritage place shall be preserved.

6.4.2 The size, scale, location, materials and colours of any proposed advertisement sign on a heritage place must respect the heritage value of the site.

6.4.3 Advertisement signs shall not impact on the heritage value/significance of an area.

6.5 Advertisement Signs required by City of Belmont and Public Authorities

6.5.1 Advertisement signs required by the City of Belmont and/or a public authority are exempt from requiring development approval.

² All Signage Strategies shall reflect the information outlined in Appendix 1.

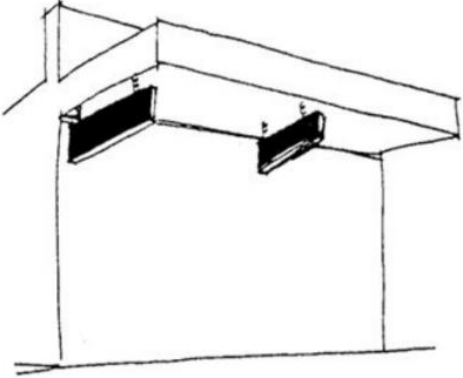
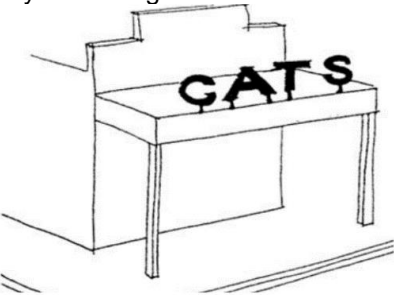
GOVERNANCE REFERENCES

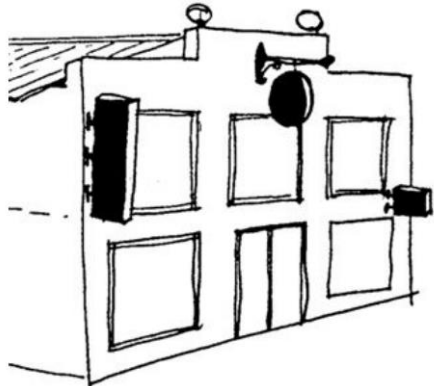

Statutory Compliance	<i>Planning and Development Act 2005 Planning and Development (Local Planning Schemes) Regulations 2015 Local Planning Scheme No. 15</i>
Industry Compliance	
Organisational Compliance	
Process Links	

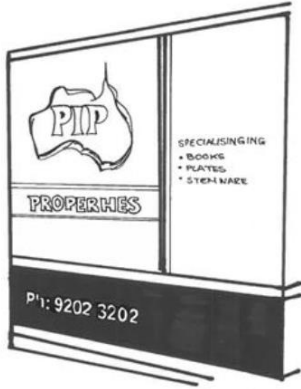
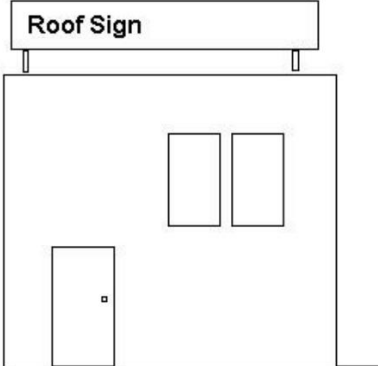
LOCAL PLANNING POLICY ADMINISTRATION

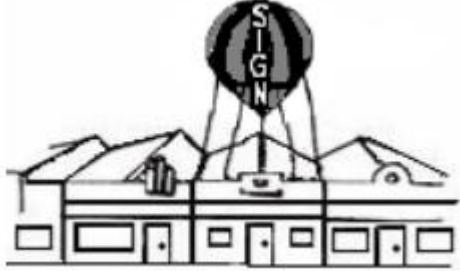
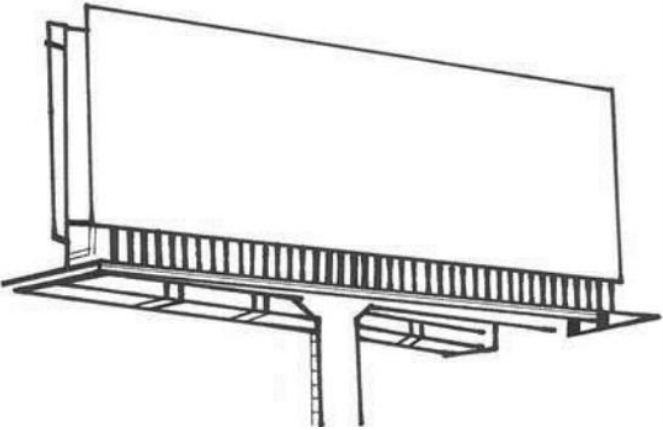
Directorate		Officer Title		Contact	
Development & Communities		Manager Planning Services		9477 7222	
Version Date 13/10/2020					
Review Cycle		Triennial		Next Due 13/10/2023	
Version	Decision to Advertise	Decision to Adopt	Synopsis		
1	25/02/2002 OCM 18/02/2002 PDC (Item 8.3.1)	27/05/2002 OCM 20/05/2002 PDC (Item 8.3.3)	Provision of more specific guidelines for signage.		
2	15/12/2003 OCM 08/12/2003 PDC (Item 10.3.6)	23/03/2004 OCM 15/03/2004 PDC (Item 10.4.3)	<p>Minor changes to wording to clarify provisions:</p> <p>a) Update relevant clauses that signs should be located a minimum of 15 metres from the intersecting point of corner truncations.</p> <p>b) Clause 3.5.3 (d) has been modified to allow projecting signs to face the street provided that there are adequate and safe distances to the front boundary.</p> <p>c) Clause 13.16 modified to clarify Council can consider sign applications advertising activities regularly held at that reserve. New Clause added to reflect that signs relating to the functions of government, a public authority or Council are exempt from planning approval (ie signs with reserve names).</p> <p>d) Clause 3.17 on property transaction signs has been added.</p>		
3	09/10/2007 OCM (Item 12.1.6)	19/02/2008 OCM (Item 12.1.9)	Provision of guidelines on the display of election posters or signs for Federal, State and Local Government elections. Definition of what an election sign is and provision of basic controls regarding the timing of placement, location, size and number of election signs permitted.		
4	25/11/2008 Special Council Meeting (Item 6.1)	14/02/2011 Special Council Meeting (Item 10.1)	Adoption of policy under LPS15.		
5	26/02/2019 OCM (Item 12.5)	27/08/2019 OCM (Item 12.4)	Substantial review of policy.		


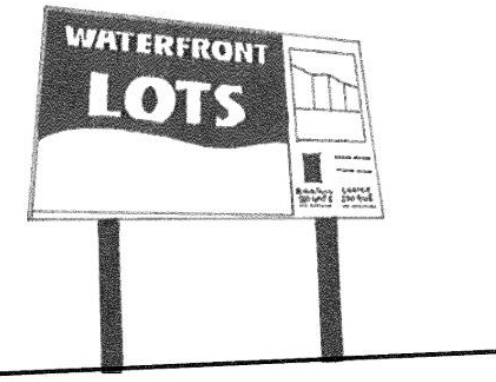
TABLE 1 – ADVERTISEMENT SIGN REQUIREMENTS

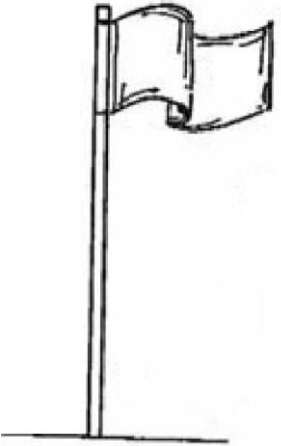
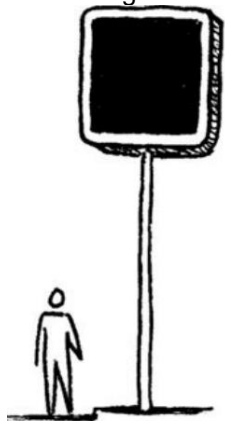
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
Signs on Buildings		
<p>i. Awning Signs (below)</p> <p>An advertisement sign fixed to or suspended from the underside of a verandah, balcony or awning.</p> 	<p>N/A – All Awning Signs require development approval.</p>	<p>Awning Signs (below) shall:</p> <ul style="list-style-type: none"> a) achieve a minimum height clearance of 2.7m from the natural ground level; b) not exceed a depth of 500mm; c) not exceed an area of 4m²; d) not be within 3m of another such sign attached to the underside of the same verandah; e) not project or overhang beyond the boundaries of the lot; f) consist of one sign per tenancy; and g) only be located near the entrance to a tenancy.
<p>ii. Awning Signs (above)</p> <p>An advertisement sign located above the outer fascia of a verandah, balcony or awning.</p> 	<p>N/A – All Awning Signs require development approval.</p>	<p>Awning Signs (above) shall:</p> <ul style="list-style-type: none"> a) not exceed 400mm in height; b) not exceed 500mm in depth; c) not project beyond the outer metal frame or the surround of the fascia of the building to which it is attached; d) not project or overhang beyond the boundaries of the lot; e) consist of one sign per tenancy; and

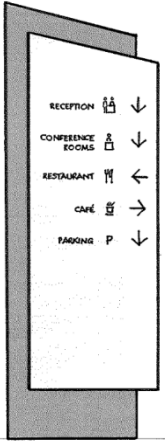
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>iii. Projecting Signs</p> <p>An advertisement sign which projects more than 300mm out from a wall of a building, below the eaves or ceiling height.</p> 	<p>N/A – All Projecting Signs require development approval.</p>	<p>f) only be located near the entrance to a tenancy.</p> <p>All Projecting Signs shall:</p> <ul style="list-style-type: none"> a) be limited to a maximum of one sign per tenancy; b) have a minimum clearance of 2.7m from the natural ground level; c) not project out more than 1m from the wall; d) not exceed 4m² in area; e) not be placed within 2m of either end of the wall to which they are attached; and f) not project above the top of the wall to which they are attached.
<p>iv. Wall Signs</p> <p>An advertisement sign which is affixed to the external part of a wall of a building, a gable end, or a building façade and no part of which is above the roofline of the building.</p> 	<p>N/A – All Wall Signs require development approval.</p>	<p>Wall Signs shall:</p> <ul style="list-style-type: none"> a) not extend laterally beyond either end of the wall or protrude above the top of the wall; and b) not cover more than 10% of the façade for each tenancy within a building and/or development site visible from the public realm; or c) where there is an approved signage strategy, not cover more than 25% of a façade within a building and/or development site visible from the public realm.

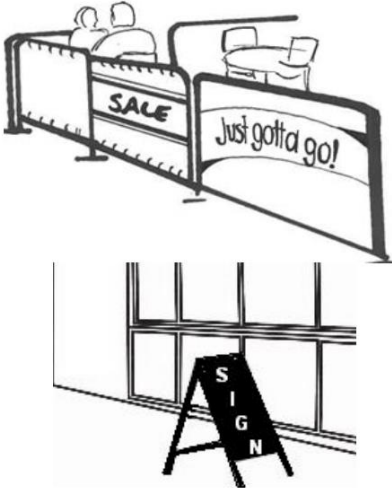
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>v. Window Signs</p> <p>An advertisement sign which is painted or affixed to either the interior or exterior surface of the glazed area of the window.</p> <p><i>*Note: This includes all areas of non-advertising window coverings which block views into or out of the window of the building to which they are affixed.</i></p> 	<p>Window Signs that:</p> <ul style="list-style-type: none"> a) do not cover more than 15% of the total window area per tenancy; b) not obstruct views onto the public realm; and c) not detract from the streetscape. 	<p>Window Signs shall:</p> <ul style="list-style-type: none"> a) not cover more than 50% of the total window area per tenancy; b) not obstruct views onto the public realm; and c) not detract from the streetscape.
<p>vi. Roof Signs</p> <p>An advertisement sign erected on the roof of a building.</p> 	<p>Roof Signs are not permitted.</p>	<p>Roof Signs are not permitted.</p>

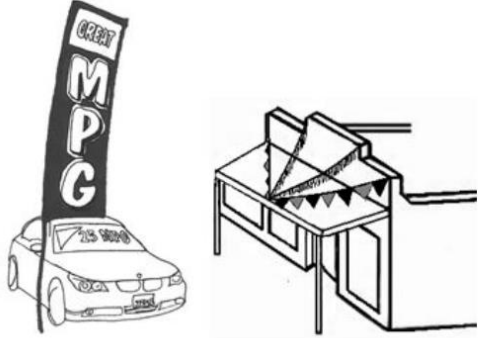
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>vii. Balloon Sign</p> <p>An inflatable advertisement sign.</p> 	<p>N/A – All Balloon Signs require development approval.</p>	<p>Balloon Signs shall:</p> <ul style="list-style-type: none"> a) not exceed 7m in diameter; b) not exceed 9m in height; c) not be displayed for more than 14 days in aggregate for any one calendar year; and d) be securely attached.
Freestanding Signs		
<p>viii. Billboards</p> <p>An advertisement sign fixed to a free-standing structure or building which may include LED components, however is not classified as a pylon or wall sign.</p> 	<p>Billboard Signs are not permitted.</p>	<p>Billboard Signs are not permitted.</p>

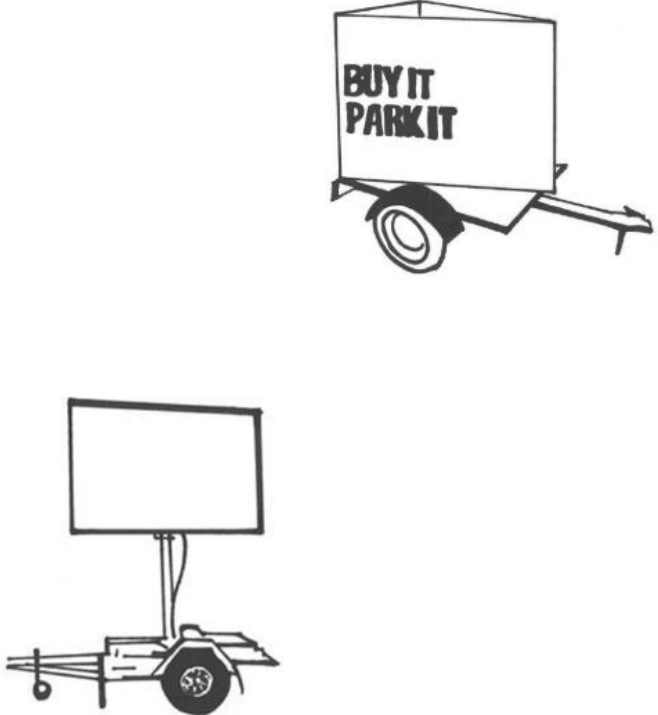
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>ix. Property Transaction, Display Home, and Building Construction Signs</p> <p>An advertisement sign advertising the display, sale, construction or lease of buildings, land and/or development.</p>  	<p>Property Transaction, Display Home, and Building Construction Signs pertaining to Single Houses, Grouped and Multiple Dwellings that:</p> <ul style="list-style-type: none"> a) do not exceed an area of 2m²; b) are limited to a maximum of one sign per street frontage for each property or tenancy; and c) do not exceed a maximum height of 1.5m, inclusive of supporting posts/structures. <p>Property Transaction and Building Construction Signs for shopping centres and commercial developments that:</p> <ul style="list-style-type: none"> a) do not exceed an area of 5m²; b) are limited to a maximum of one sign per street frontage for each property or tenancy; and c) do not exceed a maximum height of 3m, inclusive of supporting posts/structures. 	<p>Property Transaction, Display Home, and Building Construction Signs shall:</p> <ul style="list-style-type: none"> a) be a maximum 1m² in area per 3m of frontage, up to a maximum area of 4m²; b) not exceed a maximum height of 2m, inclusive of supporting posts/structures; and c) only be approved for a period not exceeding twelve months at any one time. d) be limited to one sign per street frontage for each property or tenancy.

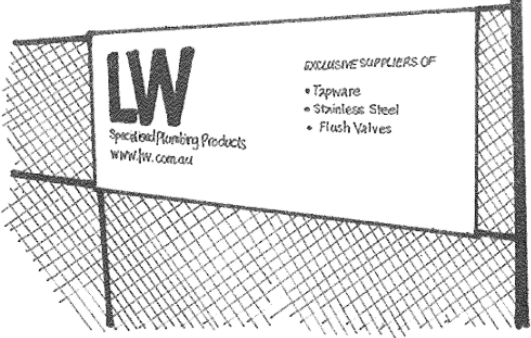
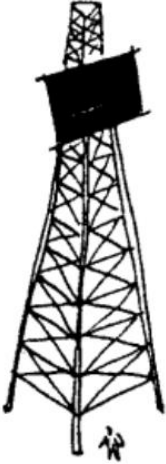
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>x. Flag Pole</p> <p>An advertisement sign consisting of a banner that is made from a piece of material which is attached to a pole.</p> 	<p>Flag Poles that:</p> <ul style="list-style-type: none"> a) are limited to a maximum of one per property; b) do not exceed a maximum height of 6m; and c) the area of the flag does not exceed 2m². 	<p>Flag Poles shall:</p> <ul style="list-style-type: none"> a) be limited to a maximum of three per property, with the exception of residential properties which are limited to a maximum of one per property; b) do not exceed a maximum height of 6m; and c) not exceed 4m² in area per flag.
<p>xi. Pylon Signs</p> <p>An advertisement sign which is affixed to the ground having one or more supports where the overall height (inclusive of any supports) is greater than the sign's horizontal dimension.</p> 	<p>N/A – All Pylon Signs require development approval.</p>	<p>Pylon Signs shall:</p> <ul style="list-style-type: none"> a) have a minimum clearance of 2.7m from the natural ground level; b) be restricted to a maximum of either one pylon or monolith sign per street frontage, or where a lot has numerous tenancies/units, multiple pylon or monolith signs may be approved where separated by a minimum distance of 50m; c) not exceed 2.5m measured horizontally across the face of the sign; d) Where practical, make provision for infill panels to accommodate the needs of a property containing multiple tenancies/units;

SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
		<p>e) not be more than 6m above natural ground level (including supporting structures), except where:</p> <ul style="list-style-type: none"> i. multiple tenancies/units are located on a lot, then the height can be increased to 7m above natural ground level (including supporting structures). ii. properties are immediately abutting Great Eastern Highway, then the height can be increased to 8m above natural ground level (including supporting structures).
<p>xii. Monolith Signs</p> <p>An advertisement sign comprising of a solid, ground mounted structure, where the vertical dimension exceeds the horizontal dimension, but does not include a Pylon Sign or a Directional Sign.</p> 	<p>N/A – All Monolith Signs require development approval.</p>	<p>Monolith Signs shall:</p> <ul style="list-style-type: none"> a) not be more than 6m above natural ground level (including supporting structures), except where: <ul style="list-style-type: none"> i. multiple tenancies/units are located on a lot, then the height can be increased to 7m above natural ground level. ii. properties are immediately abutting Great Eastern Highway, then the height can be increased to 8m above natural ground level. b) have a maximum area of 15m² for a 6m high sign, 18m² for a 7m high sign and/or 20m² for a 8m high sign; c) be restricted to a maximum of either one pylon or monolith sign per street

SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
		<p>frontage, or where a lot has numerous tenancies/units, multiple monolith or pylon signs may be approved where separated by a minimum distance of 50m.</p> <p>d) Where practical, make provision for infill panels to accommodate the needs of a property containing multiple tenancies/units.</p>
Portable / Temporary Signage		
<p>xiii. Ground Based Signs</p> <p>An advertisement sign not permanently attached to the ground including, but not limited to a sandwich board sign which consists of two sign boards attached to each other at the top or elsewhere by hinges or other means, which is no higher than 1.2m above natural ground level.</p> 	<p>Ground Based Signs that:</p> <ul style="list-style-type: none"> a) contain a maximum area of 0.5m² each side; b) are only displayed during the operating hours of the business to which the sign relates; c) provide a clearance of a minimum of 1.8m to a footpath or pedestrian walkway; d) are limited to a maximum of one sign per tenancy on a lot; e) are not located more than 5m from the building to which the sign relates; f) do not exceed a maximum height of 0.75m measured from natural ground level (including supporting structures). 	<p>Ground Based Signs shall:</p> <ul style="list-style-type: none"> a) provide a clearance of a minimum of 1.8m to a footpath or pedestrian walkway; b) be secured to the satisfaction of the City to ensure they do not move/blow over; c) be placed a maximum distance of 10m from the building to which the sign relates; d) only be displayed during the operating hours of the business to which the sign relates; e) be limited to a maximum of one sign per tenancy on a lot; f) be a maximum of 1m² in area per side; and g) do not exceed a maximum height of 1.2m measured from natural ground level (including supporting structures).
<p>xiv. Bunting/Tethered/Flag Signs</p>	<p>Bunting/Tethered/Flag Signs are not permitted.</p>	<p>Bunting/Tethered/Flag Signs are not permitted.</p>

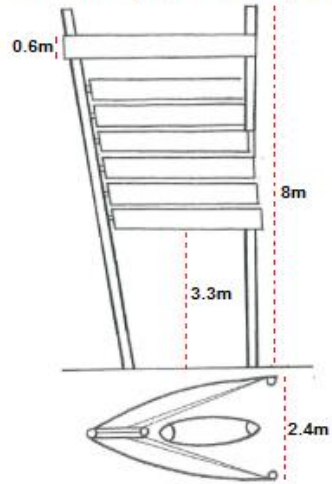
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>A single or group of flags or material that may be free standing or attached to a rope or line stretched between two or more points. The term includes inflatables (excluding balloons), bunting, banners and kites.</p> 		
<p>xv. Trailer Mounted Signs</p>	<p>Trailer Mounted Signs are not permitted, except where used by public authorities.</p>	<p>Trailer Mounted Signs are not permitted, except where used by public authorities.</p>

SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>An object which is displayed for the purposes of advertisement (including a variable message sign); or an advertisement sign which is attached to or placed on a vehicle (car, truck, boat, trailer, caravan, machinery, whether moveable or not).</p> <div style="text-align: center;">  </div>		

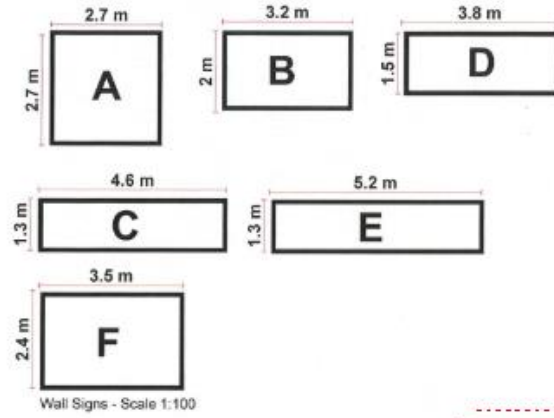
SIGN TYPE	COLUMN A – EXEMPTED ADVERTISEMENTS	COLUMN B – DEEMED TO COMPLY
<p>xvi. Fence Sign</p> <p>An advertisement sign attached to a fence.</p> 	<p>All Fence Signs require development approval, except where the signs are advising of a potential safety hazard or are required by legislation.</p>	<p>Fence Signs shall:</p> <ul style="list-style-type: none"> a) be limited to a maximum of one sign per street frontage on any one lot; b) be securely attached; c) sit flush on the fence to which it is attached; d) not contain any sharp or pointed edges below a height of 2.7m; d) not cover more than 30% of the total area of the fence; and e) not impact on views to the street and/or building.
<p>xvii. Tower Sign</p> <p>A sign affixed to, or placed on an open structural mast or tower.</p> 	<p>Tower Signs are not permitted.</p>	<p>Tower Signs are not permitted.</p>

Appendix 1 – Signage Strategy Example

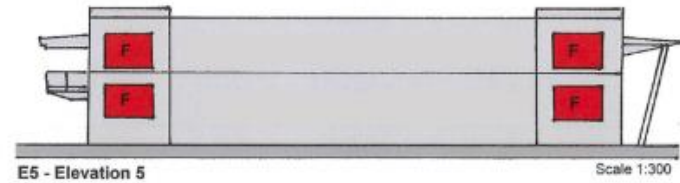
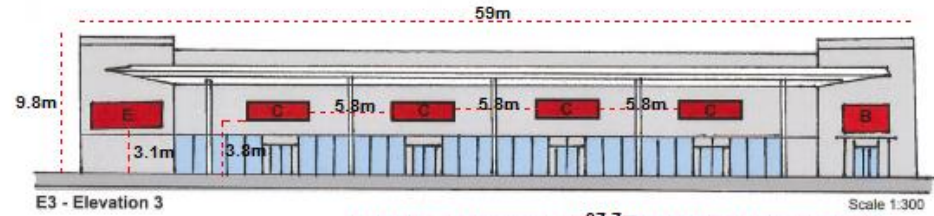
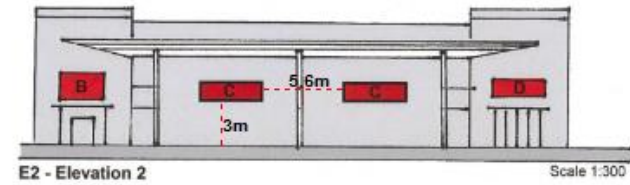
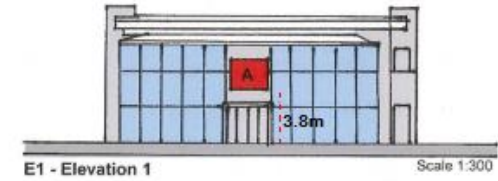
Street Facing Elevation of Pylon Sign



Wall Sign Dimensions



Building Elevations



Location of Pylon Sign

