

Local Planning Policy 2 – Advertising Signage (LPP2)

Management Procedure	Relevant Delegation
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Purpose

The purpose of this policy is to:

- a) The purpose of this Policy is to ensure that the display of advertisements on private property within the City of Kalamunda does not adversely impact on the amenity of surrounding land while providing appropriate exposure for businesses, activities or services.
- b) Planning approval is required for all types of signage which is not exempted under Schedule 5 (Exempted Advertisements) of Local Planning Scheme No.3

Advertisement Sign

The term ‘advertising sign’ has the same meaning as ‘advertisement’ in Schedule 1 of the City of Kalamunda Local Planning Scheme No.3 (the Scheme) as follows:

Advertisement: means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purpose of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.

Standards

Unless otherwise stated, all advertisement signs shall:

- a) Not pose a threat to public safety or health and shall not have any sharp or pointed projections below a height of 2.75 metres from ground level;
- b) The landowner or party responsible for the sign must maintain the sign and ensure that pedestrian and driver safety is maintained while the sign is in place;
- c) Signs must be placed such that they do not compromise the safety of pedestrians and/or do not obstruct the view of drivers;
- d) Not extend beyond any property boundary of a lot, overhang or encroach onto any reserve, City verge;

- e) Only advertise event, services or products associated on the lot where it is to be located;
- f) Not be in any position where is obstructs the view from a street or site lines for vehicles entering and departing the subject lot on which the sign in places; and
- g) If illuminated:
 - i. Use a low level of illumination and not cause a nuisance, by way of light spillage, to abutting sites.
 - ii. Not comprise of flashing, pulsating, chasing or running lights.
 - iii. Not interfere with or be likely to be confused with traffic control signals.
 - iv. Have a minimum clearance of 2.75 metres from ground level.

Home Signs

Display home signs shall:

- a) Be provided in a ratio not exceeding 2m² per house in a centre with no individual sign exceeding 4m²; overall height of sign not to exceed 4m;
- b) Not be illuminated after 9.00pm; and
- c) Be approved for a period not exceeding twelve months at any one time

Hoardings

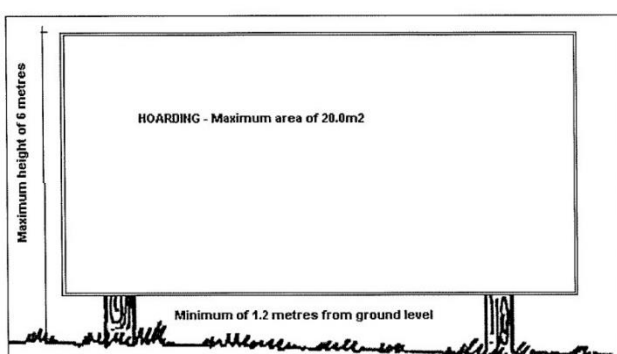
Hoardings shall not:

- a) Be erected in a residential area;
- b) Except with the specific approval of the City, be erected within 15m of any street or other public place and in any case not closer then its own height to a street or public place; and
- c) Be of greater area than 22m².

A Licence issues in respect of a hoarding is valid in terms of the licence for a period set by the City, up to ten years.

The licence fee for a hoarding is an annual licence fee and is payable annually so long as the hoarding is maintained with the approval of the City.

Example Only



Horizontal Signs

A horizontal signs shall:

- Afford a minimum headway of 2.75m;
- Be fixed parallel to the wall of the building to which it is attached; and
- Conform as to depth of the following table-

Minimum Distance of Sign above street	Maximum Depth of Sign
Less than 7.5m	600mm
7.5m to 9m	750mm
9m to 12m	1m

The increase above 12m should be 150mm in depth for each 300mm in height to a maximum of 4.5m;

- Not project more than 600mm from the wall to which it is attached; and
- Not be within 600mm of either end of the wall to which it is attached, unless the end of the sign abuts against a brick, stone or cement corbel, pier or pilaster which is at least 225mm wide and projects at least 25mm in front of and 75mm above and below the sign.

Notwithstanding the provision of paragraph (c) of this policy 3.6.1, the City may permit an increase of not more than fifty per cent of the depths therein mentioned in any parts of a sign to permit the inclusion therein of a motif or capital letter.

There shall be not more than one line of horizontal signs facing any one street on any building.

The name of the building, owner or occupier may be shown on the façade of a building but:

- Unless otherwise specifically approved by the City, only one such name shall be placed on any façade
- The letters of the name shall not exceed 1.2m in height;
- The letters shall be of metal or other incombustible material; and
- The letters shall not be lit or illuminated unless all illuminated lettering has been specifically approved by the City.

Example Only



Illuminated Signs

Every illuminated sign shall:

- a) Have any boxing or casing in which it is enclosed constructed incombustible material;
- b) Have its electrical installation constructed and maintained to the satisfaction of the State Energy Commission or the appropriate electricity supply authority and in accordance with the S.A.A code 3000-1976.
- c) Be maintained to operate as an illuminated sign;
- d) Not have a light of such intensity or colour as to cause annoyance to the public and not interfere with traffic control lights; and
- e) Signs must not be internally or indirectly illuminated, move, flash, rotate or reflect so as to be a distraction to drivers.

Information Panel

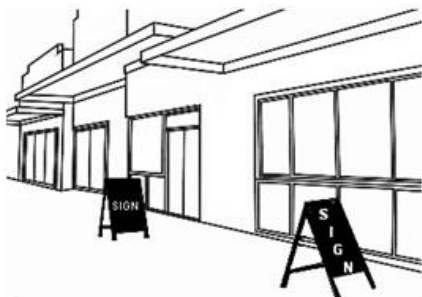
The City may provide information panels or bays of varying sizes and charge fees for the inclusion of advertisements in such panel or bays.

Portable Signs

A portable sign shall:

- a) Not exceed 1 metre in height;
- b) Not exceed 1 metre in area;
- c) Be placed so not to be hazardous to, or impede vehicular traffic or pedestrian traffic;
- d) Be sound construction and maintained in good condition; and
- e) Be so constructed or anchored to prevent them becoming hazardous during strong winds.

Example Only



Projection Signs

No person shall project by light any sign being a photographic or other image which can be seen from any street, way, footpath, or other public place onto any building, screen or structure without a written licence issued by the City, nor without the consent of the owner of the building or structure.

No licence shall be issued by the City for a projection sign:

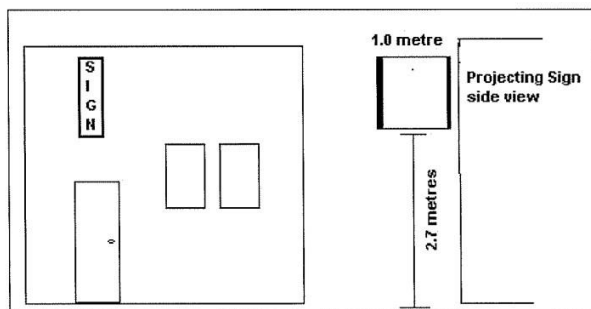
- a) Unless the building, screen or structure onto which it is proposed to project such sign or signs is specified in the application for such licence;
- b) In respect of any such sign which when projected onto a building, screen or structure is more than 12m in width or 12m in height; and
- c) Unless the licence specifies the building, screen or structure onto which such sign may be projected.

Where it is proposed to project such signs onto a building, screen or structure in a series the City may issue one licence in respect of all signs in that series provided that no sign or signs other than that or those in respect of which a licence has been issued shall be projected.

Where a licence has been issued by the City pursuant to this policy the sign or signs in respect of which it has been issued shall not be projected onto any building, screen or structure not specified in such licence.

The owner or occupier of any building, screen or structure shall not permit any sign or signs to be projected onto the same unless a licence has been issued pursuant to this policy.

Example Only



Pylon Signs

A pylon sign shall:

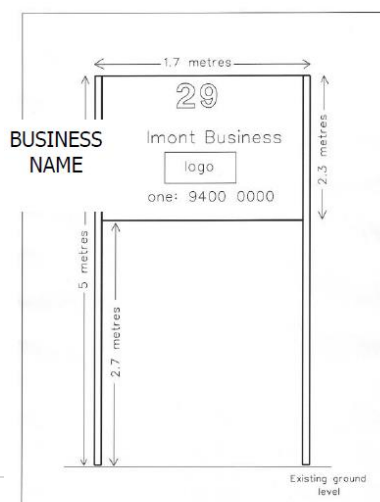
- a) Have a minimum clearance of 2.75m
- b) Not be more than 6m above the level of the ground immediately below it except in central business areas or large shopping complexes, as determined by the City;
- c) Not exceed 2.5m measured in any direction across the face of the sign or have a greater superficial area than 4m² – except in central business areas or large shopping complexes, as determined by the City; such signs where erected must comply with the following –

- i. Be the only motif or emblem of the centre;
 - ii. Only one such sign on any development;
 - iii. Does not exceed 10m² on any face;
 - iv. Not be erected within a distance equal to its own height from any street or right of way.
- d) Not project more than 1m over any street;
 - e) Be supported on one or more piers or columns of brick, stone, concrete or steel of sufficient size and strength to support the sign under all conditions;
 - f) Where a pylon sign is supported on two or more piers or columns the space between the piers or columns shall not be wholly or partly filled in with any material below 2.75m above ground level;
 - g) Not be within 1.8m of the side boundaries of the lot on which it is erected unless the lot on which the pylon sign is erected abuts an intersecting street or right of way, when the city may authorise the erection of the sign at a lesser distance than 1.8m; and
 - h) Not have any part thereof less than 6m from any part of another sign erected on the same lot.

Where more than one pylon sign is proposed to be erected on a lot which unit factories or small shops are erected or are to be erected the city may require all the pylon signs to be incorporated into the on sign complying with the following:

- a) Initial approval is to be given to the pylon sign framework together with one or more sign infills;
- b) An application is to be submitted and approval given for each additional infill;
- c) All infills are to be of equal size and space is to be provided for one infill for each shop or unit on the lot;
- d) Where the city required signs to be combined, the total area of the infill signs specified under policy 5.11.1; and
- e) May be increased by up to 50 per cent, i.e to a maximum of 6m².

Example Only



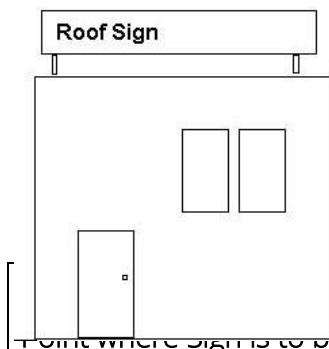
Roof Signs

A roof sign shall:

- Not at any point be within 4m of the ground;
- Not extend laterally beyond the external walls of the building; and
- Comply as regards height above ground and height of sign with the following table

When ascertaining the height of the main building above ground level for the purpose of this policy, any part of the roof at the point where the sign is to be erected that is provided solely for the purpose of architectural design shall be disregarded.

Example Only



Point where sign is to be fixed above Ground Level at	Maximum Height of Sign
4 m and under 5m	1.25 m
5 m and under 6m	1.8 m
6 m and under 12m	3 m
12 m and under 18m	5 m
18 m and under 24m	6 m
24 m and upwards	7 m

Tethered Signs

Tethered Signs shall:

- Be located wholly within the boundaries of the lot;
- Have a maximum vertical dimension of 0.75 metres and a maximum area of 2sqm;
- Not be greater than 8m from natural ground level;
- Be limited to a maximum of one sign per street frontage on any one lot and
- Not be within 10m of a pylon sign.
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Notwithstanding the provision of sub-clause 3.11.1, tethered signs which consist of balloon type or inflatable objects shall:

- Not exceed 7m in diameter or 9m in height; and

- b) Not be displayed for more than 14 days in aggregate for any one calendar year.

Furthermore, the applicant is required to provide the City prior to erecting such a sign, a certificate from a Structural Engineer certifying that the connection of the balloon type object to the building or lots is of a structurally sound design.

Example Only



Tower Signs

A tower sign shall not, unless otherwise specially approved by the City –

- a) Indicate or display any matter other than the name of the owner or occupier of the land or premises on which the mast, tower or chimney stack is erected
- b) If illuminated, be a flashing sign;
- c) Exceed in height one-sixth of the height of the mast, tower or chimney stack on which it is placed;
- d) Exceed in width the width or diameter of the mast, tower or chimney stack on which it is placed; and
- e) Extend laterally beyond any part of the mast, tower or chimney stack on which it is placed.

Verandah Signs

Signs comprising free standing lettering only may be erected above the outer fascia of a Verandah parallel to the kerb, if the lettering does not exceed 400mm in height and is mounted on a base of at least 75mm in width.

Signs on Verandah Fascia's

A sign fixed to the outer or return fascia of a verandah-

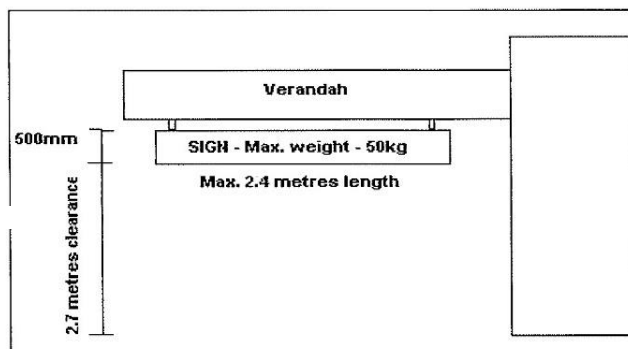
- a) Shall not exceed 600mm in depth;
- b) Shall not project beyond the outer metal frame or surround of the fascia; and
- c) If an illuminated sign may be of changing colours but shall not emit a flashing light.

Signs under Verandah

A sign under a Verandah shall –

- a) Afford A headway of at least 2.75m or, when approved by the City, 2.4m;
- b) Not exceed 2.4m in length or 500mm in depth;
- c) Not weigh more than 50 kg;
- d) Not, if it exceeds 300mm in width, be within 1,4m, or where it does not exceed 600mm in width be within 1m of the side wall of the building, measured along the front of the building before it is erected;
- e) Not, if it exceeds 300mm in width be within 2.75m, or where it does not exceed 300mm in width be within 1.75m of another sing under that Verandah;
- f) Be fixed at right angles to the front ell of the building before which it is erected except on a corner of a building at a street intersection where the sign may be placed at an angle with the wall so as to be visible from both streets;
- g) Be so places that the centre of its base longitudinally is equidistant from the outer edge of the Verandah and the vertical place of the shop directly opposite the end of such a sign; and
- h) Not be constructed out of shatterbale material.

Example Only



Vertical Signs

A vertical sign shall:

- a) Afford a minimum headway of 2.75m;
- b) Subject to 5.17.2, not project more than 1m from the face of the building to which it is attached;
- c) Subject to 5.17.3, not be within 1.75m of either end of the wall to which it is attached;
- d) Be of a height of at least twice its width;
- e) Not project more than 1m above the top of the wall to which it is attached nor more than 1m back from the face of that wall;
- f) Not be within 4m of another vertical sign on the same building;
- g) Not be placed on a corner of a building, except at a street intersection where it may be placed at an angle with the walls so as to be visible from both streets; and
- h) Except with special permission of the city not exceed 1m in width exclusive of the back projection.

Where a vertical sign is affixed to the face of a building that is set back beyond the face of another building which is situated less than 3 metres from the side wall of the first building, the sign may

project 500mm further than the distance prescribed by paragraph (b) 5.17.1 or the distance by which the building to which it is affixed is set beyond the face of the other, whichever is lesser.

Where a building to which a vertical sign is to be affixed is set back from the boundary or abuts on an intersecting street or right of way, the City may authorise the affixing of the sign.

Window

Window signs shall not cover more than 50% of the glazed area of any one window or exceeds 10.0m² in area in aggregate per tenancy on a lot whichever is greater.

Variation of Standards

If it is established to the satisfaction of the City that a particular standard or provision contained within this Policy is unreasonable or undesirable in the particular circumstances of the case, the City may at its discretion, vary the standard or provision.

The City may only vary a standard or provision where it is satisfied that:

- a) Approval of the variation will not set an undesirable precedent;
- b) The applicant demonstrates exceptional circumstances warranting support for a variation; and
- c) Approval of the application is in accordance with variation to the site and development requirements contained within the City of Kalamunda Local Planning Scheme No.3 (Section 5.6)

Legislation	<i>City of Kalamunda Local Planning Scheme No.3</i>
Adopted	16 December 2013 OCM 202/2013
Reviewed	
Next Review Date	