

<b>Legislation/local law requirements</b>	This Policy has been prepared under the provisions of <i>Schedule 2, Part 2 and 3 of the Planning and Development (Local Planning Schemes) Regulations 2015</i> .
<b>Relevant delegations</b>	16.1.1 Determination of various applications for development approval under the City's Local Planning Scheme
<b>Related policies, procedures and supporting documentation</b>	Policy 7.4.9 – Encroachments over Crown lands Local Planning Policy 7.5.1 – Minor Nature Development

## PART 1 - PRELIMINARY

### INTRODUCTION

Advertising signs are an important aspect of business identification. They help inform the community and promote goods and services. Well designed advertising signs can make a positive contribution to their setting. Equally, poorly designed, located or excessive advertising signs can detract from the visual appeal and safety of an area.

The City's *Strategic Community Plan 2018 - 2028* (SCP) sets out the strategic direction and priorities of the City of Vincent for the short to medium future. Key actions of the SCP include: encouraging business growth; improving design outcomes; responding to the local context and supporting local and small business.

The Signs and Advertising Policy seeks to ensure advertising signs throughout Vincent achieve the objectives of the SCP.

### PURPOSE

The purpose of this policy is to provide clear direction on the design and application process for advertising signs within the City of Vincent.

### OBJECTIVES

This policy seeks to ensure that advertising signs within the City:

1. Do not present a hazard or obstruction to pedestrians or motorists or the efficiency of a road or traffic control devices;
2. Are suitably designed and located to maintain and enhance the amenity of the surrounding locality;
3. Only relate to services and products available on the site on which the advertising sign is located;
4. Do not result in a proliferation of advertisement;
5. Do not detract from the heritage significance of a building or area;
6. Maintain active frontages and encourages pedestrian interaction;
7. Are incorporated and integrated with the buildings of other structures on the subject lot; and
8. Align with the City's Public Health Plan objective of advocating for reduced exposure to alcohol and tobacco advertising.

### SCOPE

The provisions of this policy apply to advertising signs proposed within the City of Vincent, with the exception of:

- Internal advertising signs;
- Advertising signs that advertise a planning proposal for public comment;
- Advertising signs within public thoroughfares including directional street signs, on bus shelters or traffic and safety signs; and
- Election signs.

## PART 2 - POLICY PROVISIONS

### 1. DEFINITIONS

#### 1.1 GENERAL DEFINITIONS

**Advertising sign or Sign** means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes:

- a) any hoarding or similar structure used, or adapted for use, for the display of advertisements;
- b) any airborne device anchored to any land or building used for the display of advertising; and
- c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.

**Heritage Place** means a place listed on the City’s Heritage List or State Register of Heritage Places or within a designated Heritage Area.

**Signage Strategy** means an approved signage and advertising plan to demonstrate the provision of a comprehensive and consistent strategy for signage applied across a given site.

**Street frontage** means a portion of any lot or building facing a public street or right of way.

**Thoroughfare** shall have the same meaning as ‘Thoroughfare’ in the Local Law relating to Local Government Property.

**Unhealthy foods** shall have the same meaning as ‘discretionary foods’ in the *Australian Dietary Guidelines* as outlined in the COAG Health Council’s publication, *National interim guide to reduce children’s exposure to unhealthy food and drink promotion*.

**Verandah** for the purpose of this Policy includes cantilever awnings, cantilever verandahs and balconies whether in, on or above a street, way, footpath, public place or private property.

#### 1.2 SIGN SPECIFIC DEFINITIONS

Definitions of individual sign specific types are addressed in each relevant clause of this Policy.

### 2. EXEMPTION FROM DEVELOPMENT APPROVAL

The following signs are exempt from development approval unless otherwise specified as a prohibited sign type:

SIGN TYPE	REQUIREMENTS FOR EXEMPTION
All signs with the exception of: a) free standing signs exceeding 2 metres in height to a maximum of 3 square metres; and b) above awning signs.	a) If the sign is not located on the State Register of Heritage Places; and b) The sign fully complies with the General Standards of Clause 7 and Sign Specific Standards of Clauses 8, 9 and 10.
<b>Construction sign</b> means an advertising sign that is erected at a building site for the duration of the construction or development period.	a) Maintains 70 percent visual permeability to the site; and b) Only be in place for the duration of the construction works/ development period.
<b>Display home sign</b> means a sign advertising the display of a display home.	a) Only be in place for the duration of the display period.
<b>Realestate sign</b> means sign advertising the sale or lease of the property.	a) Only be in place for the duration of the display or transaction period.
<b>Eco sign</b> means a temporary sign that advertises a local community event within the City that is run or sponsored by the City of Vincent.	a) Located on City owned land; and b) Does not include the promotion of smoking, alcohol or unhealthy food and drink.

Table 1. Exempt advertising signs



## Example : Exemption from Development Approval

1. The signs fully comply with the General Standards of Clause 7 and Sign Specific Standards of Clause 10; and
2. The signs are not located on a State Heritage place.

\* a) Window signs are calculated as one (1) sign covering no more than 30% of the combined window area in accordance with Clause 10.10; and  
 b) Awning fascia sign is calculated as one sign per street frontage in accordance with Clause 10.1.

Exemptions are made pursuant to Clause 61(1)(h) of the *Planning and Development (Local Planning Schemes) Regulations 2015* (the Regulations).

Where a sign is exempt from the requirement for development approval under this Policy, a Building permit may still be required in certain circumstances detailing the structural aspects of the sign. Please contact the City's Building Services team for advice regarding the need for a building permit prior to the installation of any new signage.

## 3. PROHIBITED ADVERTISING SIGNS

**Third party advertising** (previously known as billboards) means an advertisement on any building, sign or structure so as to be visible from a street, public place, public reserve or other land for the purpose of advertising products or services that are not being offered on a site on which the sign is erected.

**Fly posting** means advertising by means of posters placed on fences, walls, trees or other structure or objects.

**Variable message sign** means any portable advertising sign which can be programmed to display electronically generated messages.

**Bill posting** means the sticking of any bill or painting, stenciling or affixing any advertisement on any building, structure, fence, wall, hoarding, signpost, pole, blind or awning, so as to be visible to any person in a street, public place, public reserve or other land.

**Above roof sign** means an advertising sign which protrudes above the building line or forms part of a projection above the roof of a building.

- 3.1 New third party advertising, including time limited approvals, is prohibited in all zones.
- 3.2 Existing and previously approved third party advertising subject to a time limited approval will not be granted a further extension beyond the approval date lapsing. Every effort should be made to cease use of the site for third party advertising and establish land uses in accordance with the vision set out for the site in the City of Vincent's Local Planning Strategy.
- 3.3 Fly posting is prohibited in all zones.
- 3.4 Variable message signs are prohibited in all zones with the exclusion of government agencies for the purpose of providing temporary community advice.

- 3.5 Bill posting is prohibited in all zones.
- 3.6 Above roof signs are prohibited in all zones.
- 3.7 Any premises where the primary purpose is the sale of tobacco or other smoking products; or the consumption of tobacco and other products to be used for smoking shall be permitted no more than one sign, which shall be used for the purpose of identifying a registered business name, to a maximum of 2 square metres.

## 4. CALCULATING ADVERTISING SIGNS

- 4.1 To ensure consistency in determining the area of advertising signs, the sign area is to be calculated in accordance with the following:
  - a) If the background colour of the sign matches the colour of the wall on which it is located, the area of the sign shall be determined by measuring around the words of the sign; and
  - b) If the background colour of the sign does not match the colour of the wall on which it is located, the area of the sign is to be measured around the borders of the entire sign.
- 4.2 In the case of a building with a corner truncation, the truncation is to be included in the primary street frontage calculation.
- 4.3 Where more than one sign definition is applicable, the provisions for all of the relevant sign types applies. For example an illuminated awning sign on a heritage place will be assessed against the standards for awning signs, illuminated signs and heritage places.

## 5. DEVELOPMENT APPROVAL REQUIREMENTS

- 5.1 In assessing applications for advertising signs the City will give due regard to all provisions of this policy.
- 5.2 A development application should include a Sign Strategy which incorporates the location, type, size and design of all existing and proposed advertising signs and elevation plans. Justification should be provided as to the need for the number and design of advertising signs proposed, having regard for the relevant policy provisions and objectives.

## 6. VARIATIONS

- 6.1 Where the General Standards and Sign Specific Standards are not met, the proposed signs will be assessed in accordance with the Objectives of the Policy.

## 7. GENERAL STANDARDS

The following General Standards apply to all advertising signs. Where the standards are not met, a development application is required.

- 7.1 Advertising signs only relate to services and products available on the site on which the advertising sign is located.
- 7.2 Advertising signs projecting from walls or under verandahs maintain a pedestrian clearance of 2.75 metres.



*Acknowledging the local context produces a uniform and consistent series of advertising sign opportunities.*



*Consistency of signage location and scale provides continuity to the streetscape at pedestrian level.*

7.3 A maximum of four (4) different sign types in accordance with Clause 10 for sites in non-residential zones, and a maximum as per Clause 9 for sites in the Residential zone.

7.4 Advertising signs do not extend outside the building envelope, obstruct major openings or project above the line of the parapet or building roof top.

7.5 Advertising signs do not protrude over Council property, including footpaths unless approval has been granted under the provisions of the *Local Government Property Local Law 2008*.



*Adhoc and inconsistent advertising sign additions contribute to sign proliferation and reduce visual amenity.*



*Advertising signs should maintain active frontages and visual surveillance into and out of the business.*

## 8. ADVERTISING SIGNS ON HERITAGE PLACES

Where a sign is proposed on a heritage place, due regard is to be given to the Statement of Significance of the Place, the General Standards in Clause 7 and Sign Specific Standards in Clause 10. Where provisions are inconsistent with this clause, this clause prevails.

### Deemed to comply:

#### Historic signs

Historic advertising signs contribute to the significance of a heritage place and should be retained and maintained.

#### New signs

Advertising signs on heritage places must:

- Not be located where they dominate, obscure or detract from any features which contributes to the significance of the heritage place;
- Not be located on any fabric that contributes to the heritage significance of the place as addressed in the statement of heritage significance;
- Be readily removable, having regard to the method of installation in order to ensure that the original material can be reinstated;
- Be of a scale that does not dominate, obstruct or detract from the heritage significance of a place; and
- Be of a color and style that is respectful to the heritage place, without the need to replicate historic advertising signs. Clearly distinguishable modern design that is respectful to the heritage place is preferred for new signs.



*Signage does not detract from or obscure the significant elements of the heritage place.*

## 9. ADVERTISING SIGNS IN THE RESIDENTIAL ZONE

The following provisions apply to advertising signs in Residential zones:

LAND USES	MAXIMUM NO. OF SIGNS	DEEMED TO COMPLY
Home Occupation	One per street frontage	<ul style="list-style-type: none"> <li>Maximum of 0.2 square metres in area;</li> <li>For the purpose of identifying the name of the dwelling or name/nature of the home occupation;</li> <li>Illuminated signs are not permitted.</li> </ul>
Home Business	One per street frontage	<ul style="list-style-type: none"> <li>Maximum of 0.5 square metres in area;</li> <li>For the purpose of identifying the name/nature of the home business;</li> <li>Illuminated signs are not permitted.</li> </ul>
Commercial	Two per tenancy	In accordance with the sign specific standards.

## 10. SIGN SPECIFIC STANDARDS

### 10.1 AWNING AND VERANDAH SIGNS

**Awning Fascia Sign** means an advertising sign painted or attached to the fascia of an awning or verandah.

Deemed to comply:

- Maximum of one sign per 15 metres of street frontage containing a maximum of two elements such as a business name, logo or business slogan;
- If attached to an awning fascia, a maximum of 200 millimetres thick; and
- Be contained within the dimensions of the awning face.

**Below Awning Sign** means an advertising sign attached below an awning or verandah.

Deemed to comply:

- Maximum of one sign per 15 metres of street frontage;
- Maximum of 2.4 metres length and 500 millimetres height;
- Minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign; and
- Not project beyond the dimensions of the verandah.

**Above awning sign** means an advertising sign attached above or projecting from an awning or verandah.

Deemed to comply:

- Maximum of one sign per 15 metres of street frontage; and
- Maximum of 2 metres in length or 500 millimetres height.



**Awning fascia sign calculation**

- |  |   |
|--|---|
| <span style="color: teal;">■</span> Sign 1   | <span style="color: green;">■</span> Sign 2   |
| <span style="color: yellow;">■</span> Sign 3 | <span style="color: magenta;">■</span> Sign 4 |



*Below awning sign*



*Below awning sign*



*Above awning sign*

### 10.2 PORTABLE SIGN

**Portable sign** means an advertising sign not permanently attached to the ground or to a structure, wall, fence or building.

Deemed to comply:

- Maximum of one sign per tenancy on a lot;
- Be located adjacent to the building to which the sign relates;
- Be displayed only during the normal business hours of the business to which the sign relates;
- Have no moving parts once the sign is in place;
- A maximum dimension of 1.2 square metres; and
- Portable signs located within thoroughfares shall meet the requirement of the City's Local Government Property Local Law.



*Portable sign*

## 10.3 DIGITAL AND ILLUMINATED SIGNS

The following applies to all digital and illuminated signs in addition to the sign specific provisions below.

### Deemed to comply:

- Not located within a Residential zone;
- Not cause a nuisance, by way of artificial light being emitted from the sign or light, or natural or artificial light being reflected from the sign or light; and
- Be certified by the installer to comply with all relevant provisions of AS/NZS 4282:2019 – Control of the obtrusive effects of outdoor lighting, prior to installation.

**Digital sign** means an advertising sign that incorporates images that may move or change, including fading in and out or scrolling, but does not include a variable message sign.

### Deemed to comply:

- Not incorporate additional flashing or alternating lighting over and above the digital display;
- If located on a freestanding sign, have a maximum area of 2 square metres; and
- If located in a public facing window, be included in the calculation for window signs in Clause 7.2.12.

**Illuminated sign** means an advertising sign which is so arranged as to be capable of being lighted either from within or from without the sign by artificial light provided, or mainly provided for that purpose.

### Deemed to comply:

- Not comprise flashing, intermittent or running lights that change more than once in any five minute period;
- Be turned off one hour after the close of business;
- Have a minimum clearance of 2.75 metres from finished ground level to the lowest part of the sign when under an awning; and
- Be maintained to operate as an illuminated sign.



Digital window sign



Illuminated below awning sign



Illuminated awning fascia sign

## 10.4 FENCE SIGNS

**Fence sign** means an advertising sign which is attached to a fence.

No signage is permitted on fences, walls or other structures which do not form an integral part of the building. Signage may only be permitted on fences if:

- A tenancy is located on a district distributor; or
- A tenancy is located on a Heritage place and the installation of a sign on the building may result in physical damage to any significant fabric.

### Deemed to comply:

- Maximum of one sign per tenancy, per street frontage of any one lot;
- Not exceed 20 percent in area of the portion of the fence on which it is located to a maximum of 5 square metres; and
- Maximum of 200 millimeters thick.



Fence sign



## 10.5 FREE STANDING SIGNS

The following applies to the assessment of all freestanding signs in addition to the specific provisions for hoarding, pylon and monolith signs.

Deemed to comply:

Freestanding signs are to:

- a) Be no taller than 2 metres from finished ground level to the top of the sign; and
- b) Be the only freestanding sign permitted per lot frontage. Where more than one business tenancy exists within the lot, be designed to accommodate the advertising for all tenancies.

**Hoarding sign** means a freestanding sign which is affixed to one or more supports with its largest dimension being horizontal.

Deemed to comply:

- a) Maximum area of 3 square metres.

**Monolith sign** means a freestanding vertical sign installed in a column or totem. The sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.

Deemed to comply:

- a) Maximum of 2 metres in width; and
- b) Maximum of 3 square metres.

**Pylon sign** means a freestanding sign which is affixed to supports with its largest dimension being vertical.

Deemed to comply:

- a) Minimum clearance of 2.75 metres from the finished ground level;
- b) Maximum 2.5 metres vertically or horizontally across the sign face;
- c) Maximum area of 4 square metres for a single tenancy, or 12 square metres for multiple tenancies; and
- d) Comprise a maximum of two supports with a total width not exceeding 3 metres.



Hoarding sign



Monolith sign



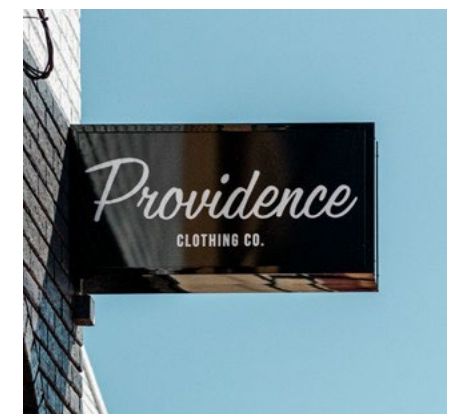
Pylon sign

## 10.6 PROJECTING SIGNS

**Projecting sign** means 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.

Deemed to comply:

- a) Maximum of one sign per street frontage;
- b) Have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign;
- c) Not project more than 1 metre from the wall and not exceed 4 square metres in area; and
- d) Not project above the top of the wall to which it is attached.



Projecting sign

## 10.7 ROOF SIGNS

**Integrated roof sign** means an advertising sign which is integrated into the roof or roof fascia of a building.

Deemed to comply:

- Maximum of one sign per street frontage;
- Be affixed parallel to the fascia or portion of the building to which it is attached;
- Not project more than 300 millimetres from the portion of the building to which it is attached; and
- Not be within 500 millimetres of either end of the fascia, roof or parapet of the building to which it is attached.

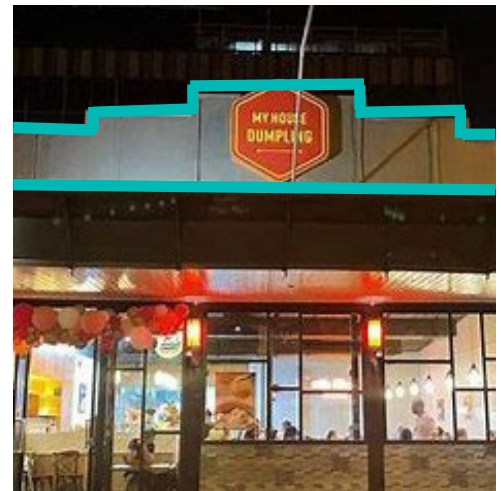
Roof signs are to comply with the following table:

Maximum height of roof	Maximum sign area
Less than 7.5m	3m <sup>2</sup>
7.5 to 9m	5m <sup>2</sup>
More than 9m	10m <sup>2</sup>



Roof signs are affixed parallel to the fascia but do not project above the roof line.

■ Roof area



Roof signs are incorporated into the roof design of the building on which they are attached.

## 10.8 TETHERED SIGNS

**Tethered sign** means an advertisement device which is suspended from or tethered to any structure (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes inflatables, bunting, banners, flags and kites.

Deemed to comply:

- Permitted to be displayed for a maximum aggregate of 30 days in any calendar year;
- Have a maximum area of 2 square metres;
- A maximum of 6 metres from the finished ground level to the highest part of the sign; and
- Limited to a maximum of one sign per street frontage on any one lot.



Tethered sign

## 10.9 WALL SIGNS

**Wall sign** means a sign which is affixed or painted onto the external part of a building wall but does not project more than 300mm from the wall or above the lowest point of the eaves or ceiling of the building.

Deemed to comply:

- a) Maximum of one sign per 15 metres of street frontage, not exceeding 10 percent of the wall area to a maximum of 10 metres square; and
- b) For wall signs on Residential zoned land, not exceeding 1.2 square metres in area.

Additional information:

- The wall area includes the aggregate of walls on each street frontage (per 15 metres), including the portion of the wall from ground level to the top of the building wall, but does not include windows/ openings or the roof area.
- In the case of a building with a corner truncation or multiple articulations, the total coverage of signage is to be calculated on the primary facade.



Wall signs can add visual interest when creatively designed or incorporated into the design of the building.

## 10.10 WINDOW SIGN

**Window sign** means a sign which is affixed to either the interior or exterior of a glazed area of a window or alternately suspended from the ceiling, or which is located in the interior of a glazed area of a window setback up to 0.4 metres behind a window, with the sole purpose of advertising onto the street.

Deemed to comply:

- a) Window signs do not exceed:
  - i) a maximum of 30% of the glazed area; or
  - ii) a maximum of 10 square metres: of the aggregate of a tenancy's ground and first floor level windows which are visible from the street or a public area, whichever is the lesser.



Windows free of excessive signage maintains active frontages and visual surveillance.



Excessive window coverage that reduces active frontages will generally not be permitted.

## 10.11 COMMUNITY EVENT SIGNS

**Community event sign** means a temporary sign that advertises a local community event within the City such as a fete, hawkers market, festival or holiday program.

Deemed to comply:

- a) Maximum of one sign per frontage on a lot;
- b) Advertises a local community event with free admission and open to the general public or a free service that is located or accessible within the City;
- c) Does not exceed 1.5 metres in height and does not exceed an area of 3 square metres;
- d) Is not attached to a tree or any existing street furniture;
- e) Is not illuminated or made of reflective material;
- f) Relates only to the event or service, with the exception that a third party sponsoring the event may include a logo or similar acknowledgment on the sign, provided it does not occupy more than 20% of the sign's face area;
- g) Is not exhibited for more than a period of 30 days; and
- h) Is removed within 24 hours after the date of the event or, if advertising a service, immediately on the conclusion of the 30 day period.

## 10.12 SPONSORSHIP SIGNS

**Sponsorship sign** means an advertising sign which incorporates third party advertising for a financial or other benefit to a sporting or community club, but is not directly related to the functions or activities of the club.

Deemed to comply:

- a) Located on land reserved as Public Open Space or identified as sports space in the City's Public Open Space Strategy;
- b) For the purpose of identification and sponsorship associated with the local club;
- c) Sign content must face into the reserve or viewing areas, rather than out onto the street and other public spaces.;
- d) Not be illuminated or digital;
- e) Signage is removed at the conclusion of the sponsorship agreement; and
- f) Complies with the relevant provisions of the club's lease agreement with the City.

OFFICE USE ONLY	
Responsible Officer	Manager Policy and Place
Initial Council Adoption	20 November 2001
Previous Title	
Reviewed /Amended	
Next Review Date	