

LOCAL PLANNING POLICY 202

TOWN CENTRE ZONE SIGNAGE

KEY FOCUS AREA PROSPERITY

Purpose

This policy sets out the requirements of the Town of Claremont for all signs with the exception of those outlined in 5.4.2, within the Town Centre Zone including the erection and management of signs fixed on or adjacent to private buildings viewable from the public domain and signs located in the public domain. In developing this policy the Town:

1. Recognises the legitimate need for signs to give direction and to identify and promote businesses and buildings;
2. Acknowledges that signage should achieve these legitimate objectives without negatively impacting on the amenity of the Town Centre environment or constituting a hazard for pedestrians or motorists; and
3. Accepts a responsibility to the wider community to ensure that signage is appropriately assessed and managed.

The policy has been prepared by the Town under clause 82 of the Town's Local Planning Scheme No. 3 ('LPS3') and has been reviewed in accordance with Schedule 2, Part 2, Clause 5 of the *Planning and Development (Local Planning Schemes) Regulations 2015* (LPS Regs). It is noted however that Clause 61(h) of the LPS Regs exempts signage proposals from the need to apply for Development Approval unless a property is heritage listed in the Town Centre Zone. Notwithstanding, the associated Local Law – Relating To Signs provides discretion for this Policy to allow for variations to the Local Law in accordance with this Policy within the Town Centre Zone.

The Policy applies to the Town Centre Zone as delineated in LPS3 Map 1 illustrates the policy area boundary, but for clarity, the Town Centre Zone does not include land contained in the Metropolitan Region Scheme Primary Regional Roads Reserve along Stirling Highway or the former Primary Regional Roads Reserve removed as a result of Metropolitan Region Scheme Amendment No. 1210/41.

Map 1: Policy Area Boundaries



Map 1

Policy

1. Objectives

Signs should be in keeping with the character of the street and the prevailing building style, should avoid causing unnecessary distraction and be safe. In this regard, signs within the Town Centre Zone shall conform to the following Policy Objectives:

1.1 Aesthetics

- To encourage signs which contribute to the visual quality of the Town Centre and are in sympathy with the street and building type on which they are located
- To protect significant heritage characteristics of buildings, streetscapes, vistas and the Town Centre skyline against offensive and any other inappropriate signage
- To encourage innovative, unique and creative signs where appropriate
- To prevent visual pollution caused by unnecessary proliferation of signs by encouraging signs that adequately and effectively serve their purpose, and to encourage the rationalisation of existing signs when amendments are made to existing signs.

1.2 Amenity

- To ensure that the appearance, size, illumination, materials and other aspects of signs do not adversely affect an area through overshadowing, glare or in any other way, and
- To ensure that signs do not block important views, obscure architectural detailing or are detrimental in any other way to the amenity of adjoining properties and/or the surrounding streetscape.

1.3 Safety

- To ensure that signs are designed and located to avoid danger or unnecessary distraction to motorists, pedestrians or other road users.

2. Procedural Requirements

2.1 Signage Approval from the Town of Claremont

- a. The Town shall require that signage approval be obtained for the construction or erection of:
 - i. Any permanent sign visible from a public space
 - ii. Any change or alteration to a permanent sign visible from a public place, unless the sign is of a type listed in Schedule 3.
- b. Existing authorised advertising signs may continue to be displayed in accordance with any licence or approval previously granted by the Town.
- c. Until such time as the deemed provisions under Schedule 2 Part 3 of the Planning and Development (Local Planning Schemes) Regulations 2015 are amended, signage proposals within this Policy area do not require and application for Development Approval unless the sign is proposed to be located on a heritage building.

2.2 Main Roads Western Australia (MRWA)

Note: MRWA has a responsibility in administering and approving roadside signage along Stirling Highway where the signage is proposed to be located on the main road reserves. Additional information on the referral requirements for applications for roadside signage along Stirling Highway can be obtained from the Town.

Applications for roadside signage along Stirling Highway should be made direct to the Town, which will refer the application onto MRWA for its consideration.

2.3 Information to be Submitted as Part of a Signage Application

Information to be submitted as part of a signage application under this policy is stipulated in Schedule 2 of this policy.

2.4 Development Approval not Required

Types of signs that are exempt from the requirement to obtain Development Approval from the Town under this Policy are stipulated in Schedule 3 and under Clause 61(h) of the LPS Regs. Notwithstanding any exemptions which apply under the LPS Regs, applications for Sign Licences will take into account the provisions of this Local Planning Policy.

3. Policy Statement – Assessment Criteria

In assessing any proposed signage, the Town shall apply the following criteria

3.1 Location of Signs

Unless otherwise approved by the Council, no sign may be erected or maintained:

- So as to obstruct a view of traffic from a street or other public place such that it may cause a hazard to pedestrians or motorists or cyclists
- On any ornamental tower, spire, dome or similar architectural feature
- So as to obstruct the access to or from any door, fire escape or window (other than a window designed for the display of goods)
- So as to hinder pedestrian movement and constitute a danger
- So as to obstruct the movement of any pedestrian or vehicle in any street or thoroughfare
- On any light, power pole or traffic light or traffic sign

- On any tree, shrub or plant, and
- Such that the light from the sign, in the opinion of the Town, is so intense as to cause, or potentially cause, a nuisance to the public.

3.2 Signs Not Permitted

To protect the aesthetics and amenity of the Town Centre, the following signs are not permitted in the Town Centre Zone:

- Above roof or sky signs
- Roof signs
- Third party advertising or general advertising signs
- Tower signs
- Tethered signs, and
- Offensive signs (signs the content of which could cause offense to members of the local community).

Note: Definitions of the abovementioned signs can be obtained in this Policy and Section 5 of the Town of Claremont Local Law Relating to Signs.

3.3 Maximum Size and Number of Signs

The maximum size and number of signs permitted in the Town Centre are stipulated in relation to the categories of signs set out in Table 1 below:

Table 1: Signage Typologies			
Permanent signs fixed on or adjacent to a private building			Other signs not intended to be assessed under this Policy
Primary Advertising Sign (see clause 3.4.1)	Secondary Advertising Sign (see clause 3.4.1)	Lifestyle Advertising Sign (see clause 3.4.1)	Local Law requirements apply
<u>Signs include:</u> 1. Illuminated Sign 2. Clock 3. Horizontal Sign 4. Projected Sign 5. Verandah Sign 6. Vertical Sign			<u>Signs Include:</u> <ul style="list-style-type: none"> • Illuminated Sign • Clock • Development Sign • Direction Sign • Hoarding • Institutional Sign • Low Level Sign • Panel Sign • Portable Sign

	<ul style="list-style-type: none"> • Pylon Sign • Sale Sign • Semaphore Sign • Sign under Verandah • Temporary Community Banner • Temporary Community Sign • Window Sign
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Note: Definitions for ‘Primary Advertising Sign’, ‘Secondary Advertising Sign’ and ‘Lifestyle Advertising Sign’ and the types of signs included in Table 1 are included in Schedule 1 of this Policy and the Town of Claremont Local Law Relating To Signs.

3.3.1 Permanent Signs Fixed on or Adjacent to Private Building

The assessment criteria for permanent signs fixed on or adjacent to a private building include the following:

- Lifestyle Advertising Signs are only permitted on buildings that have a minimum Gross Leasable Area of 500m².
- Where a building includes more than 2 retail/commercial tenants and subject to an application conforming to 5.3, tenancy identification signs as identified in 5.4.3 may be allowed in addition to primary advertising and are to conform to the Town’s Local Relating to Signs.
- Permanent signs fixed on or adjacent to private buildings that are located on a street that falls within the definition of ‘Street Type A’ depicted on Map 2 are to conform to the specific requirements included in Table 2, which are in addition to and do not detract from the requirements set out in clause 5.3.

TABLE 2: ‘STREET TYPE A’ REQUIREMENTS (Refer to Map 2)		
Typology	Maximum Size	Total Number of Signs Allowed
Primary Advertising Sign	10m ² per sign	2
Secondary Advertising Sign	5m ² per sign	1
Lifestyle Advertising Sign	5m ² per sign	3

- Permanent signs fixed on or adjacent to private buildings that are located on a street that falls within the definition of ‘Street Type B’ in Map 2 are to additionally conform to the specific requirements included in Table 3, which are in addition to and do not detract from the requirements set out in clause 5.3.

TABLE 3: ‘STREET TYPE B’ REQUIREMENTS (Refer to Map 2)		
Typology	Maximum Size	Total Number Of Signs Allowed
Primary Advertising Sign	25m ² per sign	3
Secondary Advertising Sign	15m ² per sign	2
Lifestyle Advertising Sign	15m ² per sign	3

In accordance Streets that are categorised as either 'Street Type A' or 'Street Type B' are indicated below in Map 2.



Map 2 – Location of Street Types A and B

3.3.2 Other Signs not Intended to be Assessed under this Policy

The following types of signs shall conform to the relevant requirements included in the Town's Local Law Relating to Signs:

- Illuminated Sign
- Clock
- Development Sign
- Direction Sign
- Hoarding
- Low Level Sign
- Panel Sign
- Portable Sign
- Projecting Sign
- Pylon Sign
- Sale Sign
- Semaphore Sign
- Sign under Verandah
- Temporary Community Banner
- Temporary Community Sign, and
- Window Sign

3.4 Sign Types Not Listed

In assessing any signage application that is considered not to be included within the abovementioned signage typologies contained in this Policy, the Council will have regard to the context of the proposed signage and the application's compliance with all of the Policy objectives.

3.5 Bay View Terrace Heritage Precinct

It should be recognised that the Town Centre Zone includes the Bay View Terrace Heritage Precinct (“Heritage Precinct”) (see Map 2) of this Policy and that the heritage values of buildings and places located within the Heritage Precinct shall be protected. Additional information in relation to the Heritage Precinct can be obtained from the Town.

In addition to the requirements for all signs stipulated in 5.4.1 and 5.4.2, applications for signs on a heritage building or place within the Heritage Precinct shall conform to the following criteria;

1. Materials, style, design and lettering are to address and conform to the heritage features of the building
2. Appropriate colouring and lettering should be incorporated into the proposed sign in order to reflect the historical time period of the building
3. Signs should be in harmony with the exterior design of the building to which they are fixed
4. Signs may be applied to the façade in a manner appropriate to the period and function of the building or otherwise shall be below the awning level, and
5. Signs shall be affixed in such a way that they cause no damage to the building and may be removed without leaving evidence of the sign having been affixed.

3.6 Additional Criteria

Notwithstanding that a sign complies with the provisions of this Policy, Council may refuse consent if such a sign would, in its opinion, be injurious to the amenity, aesthetics or safety of the Town Centre.

3.7 Assessment of Non-Complying Applications

An application for approval of signage that:

- a. Complies with the assessment criteria contained in clause 3.5 of this Policy may be approved under Delegated Authority.
- b. Does not comply with the assessment criteria contained in clause 3.5 of this Policy may be approved under Delegated Authority, having regard to the objectives of the Policy.

Schedule 1 – Dictionary of Defined Words and Expressions

Note: Unless stated otherwise, any word or expression in this Policy that is not defined in Schedule 1, has the same meaning as is given to it by the Town of Claremont Local Law Relating to Signs as amended.

The following Terms are used in this Policy:

‘Aesthetics’ means that aspect of planning that deals with visual quality. The aesthetic features of signage are dependent on the following circumstances:

- Location, setting and use of the building
- Location of the sign in the context of the building
- The size of the sign
- The number of signs
- The impact of the sign, and
- The purpose of the sign.

‘Adjoining property’ means any lot which shares a boundary or portion of a boundary with a lot upon which there is a building or is separated from that lot by a right-of-way, vehicle access-way, pedestrian access way or the equivalent not more than 6 metres in width;

‘Amenity’ means the quality, conditions and the characteristics of a locality or a lot or building (as the context requires) which contribute to their pleasantness, harmony and better enjoyment. In considering the impact on amenity caused by signage applications, the following outcomes should be considered:

- a. Overshadowing, glare and substantial (and inappropriate) illumination;
- b. Blocking important views around the Town Centre;
- c. Obscuring architectural detailing on heritage buildings; and
- d. Distraction caused by visual pollution.

‘Application’ means the completed form lodged for the purpose of obtaining a planning approval from the Town of Claremont.

‘Building Area’ means the area of the building façade facing the street calculated by multiplying the height and length of the building wall.

‘Gross Leasable Area’ means the area of all floors capable of being occupied by a tenant for the tenant’s exclusive use, which area is measured from the centre lines of joint partitions or walls and from outside faces of external walls or the building alignment, including shop fronts, and includes basements, mezzanines and storage areas.

‘Height of Building Wall’ means the vertical distance from natural ground level to the roof or parapet at any point.

‘Heritage Building or Place’ means a building or place:

- Entered in the Register of Heritage Places under the Heritage of Western Australia Act 1990 (administered by the Heritage Council of WA), or
- Subject to Clause 79 of Local Planning Scheme No.3, relating to places of cultural heritage significance, or
- Listed in the Town of Claremont Municipal Heritage Inventory.

‘Lifestyle Advertising Sign’ means a sign that functions to position members of the public to associate a group of retail or commercial tenancies, range of retail offerings or products with a certain way of life in either a positive or negative manner. Outstanding or distinctive features of particular lifestyles, such as glamour, indulgence, excitement or risk, may also be evoked as being connected with a product in this type of advertising. This type of sign may also have the purpose of providing an umbrella brand or trademark for a number of sub-brands or retailers.

‘Length of Building Wall’ means the horizontal distance of the wall.

‘Offensive Sign’ means a sign the contents or design of which may, in the opinion of Council, cause offence to some members of the local community or a majority of people. Offensive signage may involve the use of obscene or insulting language and/or images, 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.

‘Development Approval’ means approval by the responsible authority under any Local Planning Scheme controlling land development and use within the district.

‘Primary Advertising Sign’ means a sign the primary purpose of which is to identify a site by:

1. Identifying the name of a company or other organisation that owns or substantially occupies the site or building on which the advertisement is located; and/or
2. Displaying directional or other related specific information of the name of a company or other organisation that owns or substantially occupies the site or building on which the advertisement is located.

‘Projected Signs’ means a sign projected onto a building, screen or other structure and for the purposes of this Policy are considered permanent signs fixed onto a private building.

‘Public Place’ means any place to which the public has access;

‘Secondary Advertising Sign’ means that type of sign that is not essential or primarily intended for site identification, but rather serves the function of attracting customers by identifying the logo or catchphrase of the company or other organisation that owns or substantially occupies the site or building on which the advertisement is located.

‘Sign’ includes a signboard or any message, direction or representation whatsoever displayed on a building or structure, a bunting sign, a clock other than a clock which is built into a wall and does not project beyond the face of the wall, a flag, and bunting, whether they contain a written message or not, and every other type or style of sign defined or referred to in this Policy and the Town of Claremont Local Relating to Signs.

‘Signage Typology’ is a categorisation of permanent signs fixed on or adjacent to a private building according to the intended purpose or function of those signs. For the purposes of this Policy these typologies include:

- Primary Advertising Signs,
- Secondary Advertising Signs, and
- Lifestyle Advertising Signs.

‘Street Type A’ means those streets located within the Town Centre Zone such as Bay View Terrace, St Quentin Avenue, Avon Way, Church Lane and any other laneway or Right-of-Way which are narrow, pedestrian focused streets as depicted in Map 2.

‘Street Type B’ means those streets located within the Town Centre Zone such as Stirling Highway, Gugerri Street, Stirling Road and Leura Avenue which are listed in Appendix XI of the LPS as ‘streets deemed to carry high volumes of vehicle traffic’ and are therefore considered vehicle focused streets as depicted in Map 2.

‘Temporary Community Sign’ means any sign intended to be in situ for a defined period of time only, generally being up to 3 months.

‘Third Party Advertising or General Advertising’ means that type of sign:

1. Displaying the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located, or
2. For a product or service not provided on the site on which the advertisement is located, or
3. For a product or service that does not form part of the signage displaying the name, logo or symbol of a company or other organisation that owns or substantially occupies the site or building on which the advertisement is located, or

4. For an activity or event not occurring on the site on which the advertisement is located.

'Sign Area' incorporates the outer dimension of the frame, border, structure or silhouette containing the letters, numbers, illustrations and background, which together constitute the total contents of the sign.

'Visual Pollution' includes an over-proliferation of ad-hoc signage with a variety of different styles and colours on the one site, too much text, and building addresses not easily identifiable under a mass of information which potential customers are unlikely to be able to read.

Schedule 2 – Information to be Submitted with Application

A Development Application or application for a Sign Licence is to be accompanied by supporting information in the form of such plans, elevations, graphics, photographs or other information considered necessary by the Town to present the scope and nature of the proposed advertisements. Unless the Town waives any particular requirement, every application is to be accompanied by:

- a. Details of all materials to be used in the fabrication of the sign
- b. The shape and dimensions of the sign
- c. The shape and dimensions of the building on which the sign will be located
- d. The number, size and location of existing signs on the site, and the proposed signs placement and visibility of the proposed sign
- e. Details of the proposed means of illumination of the sign, if any, and the associated impact of this illumination on the surrounding environment
- f. Details of the proposed means of animation, if any
- g. Details of the structural adequacy of the advertisement
- h. Information about whether or not the sign is wholly or partly for third party advertising
- i. The signs scale relationships (dimensional or proportional relationships to spaces and other physical elements such as buildings, landscaping and people), and
- j. The nature of existing signs on adjoining properties.

Schedule 3 – Signs That Are Exempt from Obtaining Development Approval

The following signs are exempt from obtaining Development Approval but **may require a Sign Licence to be obtained from the Town's Building Services department** regardless of whether or not Development Approval is required:

- a. A sign erected by Council on land under the care, control and management of Council;
- b. A sign within a building
- c. An election sign from a period of three weeks before the subject election to three days following that election
- d. Temporary community signs or notices or an advertisement affixed to or painted on a shop window by or on behalf of the occupier thereof and relating to the business carried on therein provided that not more than 25 percent of the area of the window is so used
- e. A sign that is required by the Builders Registration Board or other government body or authority to be displayed on a building site provided that

- i. The area of the sign does not exceed 1.5m², and
 - ii. No part of the sign's structure is more than 20m above the ground directly below it
 - iii. Any such sign shall be removed within seven days of completion of the building work on the building site, and
- f. A portable sign not exceeding 1 metre in height and 0.8 metres in width that is placed on privately owned land, it is the only portable sign to be on that land and is located at least 1 metre inside the front boundary of that land.

Document Control Box			
Legislation:	<i>Planning and Development (Local Planning Schemes) Regulations 2015 Town of Claremont Local Law Relating to Signs</i>		
Organisational:	Town's Local Planning Scheme No. 3		
Version #	Decision:	OCM Date:	Resolution Number:
1.	Adopted	01/04/2008	72/08
2.	Reviewed	05/10/2010	210/10
3.	Reviewed	10/12/2013	360/13
4.	Reviewed	09/12/2014	203/14
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