

LPP 4.2 Advertisements and Signage

1. Introduction, background and purpose

An application for planning approval is required to be lodged for all advertising that is not identified as permitted development (i.e. not requiring planning approval) under Clause 8.2 (f) and Schedule 5 Local Planning Scheme No. 5.

2. Application of policy

This policy applies to any advertising devices proposed to be erected or replaced within the Shire of Collie Scheme Area.

Note: Advertising content is not the jurisdiction of the local government unless in respect of third party advertising, tourist, directional and community messages. Complaints arising from the appropriateness of commercial advertisements can be directed to the Advertising Standards Bureau of Australia.

3. Policy objectives

- 3.1 To provide a consistent approach to applications for Advertising and Signage within the local government area.
- 3.2 To provide guidelines that will assist in the regulation and control of advertising within the Shire.
- 3.3 To avoid the proliferation of signs.
- 3.4 To ensure that existing and future advertising signage is maintained at a level which produces a positive image of the Shire of Collie.
- 3.5 To ensure that any advertising erected or displayed on buildings are compatible with the architectural style and appearance of the building within the Shire.

4. Policy statement

- 4.1 The local government will not approve the erection of any third-party advertisement for a service or commodity, which is not produced, offered or sold on the lot on which the advertising device is erected, except for public safety messages only.
- 4.2 Public open space and reserves within the Shire should not be used for advertisements except for approved sponsorship signage in relation to a current lease holder, as approved by the local government.
- 4.3 Applications for the erection and the removal of tourist and directional signs may be approved subject to the sign meeting the current Main Roads Western Australia standard.
- 4.4 Where an advertisement is proposed for a building identified in the adopted Shire of Collie Heritage List; established under Schedule 2 cl. 8 of the *Planning and Development (Local Planning Schemes) Regulations 2015*, (the "Regulations") or within a designated Heritage Area (Part 9 of the Regulations), the local government should have regard to:

- a. the placement of signage,
- b. the appropriateness of the materials, style design and lettering of the sign; and
- c. whether it is affixed in such a way that it causes no damage to the building and may be removed without leaving evidence of it having being affixed.

4.5 A proposal that is not in accordance with one or more clauses of this Local Planning Policy may be advertised in accordance with the provisions of cl. 64 of the Regulations..

5. Development Standards

5.1 Clearances

2. A sign or advertisement displayed over a pedestrian pathway or cycleway is to have a minimum clearance of 2.75 metres between the lowest part of the advertisement and the pavement.
3. A sign or advertisement displayed over a roadway, access way or other place where vehicles are able to pass under is to have a minimum clearance of 5.4 metres from the surface of the road or pavement.
4. No sign or advertisement with moving parts is to be located in or adjoining a pedestrian pathway or other pedestrian place, unless it is so designed or positioned that the moving parts are out of the reach of pedestrians.

5.2 Materials

- The proposed advertising sign and structural support shall be designed and constructed to a high-quality standard, and shall be maintained for the life of the advertisement.
- The Shire may at any time request that an advertiser remove and/ or replace signage that is in disrepair or not in character with the amenity of the area under section 11.2 of the Local Planning Scheme.

5.3 Development along Main Roads

Subject to the Main Roads Act 1930 and the Main Roads (Control of Advertising) Regulations 1996, the local government will refer any planning applications along or near a main road to Main Roads WA for comments.

5.4 Sponsorship Signs

Sponsorship signs may include the branding, logos, phrases and (trademark) colours of the sponsor but may not result in the proliferation of signage on a lot or reserve. This part excludes internal facing signage on sporting grounds or club facilities that are not primarily facing the street frontage.

5.4.1 Sponsorship Signs - Structures

- i. If sponsorship is for the construction, redevelopment or maintenance of a specified structure, sponsorship signs are to be erected on, or adjacent to the structure and located within the same lot, reserve number or lease boundary area.
- ii. The total sponsorship signage area associated with a structure may not exceed 5m². This does not limit sponsorship signage considered pursuant clause 5.4.2.
- iii. The sponsorship sign must be removed:
 - a. at the expiration of any sponsorship agreement; or
 - b. at the demolition, removal or replacement of a specified structure; or

- c. within 5 years, whichever occurs first.

5.4.2 Sponsorship Signs – Community Groups

- i. If sponsorship is for the ongoing running of a community group including charities, sporting club or associations a written sponsorship agreement must be agreed between the sponsor and the community group stating the duration of the sponsorship arrangement. Sponsorship signs may be erected for the duration of the sponsorship agreement.
- ii. Sponsorship signs for the ongoing running of a community group may be either displayed individually or collectively. Collective sponsorship signage boards are encouraged to reduce the ad hoc proliferation of individual sponsorship signs.
- iii. Individual sponsorship signs are limited to:
 - a. Two (2) per community group with a combined total area not exceeding 2m²; and
 - b. Four (4) on any lot or reserve (where there are 2 or more community groups) with a combined total area not exceeding 4m².
- iv. Alternatively, collective sponsorship signage boards must comply with all the following:
 - a. Individual sponsorship signs are not permitted and any existing individual sponsorship signs must be removed if a collective sponsorship signage board is approved.
 - b. Each lot or reserve may only erect one permanent sponsorship signage board.

5.5 Light Spill

Where an illuminated or animated sign or advertisement is visible from and is located within 100 metres of residential premises or land included in the “Residential Zone” or “Development Zone – Residential”, the sign or advertisement is to:

- i. be switched off between 11.00pm and sunrise on the following day;
- ii. be designed so that the light is directed/ channelled to ensure no light spillage onto neighbouring premises.

6. **Assessment Criteria**

Does the advertising device meeting the following assessment criteria:

- i. Will the signage obstruct the view of traffic on a street or public place?
- ii. Is it likely to be confused with, or mistaken for, an official traffic light or sign?
- iii. Does it emit a flashing, intermittent or sequential light?
- iv. Is it proposed to be located on a footpath, median strip or roundabout, a light pole, power pole, verandah post, or living tree?
- v. Is it proposed to be located on a tower, mast, chimneystack, spire, dome or similar architectural feature or on a lift machinery room, bulk-head over stairs or other superstructure over the main roof of a building?
- vi. Is it proposed to be located on a building where the stability of the building is likely to be affected by the sign?
- vii. Is it proposed in a position where it unduly obstructs or obscures a person’s view from a dwelling of a river or any other natural feature?
- viii. Is it proposed on land or a roof of a building or verandah other than that on which is conducted a business or profession to which the sign relates?

- ix. Is it proposed so as to obstruct access to or from a door, fire escape or window, other than a window designed for the display of goods?
- x. Is it proposed to contain offensive language or content?

7. Information Requirements for Assessment

In order to assess the impact of both the message portrayed by the advertisement/ sign and the nature of advertisement/ sign upon which that message is conveyed, the following information is required to be submitted with a Planning Application:

- completed *Schedule 7 – Additional Information for Advertisements Form*;
- Plans and Elevations of the Advertisement and supporting structure;
- Photographic montage of the proposed sign in its proposed location (if required).
- The Sponsorship Agreement (only for sponsorship signs).

8. Variation of Development Requirements

In exercising any discretion, the local government should ensure that the variation will not contravene the following provisions of the Scheme.

- (a) purpose and objectives of this Local Planning Policy;
 - (b) section 1.6 The Aims of the Scheme;
 - (c) section 3.4 Use and Development of Local Reserves;
 - (d) section 4.2 Objectives of the Zones; and
- the following provisions of the Regulations:
- (a) Schedule 2 cl. 67. Matters to be Considered by Local Government.

9. Definitions

“advertisement” 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;

“advertiser” means an owner or occupier of premises where an advertisement is displayed or any other entity, which has caused an advertisement to be displayed in the premises.

“directional sign” means a sign erected to provide assistance to the public to conveniently locate places of interest for tourists and to the general public.

“sponsorship sign” means a sign erected to demonstrate financial or in kind support from a private corporation, community group or government body for:

- the construction, redevelopment or maintenance of a structure; or

- the ongoing running of a community group including charities, sporting club or associations;

and that is located where the primary audience is the user groups/ club members of the venue.

“third party sign” means any sign (except sponsorship signage) sign 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, for a product not produced or a service not provided on the site on which the advertisement is located, or for an activity or event not occurring on the site on which the advertisement is located.

“tourist sign” means a sign that identifies or directs attention or traffic toward a tourist attraction, facility, areas or service.

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