

LOCAL PLANNING POLICIES

Advertising Signage



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1. INTRODUCTION:

Advertisements play a vital role as a means of advertising the service and product available from a business or organisation. The display of advertisements is beneficial in providing a public service through providing information to the community.

The over-use of advertisements, however, contributes to an accumulation and eventual proliferation of signage clutter, to the extent that the advertisements become ineffective and impact negatively on the amenity of the streetscape and character of the area. Inappropriately located advertisements may also create a hazard to pedestrians and road users.

In order to ensure that advertisements are used for best advantage, organisations, businesses and property owners are encouraged to demonstrate the reasonable and appropriate use of advertisements, and focus more on providing short, distinct signage and branding to limit the number of words and the use of suitable contrasting colours and text that make advertisements distinct and clearly legible.

2. POLICY OBJECTIVE:

The objectives of this policy are to:

- (a) ensure that advertisements are appropriately sized and sited for their location;
- (b) require advertisements to maintain and enhance the amenity of the immediate area, including areas of historical or environmental significance;
- (c) discourage the ineffective, visually intrusive and proliferation of excessive advertisements; and
- (d) provide guidelines for consistent decision making for advertisements on zoned or reserved land within the Shire of York.

3. STATUTORY ENVIRONMENT:

3.1. YORK LOCAL PLANNING SCHEME NO. 3 & PLANNING & DEVELOPMENT (LOCAL PLANNING SCHEMES) REGULATIONS 2015

Clause 60, of Schedule 2, Part 7 of the Regulations requires that all development, including the erection, placement and display of any advertisements, requires the prior approval of the local government. A person must not commence or carry out any development without first having applied for and obtained the development approval of the local government under Part 8.

A Local Planning Policy is adopted under clause 3 of the Regulations, where the local government must have due regard to the provisions of the policy and the objectives which the policy is designed to achieve before making its determination on any application received.

Local Planning Policies are guidelines used to assist Council in making decisions under the Scheme. Although Local Planning Policies are not part of the Scheme, they must be consistent with, and cannot vary, the intent of the Scheme provisions.

If a provision of a Local Planning Policy is inconsistent with the Scheme, the Scheme prevails.

3.1.1. LOCAL PLANNING POLICY – HERITAGE CONSERVATION & DEVELOPMENT

Signage on properties within a designated heritage area or on a heritage list must comply with the requirements of this Policy and the York Local Planning Policy – Heritage Conservation and

Development. In the event of an inconsistency, the provisions of the Local Planning Policy – Heritage Conservation and Development prevails.

3.2. MAIN ROADS ACT 1930

The *Main Roads Act 1930* gives the Commissioner of Main Roads the statutory authority and responsibility for the care, control and management of the State's highways and main roads. The Act also includes provision for the Control of Advertisements.

Specifically, Section 33B of the Act allows the Governor, on the recommendation of the Commissioner, to make regulations to control advertisements on or in the vicinity of highways and main roads where hoardings or other advertising structures are considered to be:

- (a) hazardous to traffic safety; and/or
- (b) aesthetically objectionable.

The Main Roads Roadside Advertising Policy must also be considered in conjunction with the requirements of the Act. The Policy defines an Advertising Device as:

“Advertising Device means any poster, hand bill, placard, notice or sign affixed to or painted or supported by a Hoarding and other Advertising Structures (see definitions) including a tri-vision illuminated and pylon mounted sign.”

The Main Roads Policy states: “The Commissioner of Main Roads approval is required for all advertising devices on or in the vicinity of highways and main roads.” The Policy provides both the general and specific permission criteria upon which applications for approval are to be assessed to ensure that the proposed advertising device conforms with the intent of the Main Roads Act and these Regulations.

4. INTERPRETATION

Advertisement has the meaning as in the Planning and Development (Local Planning Schemes) Regulations 2015:

“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; and*
- (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.”*

Awning Sign means a sign displayed under an awning or the eaves of a building, and includes signs on blinds, sunshades and similar structures attached to an awning, verandah, balcony or eaves of a building.

Banner Sign means a temporary advertisement that is printed onto plastic sheeting or similar material, and which is hung between posts or from a verandah of a building.

Building Construction Sign means a sign that provides details of a development occurring on a property which is displayed during the course of construction of a building.

Community or Sporting Group means a recognised local not-for-profit community or sporting group.

Display Home Sign means a portable sign placed within a public street to advertise that a Display Home Centre is open for inspection.

Election or Political Signage means a sign or poster which advertises any aspect of a forthcoming Federal, State or Local Government election.

Emblem means a logo, design, symbol or feature incorporated into a sign that identifies or represents a place, such as a shopping centre.

Entrance Statement means a sign used to identify a subdivisional area or suburb primarily for marketing purposes.

First Party means an advertisement that is displayed for a business, a building or a landmark located on the land on which the advertisement is placed.

Inflatable Sign means a sign or other recognisable figure or emblem that is painted, stencilled or attached to an inflated device, such as a balloon which is anchored to a building or land.

Main Distributor Roads means for the purposes of this policy any Primary Distributor Road or District Distributor Road as per the Scheme.

Major Development means where the total area of the land that is proposed to be developed exceeds five hectares, including the aggregate area of separate stages of a development or 100 dwellings/units.

Minor Development means where the overall area of the land that is proposed to be developed does not exceed five hectares or 100 dwellings and is no less than 4,000 m² (including separate stages of a development) or 10 dwellings/units.

Monolith Pylon Sign means a pylon sign which is in-filled from the ground level to the top of the sign to appear as a solid structure and where the supporting columns cannot be seen.

Portable Signs means a free-standing portable sign not permanently attached to a structure or fixed to the ground or pavement and includes an A-Frame Sign.

Projecting wall sign means a sign fixed to an external wall of a building by at least one end and attached or bracketed perpendicular to the wall of a building.

Protest Signage is a form of advertising signage.

Property Sale Sign means a sign displayed during a period over which a single property transaction is offered and negotiated.

Pylon Sign means a free-standing sign that is not attached to another building and is supported by one or more posts and includes a frame within which sign infill can be added.

Roof sign means a sign displayed on or above the external surface of the plane of the roof cover at any point of the roof.

Sign or Signage are interchangeable terms for advertisement as defined by the Scheme.

Sign Face Area means the aggregate area on which wording, numbers, pictures and motifs are displayed on any side of the sign, including any border.

Sign Infill means a panel that can be fitted into a pylon sign framework.

The Scheme means the Shire of York Local Planning Scheme No. 3. For the purposes of this policy, definitions and interpretations shall be applied in accordance with Scheme 3.

Third Party means an advertisement that is for a commodity, good or service that may be available or related to the place or premises where the advertisement is displayed.

Wall sign means a sign displayed on an external wall, fascia, façade or awning of a building. The painting of a building in colours depicting the corporate colour scheme of the tenant or landowner of the building is wall signage for the purpose of this policy.

Window sign means a sign displayed on any glazed portion of an external window or door of a building.

5. POLICY PROVISIONS:

5.1. APPLICATIONS FOR ADVERTISEMENTS

Applications for advertisements will be considered as per the Scheme and Parts 3 and 4 of this Policy.

5.2. EXEMPT ADVERTISEMENTS

Clause 61 of the Regulations permits, without development approval, any works that are temporary and in existence for less than 48 hours or such longer time as the local government agrees, the erection of installation of a sign of a class specified in a local planning policy or scheme as exempt (except where located within a property on the heritage list or heritage area) and the temporary erection or instalment of an advertisement if -

- (i) the advertisement is erected or installed in connection with an election, referendum or other poll under the *Commonwealth Electoral Act 1918* (Commonwealth), the *Electoral Act 1907* or the *Local Government Act 1995*; and
- (ii) the primary purpose of the advertisement is for political communication in relation to the election, referendum or poll; and
- (iii) the advertisement is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted. “

Schedule 9 of the Scheme identifies advertisements that are exempt from requiring planning approval from Council. A copy of Schedule 9 is reproduced at Appendix 1 of this Policy.

Exemptions provided in the Scheme and this Policy does not apply to places or buildings that are included on the State or Local Heritage List or within a designated Heritage Area. The exemptions do not apply to advertisements that could be considered offensive or obscene, or that advertise goods and services which do not relate to the property that the signage is located on, unless otherwise provided.

Notwithstanding the provisions of this Policy, approval is not required for the following types of advertisements:

5.2.1. GENERAL EXEMPTIONS

In all zones the following advertisements are exempt from development approval:

- (a) Advertisements which are placed or displayed on a property which are not visible from outside of the premises, either from private property, land reserved for public purposes or a public street. If an advertisement is visible but is not ‘prominently visible’ the Shire may use its discretion in applying exemptions, which is to be confirmed in writing.

In the Rural Smallholdings and General Agriculture zones:

(a) Advertisements which comply with the following:

- the advertisement is located within the property boundaries; and
- the total cumulative sign face area does not exceed 2m² per frontage of a lot and does not exceed 1.5m above natural ground level in height; and
- The advertisement shall relate to an approved or permitted use on the property and only display information including the name, logo, slogan, directional information function and/or the activities of the premises/land use upon which the signage/advertisement is displayed.

(b) Advertisements displayed on the side of vehicles which would normally be associated with that vehicle model/type (i.e logo or brand type) and where that vehicle is involved in carrying out activities associated with a permitted or approved use on that property.

5.2.2. PORTABLE DIRECTION SIGNS

(a) One portable direction sign located within the lot boundaries of a property that does not exceed 1 m in height or 1m² in area.

(b) Signs located on a thoroughfare which are permitted, or in accordance with a permit issued under a local law.

The exemptions do not apply to rotating, flashing or illuminated signage.

5.2.3. INFLATABLE SIGNS

Roof top balloons or other types of inflatable signage are permitted without Council approval for a maximum of 7 days, if the following specifications are met:

- (a) the maximum dimensions of a roof top balloon or other type of inflatable sign shall be a height of 9.0 metres, measured from the top of the roof directly below the sign and a width or diameter of 7.0 metres, unless otherwise approved by Council;
- (b) an inflatable sign should be appropriately anchored to the roof or ground to ensure safe use during expected or unexpected strong wind conditions;
- (c) each inflatable sign shall be covered by general public liability insurance to a minimum of \$10 million by the property or business owner and a copy of this cover is to be submitted with the application together with confirmation that the cover does extend to the sign;
- (d) approval must be sought from Main Roads WA where the proposed sign location is near a traffic signal controlled intersection or when it is visible from, or adjacent to, a road that is under the care and control of Main Roads WA;
- (e) the applicant is to confirm in writing at the time of application, the period during which an inflatable sign is to be erected; and
- (f) the sign shall not be internally or externally illuminated.

5.2.4. COMMUNITY OR SPORTING GROUP SIGNAGE

Community or sporting groups may erect a single sign that meets the following specifications without prior approval from the local government under the provisions of this Policy:

- (a) one sign up to 2m² in area and up to 2.7 metres in height;

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- (b) located wholly within the boundary of the site where the sport, meetings or activities are conducted;
 - (c) wording may only contain the name of the group and contact details;
 - (d) may not be an illuminated sign; and
 - (e) approval must be sought from the land owner prior to erection of the sign.
 - (f) approval must be sought from Main Roads WA where the proposed sign location is near a traffic signal controlled intersection or when it is visible from, or adjacent to, a road that is under the care and control of Main Roads WA.

5.2.4.1. York Recreation and Convention Centre, Forrest Oval

The following requirements specifically apply to any signage erected or displayed at the Forrest Oval Complex:

(a) Community or Sporting Group Signage

Community or sporting groups may erect a single sign that meets the following specifications without prior approval from the Shire of York under the provisions of the Local Planning Policy for Advertising Signage:

- (i) one sign up to 2m² in area and up to 2.7 metres in height;
- (ii) located wholly within the boundary of the site;
- (iii) wording may only contain the name of the group and contact details;
- (iv) not being an illuminated sign; and
- (v) written notification must be submitted to Council prior to the erection of the sign.

(b) Sponsor Signage

Community or sporting groups may erect signage advertising one or more sponsors with the prior written approval from the Shire of York that meets the following specifications:

- (i) individual signs up to 5m² in area and up to 2.7 metres in height;
- (ii) located wholly within the boundary of the site facing inwards towards the Oval complex;
- (iii) wording may only contain the sporting group and approved sponsors details and logo(s);
- (iv) not being an illuminated sign; and
- (v) approval must be sought from the Shire of York in writing prior to the erection of the sign.

(c) Signage Facing a Public Street or Thoroughfare

- (i) Any signage affixed to perimeter fencing and facing the street or thoroughfare, including the railway, requires prior planning approval.
- (ii) A planning application must be submitted to the Shire of York together with plans of the signage and the appropriate application fees.
- (iii) It should be noted that planning applications can take approximately 4-6 weeks to process and is a merit based process. It is advised that these proposals be discussed with the Shire's Planning section prior to submission.

(d) Temporary Signage

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- (i) Temporary signage, including banners, in conjunction with special events may be erected for up to 2 weeks prior to the event without prior approval. All temporary signage must be removed within 2 days of the completion of the event.

5.2.5. ELECTION OR POLITICAL SIGNAGE

Election or political signage that meets the following specifications does not require prior approval from the local government under the provisions of this Policy:

- (a) being erected at least 30 metres from any intersection;
- (b) being free standing and not being affixed to any existing sign, post, power or light pole, or similar structure;
- (c) being placed so as not to obstruct or impede the reasonable use of a thoroughfare, or access to a place by any person;
- (d) being placed so as not to obstruct or impede the vision of a driver of a vehicle entering or leaving a thoroughfare or crossing;
- (e) being maintained in good condition;
- (f) not being placed within 100 m of any works on a thoroughfare;
- (g) being securely installed;
- (h) not being an illuminated sign;
- (i) not incorporating reflective or fluorescent materials; and
- (j) not displaying only part of a message which is to be read with other separate signs in order to obtain the whole message.

5.2.6. PROTEST SIGNAGE

Protest signage may be erected by a landowner (or with prior landowner's permission) without prior approval from the local government if the signage complies with the following:

- (a) Signs must be located a minimum distance of fifteen (15) metres from the centreline of a road.
- (b) Signs must contain factual information and must not contain messages that could be considered derogatory to a person or group of persons, including tourists.
- (c) Signs must not contain content that could potentially mislead road users, clash in colour or nature to other regulatory signs, are not reflective and must not be illuminated.
- (d) Property owners are permitted to display one (1) sign on their own property that meets the requirements of (a), (b) and (c) above without Council approval for the duration of the application process unless the property is heritage listed or is located within a heritage area.
- (e) No signage shall be permitted in the heritage area or on a heritage place.
- (f) Signage displayed by a person(s) not the landowner must obtain Council and landowner(s) approval.
- (g) Signs located on a road reserve are to be removed.
- (h) Signs located on public land (including Council land) are to be removed, unless the landowner(s) and Council approval has been obtained.

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- (i) A landowner who is permitted to display a sign on a property with frontage to a Main Roads controlled road must also obtain Main Roads approval. If Main Roads approval cannot or is not obtained, then the sign must be removed.

5.2.7. WINDOW/GLAZING SIGNS

A window/glazing sign may only be provided on the ground and first floor levels of a building, and must not cover more than one-quarter (25%) of the total glazed surface area of each level of the building along each elevation of the building.

5.2.8. MAINTENANCE AND REPAIR OF EXISTING SIGNAGE

Planning approval is not required for maintenance and repair of existing signage. Council may direct property and/or business owners to carry out maintenance or a repair to signage to ensure the signage is kept in good condition.

5.2.9. REPLACEMENT OF IDENTIFICATION SIGNS

The replacement of an existing building identification sign or the content of such a sign, or an existing business identification sign or the content of such a sign, is permitted without Council approval if the following specifications are met:

- (a) replacement of a lawful sign, and
- (b) is not greater in size than the sign that is replaced, and
- (c) is not a sign that is flashing or animated, and
- (d) does not involve any alteration to the structure or vessel on which the sign is displayed, and
- (e) does not obstruct or interfere with traffic signs.

5.3. MAIN ROADS WA REFERRAL AND APPROVAL

Comment from Main Roads WA will be sought where signs are directly facing or within view of a road that is under the care and control of Main Roads.

Notwithstanding the provisions of this policy, advertisements that are listed as exempt in this policy or Schedule 8 of the Scheme may require approval under the provisions of the *Main Roads (Control of Advertisements) Regulations 1996*. It is the responsibility of the applicant to obtain Main Roads WA approval if required under the Regulations.

5.4. SIGNAGE CONCEPT PLANS

A Signage Concept Plan generally identifies locations on land, buildings or premises where advertisements may be affixed, erected or displayed.

Should a Signage Concept Plan be required as a condition of planning approval, it is to be submitted to and approved by Council prior to issuing of a building licence. The Signage Concept Plan must address the provisions of this Policy and include:

- (a) a sketch, photomontage or other plan that details, indicates or superimposes the proposed advertisement(s) onto the land or building; and
- (b) the dimensions (in metres) of the areas on the building and the site for advertisements, with the height, width and depth clearly indicated.

Once approved, advertisements for the development shall be consistent with the Signage Concept Plan in terms of size and siting, having regard to Parts 3 and 4 of this Policy.

5.5. THIRD PARTY ADVERTISEMENTS

Third party advertisements are not appropriate unless they are a benefit to the local community, do not detrimentally impact the locality and comply with the advertising standards in Part 3.

6. ADVERTISING STANDARDS

6.1. AWNING, BANNER AND PROJECTING WALL SIGNS

An awning, banner or projecting wall sign may be considered based on the following standards:

- one sign type per frontage of the subject building or tenancy. Buildings with multiple tenancies should aim for utilising a consistent design in terms of size, siting, dimensions and materials used;
- the sign is placed towards the middle of the building elevation or tenancy frontage;
- the minimum clearance between the underside of the sign and the footpath below shall be:
 - 2.4 metres where located within private property; or
 - 2.4 metres where located over a pedestrian way in a road reserve.

In addition to the above specifications awning signs shall:

- an awning sign shall be in keeping with the architectural style of the building and not detract from the amenity of the streetscape;
- the awning sign shall be no longer than half of the width of the awning or eave, and a maximum height of 600 mm; and
- the awning sign must not extend past the awning.

In addition to the above specifications each banner sign has a maximum sign face area of 4 m².

In addition to the above specifications projecting wall signs shall:

- a projecting sign shall be in keeping with the architectural style of the building, and not detract from the amenity of the streetscape;
- buildings with multiple tenancies should aim for utilising a consistent design in terms of size, siting, method of attachment to the building (i.e. a decorative sign bracket, etc.), dimensions and materials used; and
- only internal solid illumination will be considered.

6.2. ENTRANCE STATEMENT SIGNS

Any structure associated with an entrance statement sign is encouraged to be located within privately owned land. This shall include the footings, capping, attachments and the like for any proposed structure. Council will not accept any liability for structures on public land, including road reserves.

The following design principles should be incorporated into any entrance statement signage:

- structures are to be designed in accordance with crime prevention through environmental design (CPTED) principles;

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- the emphasis of landscaping associated with an entrance statement shall be of native plants and preferably locally endemic species because of their general hardiness, low water requirements and contribution to supporting local fauna species and biodiversity;
 - the design shall be sympathetic with the surrounds and designed to ensure vehicular and pedestrian sightlines are not compromised; and
 - the entrance statement shall be low maintenance.

Should a proposed entrance statement sign be located within existing or future public open space, Council will require the preparation and approval of a public open space management plan. The management plan must address:

- the development of the public open space, including the proposed entrance statement sign and any associated landscaping;
- the maintenance program during the developer's period of responsibility;
- the requirements prior to handover to Council; and
- Council's future maintenance program.

Should a proposed entrance statement sign compromise the use of public open space, Council may not recognise the area occupied by the entrance statement sign to be credited towards the public open space contribution.

6.3. PORTABLE SIGNS

Portable signs located within the lot boundaries of a property requiring approval shall:

- not exceed 2 metres in height;
- not exceed 1.5m² total area on any side;
- contain letters not less than 200mm in height;
- not be illuminated nor incorporate reflective or fluorescent materials;
- have no moving parts once the sign is in place;
- contain sign writing that is of a professional standard and quality, and is appropriately maintained;
- be secured in position in accordance with any requirements of the local government;
- only incorporate the name of the business operating from the lot, i.e. not incorporate third party advertising;
- be assessed against the Assessment Criteria in Part 4 of this Policy.

6.4. PYLON SIGNS

Pylon signs (including monolith pylon signs) are considered to be a suitable approach to advertise a series of businesses which may occupy one site, or to advertise a business adjacent to a street boundary where the building has been designed set back from the street frontage where for example parking has been provided in front of the building.

A monolith pylon or pylon sign shall comply with the following specifications:

- have no part less than 2.75 metres, or more than 6.0 metres, above the natural ground level immediately below the pylon sign; or

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- have no part more than 6.0 metres above the natural ground level immediately below the monolith pylon sign;
 - maximum width of 2.5 metres, measured horizontally across the extremities of the pylon sign structure;
 - have a sign face area no greater than 6 m²;
 - display the street number of the subject site, except where a street number is already clearly visible from the road;
 - be limited to one sign on each property, irrespective of the number of tenancies;
 - have sign infill, either translucent or opaque, for the complete height and width of the monolith pylon sign; and
 - have regard to the provisions covered in sections 3.6B, 3.6C and Part 4 of the Policy.

6.4.1. LOCATION OF PYLON SIGNS

A pylon sign or monolith pylon sign shall:

- (a) be wholly contained within the lot boundaries of the land that it is intended to be used for non-residential purposes;
- (b) achieve minimum side boundary setbacks of 6.0 metres and a front boundary setback of 1.8 metres;
- (c) be set a minimum 6.0 metres apart from any other sign erected on the same lot, including free-standing and those attached to a building;
- (d) be placed in a location that can demonstrate that it does not detrimentally interfere with sight-lines and the visibility of traffic and pedestrians entering and leaving the lot, adjacent property, car parking area or road;
- (e) be in a position where it can be demonstrated to have no detrimental impact on a view or vista from a dwelling to an artificial or natural waterway or any other natural feature of cultural significance;
- (f) be in a position that can be demonstrated to not undermine the existing amenity of the locality and would be suitable to the locality; and
- (g) demonstrate that the location will not obstruct or impede the reasonable use of a public street.

6.4.2. GENERAL SIGN DESIGN

All pylon signs and monolith pylon signs must:

- be geometrically two sided, i.e. not 'v' shaped;
- allocate sign infill for some or all business tenancies located on the property to advertise; and
- must only incorporate the name of the businesses operating from the lot, i.e. must not incorporate third party advertising.

6.5. ROOF SIGNS

Advertisements proposed to be erected or displayed on roofs are not supported by Council unless they are temporary in nature. Refer to Section 5.1.2 of this Policy.

6.6. WALL SIGNS

Wall signs may be considered using the following criteria:

- (a) Only one wall advertisement may be displayed per building elevation.
- (b) Approval may be granted for a wall advertisement only if:
 - a. the advertisement is integrated with the design of the building on which it is to be displayed, and
 - b. for a building having:
 - i. an above ground elevation of 200 m² or more—the advertisement does not exceed 10% of the above ground elevation, and
 - ii. an above ground elevation of more than 100 m² but less than 200 square metres—the advertisement does not exceed 20m², and
 - iii. an above ground elevation of 100 m² or less—the advertisement does not exceed 20% of the above ground elevation, and
 - c. the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and
 - d. the advertisement does not protrude above the parapet or eaves, and
 - e. the advertisement does not extend over a window or other opening, and
 - f. the advertisement does not obscure significant architectural elements of the building, and
 - g. a building identification sign or business identification sign is not displayed on the building elevation.

In this clause, **building elevation** means an elevation of a building as commonly shown on building plans.

7. ASSESSMENT OF APPLICATIONS

7.1. PRINCIPLES FOR ASSESSMENT

The location, siting, size, shape and materials and the erection, placement and display of advertisements should be:

- (a) consistent with the desired character of areas or zones as described by their objectives;
- (b) consistent with the predominant character of the urban or rural landscape; or
- (c) in harmony with any building or site of heritage value or heritage significance in the locality.

Advertisements should not detrimentally affect by way of their siting, size, shape, scale, glare, reflection or colour the amenity of areas, zones, or localities, in which they are situated.

Advertisements should not impair the amenity of areas, zones or localities in which they are situated by creating or adding to clutter, visual disorder, and the untidiness of buildings and spaces.

Advertisements should:

- (a) have regard to all aspects, be designed and positioned to:
- (b) be compatible with other advertisements in the locality and with buildings, structures and spaces either on the site or nearby sites;
- (c) assist achievement of the intended future character of a zone as indicated by the zone provisions; and

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- (d) avoid the immediate and future damage, pruning or lopping of vegetation on the site or on adjoining land;
 - (e) be designed and developed integrally with development or redevelopment of a site to achieve a co-ordinated, attractive and effective communication of all messages;
 - (f) be minimised in number so as to increase or maintain the effectiveness of individual advertisements and maximise visual appearances; and
 - (g) afford reasonable exposure to other advertisements on the site or nearby sites.

7.2. ASSESSMENT CRITERIA

In considering an application for an advertisement under the Scheme and this policy, the applicant and Council is to have regard to the following assessment criteria.

7.2.1. CHARACTER OF THE AREA

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

7.2.2. SPECIAL AREAS

- Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

7.2.3. VIEWS AND VISTAS

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

7.2.4. STREETScape, SETTING OR LANDSCAPE

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

7.2.5. SITE AND BUILDING

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

7.2.6. ASSOCIATED DEVICES AND LOGOS WITH ADVERTISEMENTS AND ADVERTISING STRUCTURES

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

7.2.7. ILLUMINATION

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

7.2.8. SAFETY

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

8. PENALTIES:

Not applicable.

9. KEY TERMS/DEFINITIONS:

Not applicable.

Responsible Officer: Chief Executive Officer

Contact Officer: Planner

Relevant Legislation: Not applicable

Review History:

Date Review Adopted:	Resolution Number
Reviewed – 17 October 2011	041011
Reviewed – 16 December 2013	031213
Reviewed – 25 February 2020	070220
Reviewed – 26 October 2023	021023
Former Policy No:	N/A

10. APPENDIX 1

10.1. YORK LPS 3, SCHEDULE 9 – EXEMPTED ADVERTISEMENTS

LAND USE AND/OR DEVELOPMENT	EXEMPTED SIGN TYPE AND NUMBER (includes the change of posters or poster signs and applies to non-illuminated signs unless otherwise stated)	MAXIMUM AREA
Dwellings	One professional nameplate as appropriate.	0.2m ²
Home Business or Home Occupation	One advertisement describing the nature of the home business or home occupation.	0.2m ²
Places of Worship, Meeting Halls and Places of Public Assembly	One advertisement detailing the function and/or the activities of the institution concerned.	0.2m ²
Cinemas, Theatres and Drive-In Theatres	Two signs (illuminated or non-illuminated) detailing the entertainment being presented from time to time at the venue upon which the signs are displayed.	Each advertisement sign not to exceed 5m ²
Shops, Showrooms and other uses appropriate to a Shopping Area	All advertisements affixed to the building below the top of the awning or, in the absence of an awning, below a line measured at 5 metres from the ground floor level of the building subject to compliance with any adopted Local Planning Policies.	Combined area of all advertisements not to exceed 5m ²
Industrial and Warehouse Premises (excluding rural and cottage industry)	A maximum of four advertisements applied to or affixed to the walls of the building but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projecting from a building and excluding signs which are connected to a pole, wall, or other building. A maximum of two freestanding advertisement signs not exceeding 5 metres in height above ground level.	Total area of such advertisements are not to exceed 15m ² Maximum permissible total area is not to exceed 10m ² and individual advertisement signs are not to exceed 6m ²
Showroom, racecourses, major racing tracks, sports stadia, major sporting grounds and complexes	All signs provided that, in each case, the advertisement is not visible from outside the complex or facility concerned either from other private land or from public places and streets.	Not Applicable
Public Places and Reserves	(a) Advertisement signs (illuminated and non-illuminated) relating to the functions of Government, a public authority or local government excluding those of a promotional nature constructed or exhibited by, or on behalf of any such body, and (b) Advertisement signs (illuminated and non-illuminated) required for the management or control of traffic on any public road, car park, cycleway, railway or waterway where such advertisement has been constructed or exhibited	Not Applicable

	<p>by or at the direction of a Government department, public authority or the local government, and</p> <p>(c) Advertisement signs (illuminated and non-illuminated) required to be exhibited by or pursuant to any statute or regulation or the like made pursuant to powers contained within a Statute provided that any such advertisement is constructed and/or exhibited strictly in accordance with the requirements specified therein.</p>	
Railway Property	Advertisement signs exhibited on such land provided that each such advertisement is directed only at persons at or upon railway station.	No sign shall exceed 2m ² in area.
Advertisements within Buildings	All advertisements placed or displayed within buildings, which cannot ordinarily be seen by a person outside of those buildings.	Not Applicable
All classes of buildings other than single family dwellings	One advertisement sign containing the name, number and address of the building, the purpose for which the building is used or the name and address of the managing agent thereof.	0.2m ²
TEMPORARY SIGNS	EXEMPTED SIGN TYPE AND NUMBER (All non-illuminated unless otherwise stated)	MAXIMUM AREA
Building Construction Sites (advertisement signs displayed only for the duration of the construction) as follows:		
(a) Dwellings	One advertisement per street frontage containing details of the project and the contractors undertaking the construction work.	2m ²
(b) Multiple dwellings, shops, commercial and industrial properties	One sign as for (a) above.	5m ²
(c) Large development or redevelopment projects involving shopping centres, office or other buildings exceeding three (3) storeys in height	One sign as for (a) above One additional sign showing the name of the project builder.	10m ² 5m ²
Sales of goods or livestock	One sign per lot displayed for a period not exceeding 3 months advertising the sale of goods or livestock upon any land or within any building upon which the sign is exhibited provided that the land is not normally used for that purpose.	2m ²

<p>Property transactions Advertisement signs displayed for the duration of the period over which property transactions are offered and negotiated as follows:</p> <p>(a) Dwellings</p> <p>(b) Multiple dwellings, shops, commercial and industrial properties</p> <p>(c) Large properties comprised of shopping centres, buildings in excess of four (4) storeys and rural properties in excess of five (5) hectares.</p>	<p>One sign per street frontage for each property relating to the Sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed.</p> <p>One sign as for (a) above.</p> <p>One sign as for (a) above</p>	<p>Each sign is not to exceed an area of 2m²</p> <p>Each sign is not to exceed an area of 5m²</p> <p>Each sign is not to exceed an area of 10m²</p>
<p>Display Homes Advertisement signs displayed for the period over which homes are on display for public inspection</p>	<p>(a) One sign for each dwelling on display. (b) In addition to (a) above one sign for each group of dwellings displayed by a single project builder giving details of the project building company and details of the range of dwellings on display.</p>	<p>2m² 5m²</p>