



**SHIRE OF YORK**

**TOWN PLANNING SCHEME NO. 2**

**DRAFT LOCAL PLANNING POLICY**

**ADVERTISING SIGNS**

**2011**

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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.

## 1.1 POLICY OBJECTIVES

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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 York.

## 1.2 RELATIONSHIP TO TOWN PLANNING SCHEME NO. 2

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A Local Planning Policy is adopted under clause 8.8 of the York Town Planning Scheme No. 2.

A Local Planning Policy is not part of the Scheme and does not bind the Council in respect of any application for planning approval but the Council is to have due regard

to the provisions of the policy and the objectives which the policy is designed to achieve before making its determination.

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, including the Residential Design Codes.

In considering an application for Planning Approval, the Council must have due regard to relevant Local Planning Policies as required under clause 7.5.

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

Signage on heritage listed buildings and places, or on properties within a designated heritage precinct must comply with the requirements of this Policy and the York Local Planning Policy – Heritage Precincts and Places. In the event of an inconsistency, the provisions of the Local Planning Policy – Heritage Precincts and Places prevail in regards to heritage.

Signage may be approved as part of an overall planning application for the development of a site or as a separate application specifically for signage. The provisions of the Policy will be considered during assessment of both types of applications.

## 1.4 POLICY CONTEXT

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Clause 5.3 of the Scheme gives the Shire power to control the erection, placement and display of advertisements.

This policy is applicable to advertisements on land within the Shire of York as per the provisions of York Town Planning Scheme No. 2, with the exception of advertisements that:

- were lawfully erected, placed or displayed prior to the approval of the Scheme; or
- may be erected, placed or displayed pursuant to a licence or other approval granted by the local government prior to the approval of the Scheme, referred to as 'existing advertisements', may continue to be displayed or be erected and displayed in accordance with the licence or approval as appropriate.

## 1.3 INTERPRETATION

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The Scheme means the Shire of York Town Planning Scheme No. 2. For the purposes of this policy, definitions and interpretations shall be applied in accordance with Scheme 2.

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 m<sup>2</sup> (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 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.

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.

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.

## 2. POLICY PROVISIONS

### 2.1 APPLICATIONS FOR ADVERTISEMENTS

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

#### 2.1A Exempt advertisements

Clause 4.2 of the Scheme permits any works which are temporary and in existence for less than 48 hours or such longer time as the local government agrees without prior planning approval.

Schedule 8 of the Scheme identifies advertisements that are exempt from requiring planning approval from Council. A copy of Schedule 8 is reproduced at Appendix 1 of this Policy.

Exemptions provided in the Scheme and this Policy do not apply to places, buildings, conservation areas or landscape protection zones that are either:

- listed by the National Trust; or
- listed on the register of the National Estate; or
- included on the State or Local Heritage List; or
- in a Heritage Precinct.

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

#### 1. Portable Direction Signs

A portable direction sign that does not exceed 500 mm in height or 0.5 m<sup>2</sup> in area, provided that the sign is placed or erected on a thoroughfare on an infrequent or occasional basis only to direct attention to a place, activity or event during the hours of that activity or event.

#### 2. 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.

### 3. 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 2 m<sup>2</sup> in area and up to 2.7 metres in height;
- (b) located wholly within the boundary of the site;
- (c) wording may only contain the name of the group and contact details;
- (d) Not being an illuminated sign; and
- (e) approval must be sought from the land owner prior to erection of the sign.

### 4. 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 erected until the election to which it relates has been officially announced;
- (g) being removed within 48 hours of the close of polls on voting day;
- (h) not being placed within 100 m of any works on a thoroughfare;
- (i) being securely installed;
- (j) not being an illuminated sign;
- (k) not incorporating reflective or fluorescent materials; and
- (l) not displaying only part of a message which is to be read with other separate signs in order to obtain the whole message.

#### 5. 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.

#### 6. 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.

#### 7. 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.

### 2.1B 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.

## 2.2 SIGNAGE CONCEPT PLANS

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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.

## 2.3 THIRD PARTY ADVERTISEMENTS

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Third party advertisements are not appropriate on:

- ▣ Residential, Rural Residential and Rural zoned land used for residential purposes; or any land reserved under the Scheme, unless a reserve incorporates commercial uses.

Third party advertisements may be considered for all other zones, should they comply with the advertising standards in part 3.

The content of third party advertisements must:

- (a) relate to the building or premises or goods sold on the premises to which it is attached; and
- (b) not dominate the advertising area of the subject sign.

### 3. ADVERTISING STANDARDS

#### 3.1 AWNING, BANNER AND PROJECTING SIGNS

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An awning, banner or projecting 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
  - 2.75 metres where located over a pedestrian way in a road reserve, as required by section 400 of the Local Government (Miscellaneous Provisions) Act 1960.

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 m<sup>2</sup>.

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, sizing, 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.

## 3.2 ENTRANCE STATEMENT SIGNS

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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;
- ▣ 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.

## 3.3 ELECTION OR POLITICAL ADVERTISEMENTS

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Advertisements for upcoming elections and political parties that require approval, including campaign advertising shall only be permitted on a property on which the campaign office is situated, and on polling day at the registered polling places. The relevant requirements for signage in these instances are as specified in this policy.

### 3.4 PORTABLE SIGNS

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Portable signs requiring approval shall:

- (a) not exceed 1 metre in height;
- (b) not exceed 1.0m<sup>2</sup> total area on any side;
- (c) contain letters not less than 200mm in height;
- (d) not be illuminated nor incorporate reflective or fluorescent materials;
- (e) have no moving parts once the sign is in place;
- (f) contain sign writing that is of a professional standard and quality, and is appropriately maintained;
- (g) be secured in position in accordance with any requirements of the local government;
- (h) only incorporate the name of the business operating from the lot, i.e. not incorporate third party advertising;
- (i) be assessed against the assessment criteria in part 4 of this policy.

### 3.5 PYLON SIGNS

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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:

- (a) 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
- (b) have no part more than 6.0 metres above the natural ground level immediately below the monolith pylon sign;
- (c) maximum width of 2.5 metres, measured horizontally across the extremities of the pylon sign structure;
- (d) have a sign face area no greater than 6 m<sup>2</sup>;
- (e) display the street number of the subject site, except where a street number is already clearly visible from the road;

- (f) be limited to one sign on each property, irrespective of the number of tenancies;
- (g) have sign infill, either translucent or opaque, for the complete height and width of the monolith pylon sign; and
- (h) have regard to the provisions covered in sections 3.6B, 3.6C and part 4 of the policy.

### 3.6B Location of 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.

### 3.6C General Sign Design

All pylon signs and monolith pylon signs must:

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

### 3.7 ROOF SIGNS

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Advertisements proposed to be erected or displayed on roofs are not supported by Council unless they are temporary in nature. Refer to temporary signs.

### 3.8 WALL SIGNS

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Wall signs may be considered using the following criteria:

1. Only one wall advertisement may be displayed per building elevation.
2. 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 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and
    - (ii) an above ground elevation of more than 100 square metres but less than 200 square metres—the advertisement does not exceed 20 square metres, and
    - (iii) an above ground elevation of 100 square metres 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.
3. In this clause, **building elevation** means an elevation of a building as commonly shown on building plans.

## 4. ASSESSMENT OF APPLICATIONS

### 4.1 PRINCIPLES FOR ASSESSMENT

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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:
  - (i) be compatible with other advertisements in the locality and with buildings, structures and spaces either on the site or nearby sites;
  - (ii) assist achievement of the intended future character of a zone as indicated by the zone provisions; and
  - (iii) avoid the immediate and future damage, pruning or lopping of vegetation on the site or on adjoining land;
- (b) be designed and developed integrally with development or redevelopment of a site to achieve a co-ordinated, attractive and effective communication of all messages;
- (c) be minimised in number so as to increase or maintain the effectiveness of individual advertisements and maximise visual appearances; and
- (d) afford reasonable exposure to other advertisements on the site or nearby sites.



## 4.2 ASSESSMENT CRITERIA

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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.

### 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?

### 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?

### 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?

### 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?

### 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?

## **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 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?

## **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?

# APPENDIX 1

## YORK TPS 2, SCHEDULE 8 - 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 <sup>2</sup>
Home Business or Home Occupation	One advertisement describing the nature of the home business or home occupation.	0.2m <sup>2</sup>
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 <sup>2</sup>
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 <sup>2</sup>
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 the requirements of the Signs Hoarding and Bill Posting Local Laws.*	Not Applicable
Industrial and Warehouse Premises	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 <sup>2</sup>  Maximum permissible total area is not to exceed 10m <sup>2</sup> and individual advertisement signs are not to exceed 6m <sup>2</sup> .
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 by or at the direction of a	Not Applicable  Not Applicable

	Government department, public authority or the local government, and  (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.	Not Applicable
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 <sup>2</sup> 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 <sup>2</sup>
<b>TEMPORARY SIGNS</b>	<b>EXEMPTED SIGN TYPE AND NUMBER (All non-illuminated unless otherwise stated)</b>	<b>MAXIMUM AREA</b>
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 <sup>2</sup>
(b) Multiple dwellings, shops, commercial and industrial properties	One sign as for (a) above.	5m <sup>2</sup>
(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	10m <sup>2</sup>
	One additional sign showing the name of the project builder.	5m <sup>2</sup>
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 <sup>2</sup>
Property transactions Advertisement signs displayed for the duration of the period over which property transactions are offered and negotiated as follows:		

<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 2m<sup>2</sup></p> <p>Each sign is not to exceed an area of 5m<sup>2</sup></p> <p>Each sign is not to exceed an area of 10m<sup>2</sup></p>
<p>Display Homes</p> <p>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.</p> <p>(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>2m<sup>2</sup></p> <p>5m<sup>2</sup></p>