

## 1. Policy purpose

The purpose of this policy is to provide guidance on signage and advertising within all zones of the *Swan Valley Planning Scheme No.1* area.

## 2. Policy objectives

The objectives of this policy are to:

- a) Provide clear advice about appropriate signage to advertise goods and services in the Swan Valley.
- b) Encourage signage in the Swan Valley that provides safe direction to goods and services.
- c) Ensure that the siting, design, scale and general appearance of advertising and signage is of a high standard and enhances the rural character and visual amenity of the Swan Valley.
- d) Ensure that signage is constructed and maintained to satisfactory standards.
- e) Provide for limited marketing to support tourism and commercial activity while discouraging a proliferation of signs on private properties and road reserves.
- f) Ensure signage relates to the service and/or products on the site where it is located.

## 3. Legislative framework

This policy is prepared under *Swan Valley Planning Scheme No.1* (the Scheme) and the *Swan Valley Planning Act 2020* (the Act). If there is any inconsistency between the Scheme and the Policy, the Scheme shall prevail.

## 4. Policy criteria

The following provisions apply to advertising and signage proposals:

- a) Signage should only be approved on land where the business being advertised operates.
- b) Signage should be of a design and scale that is compatible with its landscape and built form setting, providing information without dominating the landscape.
- c) Signage located on individual premises should not obscure architectural features of buildings and should not be located on or above roof lines.
- d) The style and materials used in signage should reflect the rural character of the Swan Valley, including compatibility with built structures, the viticultural/agricultural land use, and the landscape's natural elements.
- e) Signage should incorporate visual links to onsite buildings using similar materials, colours, and style of signage
- f) Signage is encouraged to be integrated into entry structures, front fencing or walls.

- g) Signage should be designed and positioned to retain existing viticultural and horticultural land use areas and avoid removal of native vegetation and mature trees.
- h) Only one advertising sign should be provided for each street frontage.
- i) Professional sign-writing and construction services as well as new construction materials should be used for all new signs.
- j) The sign face should be designed in a clear, easily read manner that will not distract driver attention.
- k) The cumulative (total) area of signage on a single lot should not exceed 15m<sup>2</sup> (including all types of signage).
- l) Where multiple businesses exist or are proposed within the same building or lot boundary, or which share the same entrance, a single multi-tenant sign may be approved adjacent to the entrance to the lot or lot boundary. Individual signage for each business adjacent to the entrance or lot boundary is not supported.
- m) Portable signs such as sandwich boards or A-frame signs are not supported on a permanent basis.
- n) The use of bunting, balloons or flags for advertising is not permitted.
- o) Signage (including multi-tenant signs) greater than the maximum display size and maximum height detailed in Table 1 (below) will not be approved.
- p) Roof signs of any design or type is not permitted.

**Table 1: Permanent Advertising Sign Dimensions**

SIGN TYPE	MAXIMUM DISPLAY SIZE	MAXIMUM HEIGHT
Advertising Sign	8.5m <sup>2</sup>	5m
Functional Sign	1m <sup>2</sup>	1.5m
Business Name Sign	3m <sup>2</sup>	1.8m

## 5. Planning considerations for development applications for signage

- 5.1 The siting, design and general appearance of advertising and signage should complement the rural character and amenity of the Swan Valley.
- 5.2 Assessment of development applications for signage, including its size and type, should include the below considerations to ensure that the proposed signage is in proportion with the subject premises:
- Length of lot frontage;
  - Position of proposed signage within lot frontage;
  - Proposed sign in proportion to existing buildings; and
  - Lot size.
- 5.3 Signage must be wholly contained within the lot boundary of the business being advertised.

## 6. Exempt signage

The following signage does not require development approval provided:

- it is not erected or installed within 1.5 metres of any part of a crossover or street truncation.
  - the works are not located on a heritage-protected place or area; AND
  - the relevant below criteria is complied with:
    - a. In the Priority Agriculture, Swan Valley Rural and Rural Residential zones, a sign that meets ALL of the following criteria:
      - i. it is the only advertisement on the lot;
      - ii. it is fixed to or painted on an existing building, fence or wall;
      - iii. it is not illuminated;
      - iv. it is no more than 1m<sup>2</sup> in area; and
    - b. In the Residential zone, a sign that meets ALL of the following criteria:
      - i. it is flush mounted or painted on the wall of a building, fence or wall;
      - ii. it is not illuminated;
      - iii. it is no more than 1m<sup>2</sup> in area;
      - iv. it does not contain any moving parts; and,
      - v. it solely displays the details of the business operating on the lot.
- c. The temporary erection or installation of an advertisement in connection to an election, referendum or other poll in accordance with item 9 of the Table in Schedule 2 Part 7 Clause 61 of the *Planning and Development (Local Planning Scheme) Regulations 2015*.
- d. Replacement of an existing approved or exempt sign that complies with item 11 of the Table in Schedule 2 Part 7 Clause 61 of the *Planning and Development (Local Planning Scheme) Regulations 2015*.
- e. The advertisement is erected for no more than 6 months in any 12 month period during the construction of a building and/or sale of a property and advertises the sale, lease or rent of the land/building or provides the construction company details and is located on the lot for sale or where construction is taking place and does not exceed 3m<sup>2</sup> in area.
- f. Signage inside a building that cannot be seen outside the building.
- g. Signage on any reserve that is consistent with the purpose of the reserve, the provisions of Clause 12 of the Scheme and the *Public Works Act 1902* installed by the City of Swan or other relevant public authority.

- h. Temporary signs may be displayed to promote new businesses, community and charity events for a period no longer than 21 days.
  - i. A maximum of one temporary sign is permitted per property.
  - ii. A temporary sign must be located on the site holding the event.
  - iii. A temporary sign requires development approval if greater than 4m<sup>2</sup>.
- i) Portable signs such as sandwich boards or A-frame signs are permitted on a temporary basis and must be wholly contained within the lot boundary of the business being advertised.

## 7. Illuminated signs

The following provisions apply to illuminated signs:

- a) Any application for an illuminated sign should demonstrate why it is necessary;
- b) No more than one illuminated sign should be located on a property;
- c) Illuminated signage should only be externally illuminated;
- d) Illuminated signage should not be a neon light type;
- e) Illuminated signage should not flash or pulsate;
- f) The intensity of the light should not cause nuisance to the public, passing traffic or nearby properties;

- g) A development application for illuminated signage should include a lighting plan prepared by a licensed electrical contractor detailing the proposed size, type, luminance and positioning of all lighting devices.

## 8. Digital signs

Digital signs may be permitted for traffic management purposes associated with special events on a temporary basis only.

## 9. Other approvals

Where a development approval is issued for signage, the landowner/applicant should liaise with the City of Swan to confirm if any other approvals (e.g. building permit) are required by the City of Swan prior to installation or construction of the signage.

## 10. Definitions

The following definitions apply to this policy:

**Advertising sign** - Is any sign consistent with the definition of the Swan Valley Planning Scheme No.1. and contains additional information to that contained on Business or Functional sign.

**Area** - Defined sign area will be the result of a normal mathematical calculation according to the desired shape. It will also include the area of any supporting structure unless supporting structure is visually permeable such as a pylon.

**Business Name sign** - A sign that displays the name (logo optional) and street number only of the business operating from the lot in which the sign is placed or attached.

**Cumulative** - Aggregated (total) signage area for an individual business premise should not exceed 15 square metres and may contain any combination of the sign types listed in Table 1.

**Cumulative signage** - The total allowable sign area of multiple signs at a business location. A number of signs at a location to advertise or perform multiple functions or business activities on one premise or lot.

**Functional sign** - Any sign necessary for the proper, safe and orderly operations of a business or facility, including parking, directional signs and safety warnings.

**Height** - Sign height is to be calculated from the average, natural ground level at the base of the sign. If a sign is to be mounted on a pylon, base or wall, the height of this structure will be included in the total allowable height.

**Multi-tenant sign** - A sign designed to advertise the names of more than one business tenant which exist within the same premise or lot boundary.

**Permanent Advertising sign** - A sign which is permanently attached to the ground, a building or a structure that advertises a business, product or service available on the land upon which it is placed or displayed.

**Roof sign** - means a sign fixed to the roof, roof top plant room, parapet, wall or architectural feature at the top of a building and that extends more than 200mm above the height of the roof, roof top plant, parapet wall or architectural feature that it is fixed to.



**Digital sign** - Means an advertisement which moves or is capable of moving, or contains moving parts or which changes its message, flashes on and off, chases, scintillates or has a moving, flashing or scintillating border or emblem, and includes digital advertising and or a light display for the advertisement.