



Department of Planning,
Lands and Heritage



Shenton Park Hospital Improvement Scheme

Draft policy 2 - Signage

February 2018

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Published by the
Western Australian Planning Commission
Gordon Stephenson House
140 William Street
Perth WA 6000

Locked Bag 2506
Perth WA 6001

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website: www.dplh.wa.gov.au
email: info@dplh.wa.gov.au

tel: 08 6551 8002
fax: 08 6551 9001
National Relay Service: 13 36 77
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1. Policy purpose

This policy clarifies when signage proposals require development approval and provides performance standards to guide the assessment of development applications when approval is required.

2. Policy objectives

The objectives of this policy are:

- to encourage quality signage that makes a positive contribution to the amenity and character of the locality;
- to encourage the rationalisation of signage to minimise visual clutter, protect amenity and support a safe, attractive and legible public realm;
- to provide guidance on the appropriate design, location and installation of signage;
- to prohibit third party advertising; and
- to establish where development approval is required and is not required.

3. Legislative framework

Improvement Scheme Policy No.2 is part of the statutory planning framework for the Shenton Park Hospital Redevelopment area (otherwise known as Montario Quarter). It is to be read in conjunction with the Shenton Park Hospital Redevelopment Improvement Scheme, Structure Plan and Design Guidelines.

4. Policy scope

This policy applies to all signage proposed within the Improvement Scheme area.

5. Signage that is prohibited

Signage that is prohibited in all zones and reserves of the Improvement Scheme area includes:

- Signs containing third party advertising
- Pylon signs
- Roof signs
- Projecting signs (unless associated with traffic management or centre management)
- Awning fascia signs
- Tethered signs (balloons, inflatable, kites and flags)

6. General assessment criteria

The following criteria apply to the assessment of all signage within the Improvement Scheme area:

1. All signage shall be well-designed and constructed from durable, quality materials compatible with the location and installed in a professional manner so as not to compromise public safety.
2. Signage shall be located in a manner that does not compromise traffic and pedestrian safety.
3. Signage shall not compromise the architectural integrity of buildings to which it is attached.
4. Signage proposals shall be in accordance with the relevant signage provisions below. Where a specific sign does not adequately fit into any of the sign types and/or definitions (as determined by the WAPC) the proposed sign will be assessed on its individual merit having regard for the performance criteria at Section 10.
5. The illumination of signs shall comply with the relevant Australian Standards and any other relevant standards or guidelines.
6. Illuminated signage (where permitted) shall be static and not move, flash, pulsate or reflect.
7. Where external illumination is proposed, it shall be down lighting, focussed directly on the sign. The escape of light beyond a sign is to be prevented or limited. The up-lighting of signs shall generally not be permitted.

7. Specific signage provisions – areas

The following provisions relate to all signage within specific areas (zones or locations) of the Improvement Scheme.

Sign	Requirements
Signage on residential properties	<ul style="list-style-type: none"> • Shall be associated with an approved home office only • No more than one sign per street frontage shall be supported • Signage shall be sited appropriately and not obscure vehicle and pedestrian sightlines • Individual signage shall not exceed 0.5 of a square metre • No illumination permitted
Signage in mixed use zone	<ul style="list-style-type: none"> • A maximum of three signs per tenancy or business • Satisfy the development standards of the individual signs as outlined in clause 8 of this policy
Signage on commercial properties in residential and mixed use zone	<ul style="list-style-type: none"> • The content of commercial signage shall be limited to: <ul style="list-style-type: none"> – The name of the business/es trading from the property – The logo of the business/es trading from the property – Contact details of the business/es trading from the property – Details of the goods sold on the property
Signage on commercial properties in residential zone	<ul style="list-style-type: none"> • No more than one sign per street frontage • Shall not exceed a maximum height of 1.8 metres above ground level • Shall be sited appropriately and not obscure vehicle and pedestrian sightlines • No illumination permitted • Individual signage shall not exceed 1 square metre • Satisfy the development standards of the individual signs as outlined below

8. Specific signage provisions – sign types

The following provisions relate to individual signs within all zones and reserves of the Improvement Scheme area.

8.1 Signs which do not require approval

The following signs do not require approval if the sign meets all applicable provisions. Should variations to these provisions be proposed, an application for development approval is then required.

Sign	Requirements
Construction sign	<ul style="list-style-type: none"> • Maximum 2.25 metres in height • Single sign on a development site • To be constructed of dust sheeting or construction fencing • No illumination shall be permitted • To include the contact details of the relevant construction company • To relate only to the approved development under construction • Erected for a period not exceeding 18 months.
Real estate sign	<ul style="list-style-type: none"> • Individual signage shall not exceed 10 square metres (aggregate 20 square metres over single development site) • No illumination shall be permitted • To be attached to a building or fence and able to be removed without damaging the building fabric • Shall be erected or installed for a maximum period of 12 months or removed within 14 days of the completion of the sale, lease agreement, redevelopment or refurbishment of the site that it relates to, whichever is the lesser • May be installed prior to the occupation of the development only
Estate sign	<ul style="list-style-type: none"> • Shall be used to promote the overall development of Montario Quarter only, and may include both text and/or graphics • Shall also be assessed based on the specific sign type proposed
Public realm sign	<ul style="list-style-type: none"> • Shall display information to support landscaping, way-finding or heritage on public land, or alternatively under the ownership of LandCorp • Shall also be assessed based on the specific sign type proposed

Name plate (or home-based business sign)	<ul style="list-style-type: none"> Individual signage shall not exceed 0.5 square metre A maximum of one name plate per public entrance to a building with a maximum area of 1.5 square metres aggregate over a single property Shall display the name of the business operating from the property only Shall be erected or fixed to the front fence or façade of a residential building adjacent to a public entrance to a building Fixed parallel to the wall or fence to which it is attached
Public notice sign	<ul style="list-style-type: none"> Shall advertise information of a public nature, and not advertising of goods and services Shall also be assessed based on the specific sign type proposed
Temporary sign	<ul style="list-style-type: none"> Shall be less than 4 square metres Shall be displayed for a period of 48 hours or less Shall not comprise public amenity of safety.
Window sign (including decal) sign	<ul style="list-style-type: none"> Shall not cover more than 25 per cent of the subject tenancy window area to which the signage is affixed Glazed window areas not subject to signage shall have a direct visual connection to the street
Statutory sign	<ul style="list-style-type: none"> Shall comprise a hoarding sign required for the purposes of advertising a planning proposal in accordance with the Improvement Scheme or any other statutory compliance, for a temporary period of time.
Other signage	<ul style="list-style-type: none"> Under the provisions of the Improvement Scheme and other State Government legislation, the erection of the following signs do not require development approval: <ul style="list-style-type: none"> Traffic control sign by a public authority or local government Sign within a building (excluding those visible through glazing) Temporary sign by the WAPC or LandCorp in relation to construction work Temporary sign by the WAPC or LandCorp associated with a public event, for the duration of the event only

8.2 Signs which require approval

The following signs require development approval in all circumstances. Should variations to these provisions be proposed, applications will be assessed on their

individual merit having regard to the provisions of this policy and in particular, Section 10 (Performance Criteria).

Sign	Requirements
Hoarding (or monolith) sign	<ul style="list-style-type: none"> Maximum height of 3 metres, measured from ground level No greater than 1.5 metres in width (at any point) Limited to one per lot frontage. Where more than one business tenancy exists, the signage must be designed to accommodate the advertising requirements of all tenancies.
Below awning sign	<ul style="list-style-type: none"> Limited to one sign per tenancy Shall not exceed 2 metres in length or width Shall not be within 3 metres of another below-awning sign Shall be positioned at right angles to the street boundary Shall have a minimum clearance of 2.75 metres above ground level
Digital or animated sign	<ul style="list-style-type: none"> Digital signage is generally not supported within the Improvement Scheme area, unless associated with community messaging within the mixed-use zone (as defined by the SPHR Improvement Scheme No.1)
Wall sign	<ul style="list-style-type: none"> No more than two signs on any one wall directly associated with the tenancy Signage not to be located about ground level Collective area of signage shall not exceed 2 square metres per wall.
Ground-based sign	<ul style="list-style-type: none"> Shall only be displayed during operational business hours, directly in front of the relevant tenancy and within the lot boundary Limited to one sign per tenancy Shall have no moving parts; and Shall not exceed 1.2 square metres.
Under awning sign	<ul style="list-style-type: none"> Shall achieve a minimum clearance of 2.75 metres above ground level, where located on or adjacent to a thoroughfare
Projecting sign	<ul style="list-style-type: none"> Shall achieve a minimum clearance of 2.75 metres above ground level, where located on or adjacent to a thoroughfare

9. Signs on heritage buildings and places

Most heritage places benefit from implementation of site-specific signage strategies. The strategy will need to consider the significance of the heritage buildings, including setting and building fabric.

Signage for Victoria House and Block G should preferably be managed so that tenancy identification is easily interchangeable without requiring complete sign replacement. Sign design should be sympathetic to the overall character of the place and should be discreetly located to minimise physical and visual impacts.

Direct fixing of multiple signs onto the facades of Victoria House and Block G should be avoided. Where direct fixing to significant fabric is necessary, signage should be managed to avoid multiple sign placement and so that tenancy identification is easily interchangeable without requiring replacement of the whole sign at the fixing point.

In addition to the provisions outlined in Sections 6 to 8 above, the following provisions apply to the design and placement of signs on or near heritage buildings and places:

- a) A signage strategy is required for all applications on heritage listed buildings;
- b) Generally, signs on individual buildings or within areas of special significance should be discreet, and should complement the building or area;
- c) Advertising should only be placed in locations on the building or item, which would traditionally have been used as advertising areas;
- d) Modern standardised 'trademark' advertising will not usually be appropriate. This is unless the presentation is modified by placing the modern sign in a panel with a perimeter margin and surrounding wall surface printed in sympathetic heritage colours; and
- e) Applications for signage on or adjoining heritage buildings shall have regard for any applicable conservation plan or other specific information on the heritage significance.

10. Performance criteria

Where the standards in Section 6, 7 8 and 9 are not met, the variations proposed will be assessed in accordance with the performance criteria outlined below.

• Response to location and character

- Signs shall not result in an adverse impact upon the character or historical significance of the site.
- Signs shall not dominate the streetscape or detract.
- Signs shall not block important views or vistas to environmental or heritage areas or obscure architectural detailing.

• Scale and design of signage

- The scale and design of signage is appropriate to the building and architectural details to which it relates.
- The scale and design is compatible with surrounding development and general nature of land use.
- Signs shall not contain reflective materials or finishes which would adversely affect amenity within the public realm or adjacent buildings.
- Signs shall not incorporate sound or vibration
- Signs shall not incorporate offensive content.
- All supporting structures, cabling and conduits shall be screened from public view.

• Rationalisation of signage

- The rationalisation of signage is supported where possible.
- Multiple signs on a single site will not be supported, where rationalisation opportunities are possible.

• Design, construction and maintenance

- Signs shall be constructed using high quality, durable materials and installed in a professional manner.
- Signs are maintained to a high standard.

• Safety

- Signs shall be adequately installed and secured.
- Signs shall not cause confusion with, or reduce the effectiveness of, traffic control devices.
- Signs shall not cause driver distraction or otherwise impact on traffic or driver safety.
- Signs shall not obstruct safe and convenient pedestrian movement.
- Signs shall not pose a threat to public safety or health.

11. Submission requirements

Signage plan

A signage plan/s shall be submitted with each application with the following information:

- Site plan: indicating the location of each proposed sign on the building and/or site and any existing signage that will be retained or removed (note, for mixed-use area, this includes adjoining sites)
- Elevations: showing the details/display of each sign, including wording, images, logos, colours and size dimensions
- Specifications: including materials to be used, fixing methods, proposed illumination (if any) and any support structure/s; and
- Fee: if a signage application does not form part of a larger development application, the fee will apply based on the cost of the proposed signage.

Lighting impact assessment

A lighting impact assessment may be required to be submitted with the signage plans and/or strategy as part of a development application for illuminated sign/s.

Signage strategy

A signage strategy assists in providing cohesive and co-ordinated signage across a site that may have several signs. It will ensure that signage is consistently developed to create a unified appearance and allow for the tenancies to change over time. Where required by a condition of approval, a signage strategy shall be submitted with the development application to ensure signage is assessed in the context of the broader development proposal.

A signage strategy is required when development approval is sought for:

- Development comprising more than three signs on a single lot
- Where discretion is sought against the provisions of this Policy; and
- All applications on State heritage listed buildings or areas.

A signage strategy submitted for the approval of the Western Australia Planning Commission (WAPC) shall contain the following information separate to the application for development approval:

- Site plan and elevation plan/s showing the location of signs, with clear illustrative details
- Sign dimensions
- Details of any existing signage proposed to be retained; and
- Details of proposed illumination (if applicable).

Once a signage strategy is approved, all signage on site shall be consistent with the strategy unless otherwise approved by the WAPC under a separate planning approval.

12. Definitions

The following definitions relate to the sign types and general terms addressed in this policy. The sign type definitions should be read in conjunction with **Attachment A (signage diagram)**.

Awning fascia sign	A sign fixed to the outer or return fascia of an awning or verandah.
Below awning sign	A sign fixed or hanging from the under-side of an awning or verandah.
Construction sign	Signage displayed during the construction phase of an approved development and may include signage incorporated as part of the site fencing or a free-standing display.
Development site	The area within the lot boundaries of a site subject to a Development Approval.
Digital or animated sign	A sign which includes content that moves, and includes flashing or "chasing" lights, as well as video signs.
Estate sign	A sign erected to promote the overall development of the estate.
Ground-based sign	A sign which is not attached or otherwise affixed to a building.
Heritage building or place	A building or place listed on the State Register of Heritage Places under the <i>Heritage Act of Western Australia 1990</i> .
Hoarding or monolith sign	A freestanding and elevated sign installed within a column, or elevated by one or more piers and not attached to a building.
Improvement Scheme	Shall mean the Shenton Park Hospital Redevelopment Improvement Scheme.
Name plate (or home-based business sign)	A sign attached to a building near its entrance listing the occupants of the premises, and may include their occupation or profession or the business name, and may comprise a cabinet for this purpose.
Projecting sign	A sign attached at right angles to a building or structure.
Public realm sign	A sign erected on public land that provides information on landscaping, way-finding or heritage elements.
Public notice sign	A sign providing information of a public nature and does not include advertising of goods and services.

Pylon sign	A freestanding and elevated sign installed at the top of a column or pole and not attached to a building.
Real estate sign	A portable sign which is used to direct persons to and for the purposes of advertising a residential home open.
Roof sign	A sign which protrudes above the roof line or sits flush with the roof.
Statutory sign	A sign erected for the purposes of advertising a statutory application in accordance with the SPHR Improvement Scheme.
Variable content sign	A static sign with content that changes automatically by electronic or programmable methods on a specified time cycle.
Temporary sign	A sign which is displayed for a period of 48 hours or less.
Tethered sign	Signage tethered to a structure or the ground, including flags, balloons, kites and inflatable signs.
Third Party advertising	A sign which: <ul style="list-style-type: none"> – displays 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 – displays a product or service not provided on the site on which the advertisement is located – displays an activity or event not occurring on the site on which the advertisement is located.
Wall sign	A sign fixed to the external part of a wall of a building or fence.
Window (or decal) sign	A sign fixed to either the interior or exterior of a glazed area of a window and visible from outside the building.

Attachment A – Signage Diagram

