

SIGNAGE POLICY

Responsible Division	Planning and Development Services
Responsible Business Unit/s	Planning Services
Responsible Officer	Planning Manager
Affected Business Unit/s	Planning Services



PURPOSE:

To ensure that signs within the City of Bayswater are designed to be sympathetic and harmonious with the surrounding environment, while ensuring structural and public safety. This policy relates specifically to signs on public or private land and does not refer to signs in roadways or other public thoroughfares.

POLICY STATEMENT:

This policy is made pursuant to Section 5.2 of Town Planning Scheme No 24 and Clause 4.10 of Town Planning Scheme No 23, which deals with the control of advertisements. This policy gives more detailed provisions on the City's general requirements on signage and more specific aspects on the size and nature of signage permitted within the City.

This policy relates to signage on property and does not refer to signage within thoroughfares (roads, footpaths etc). Signage in thoroughfares is addressed within the Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.

A person shall not erect or attach signage within the City, unless the necessary approval has been obtained under the provisions of the relevant Town Planning Scheme and in accordance with the requirements of this policy.

1. All signage within the City of Bayswater must consider the following general requirements:

Design and Amenity

- a. A sign shall be designed and located such that it is sympathetic and harmonious with the character of the surrounding environment and with the building or structure to which it is attached;
- b. The design, number or variety of signs within an area shall not be injurious to the amenity or natural beauty of the locality;
- c. All signs shall compliment the character of any designated heritage buildings or precincts;
- d. All signs shall be simple and provide for instant recognition;
- e. A sign shall not contain any discriminatory or offensive material;
- f. All signs shall have sign writing, design work, lettering and colouring carried out in a professional and competent manner;
- g. Materials of construction and placement should bear consideration of long term maintenance and repairs;

Safety

- h. The sign must be securely fixed to the structure by which it is supported, without affecting the stability of the building or structure to which it is affixed. Alternatively, a sign must be designed such that it maintains structural integrity in its own right;

- i. A sign shall not be erected or maintained in any position which obstructs vehicle sight lines or is detrimental to traffic safety;
- j. A sign shall not be located such that it obscures or is likely to be confused with traffic signals or signs;
- k. A sign shall not be located in any position which obstructs pedestrian movement flows or is detrimental to pedestrian safety;
- l. A sign shall not obstruct access to or from any door, fire escape or window;
- m. Any sign which is illuminated shall be constructed entirely of non-flammable material, maintained in accordance with the requirements of the appropriate electricity supply authority and shall not cause annoyance to the public or interfere with traffic signals;

Siting

- n. Unless expressly permitted within this policy, signs shall not be supported on private land that is not associated with the goods and services advertised on the sign;
 - o. Unless expressly permitted within this policy, signs shall not be located on land that is zoned or used for residential purposes;
 - p. Temporary signs or advertising devices, which are not permanently affixed, shall not be displayed or exhibited on a parked vehicle; and
 - q. A person shall not attach posters or banners to buildings, structures, fences or trees (fly posting) at any place or location within the City.
2. An application for a sign must include, in addition to the requirements of the Scheme (MRS Form 1 and Additional Information Sheet contained in Appendix 4), the following information:
- a. Plans, drawn to a scale of not less than 1:50, showing the size, position, design and inscriptions to appear thereon, including the method of fixing the sign to a building or structure;
 - b. Provide information as to whether the sign is to be illuminated, flashes or pulsates and has any other moving features;
 - c. Details on the structural integrity of the sign; and
 - d. Written information regarding any further particulars for the sign, as may be required by Council.

SPECIFIC SIGNAGE REQUIREMENTS

3. A-Frame Signs



Illustration – A-Frame Signs

- a. "A-Frame sign" means a portable free standing direction or advertising sign.
- b. An A-Frame sign shall:
 - i. Not exceed any dimension by 1.0m;
 - ii. Not exceed an area of 0.9m² on any side;
 - iii. To be erected wholly within the lot boundaries on the property to which the sign relates;
 - iv. Be removed each day at the close of the business to which it relates and not be erected again until the business next opens for trading;
 - v. Not be rotational or have any moving portions;
 - vi. Be secured in position in accordance with any requirements of the Council; and
 - vii. Be placed so as not to obstruct or impede the reasonable use of a thoroughfare or access to a place by any person.
- c. No more than one A-Frame sign shall be erected in relation to an individual business.

4. Bill Posting

- a. "Bill posting" means the sticking, painting or stencilling of any bill, poster or placard on any building, fence, wall, hoarding, signpost, pole, awning or any other structure so as to be visible to any person in a street, reserve, public place or other land.
- b. A person shall not post any bill within the City, except on a hoarding approved for this purpose.

5. Bunting

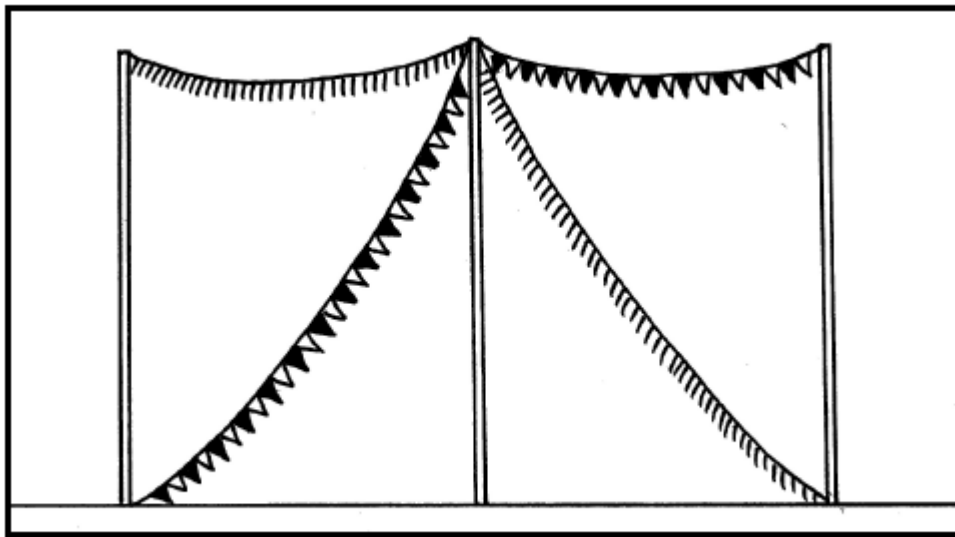


Illustration - Bunting

- a. "Bunting" means thin strips of material used for decorative purposes or to highlight a location.
- b. Bunting shall not be permitted within the City of Bayswater, except for car yards or where approved by Council.

6. Flags

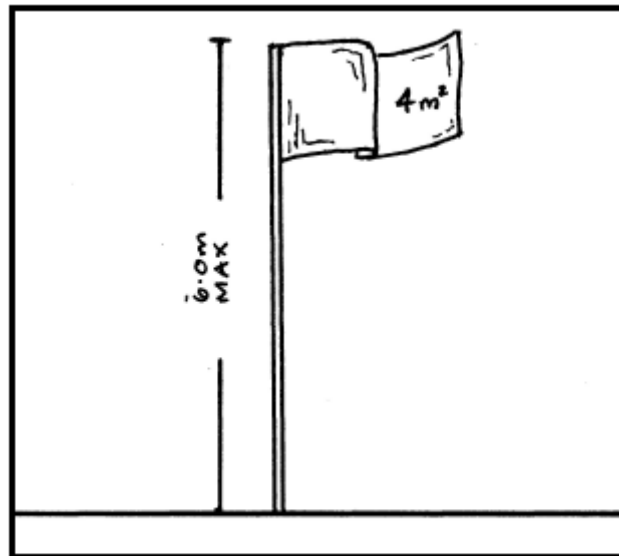


Illustration – Flag Sign

- a. "Flag sign" means a sign or banner that is made from a piece of material, usually oblong or square, which is attached to a pole so as to be visible to any person in a street, reserve, public place or other land.
- b. A maximum of two flag poles shall be permitted on a lot, or on each lot frontage in the case of corner lots;
- c. The maximum height of the flag pole shall not exceed 6 metres, except in the Morley City Centre, where a maximum height of 10 metres may be permitted;
- d. Each flag shall not exceed 4m², or 6m² in the Morley City Centre, and shall be securely affixed to a pole of sufficient size and strength to support the flag under all conditions.

7. Hoardings

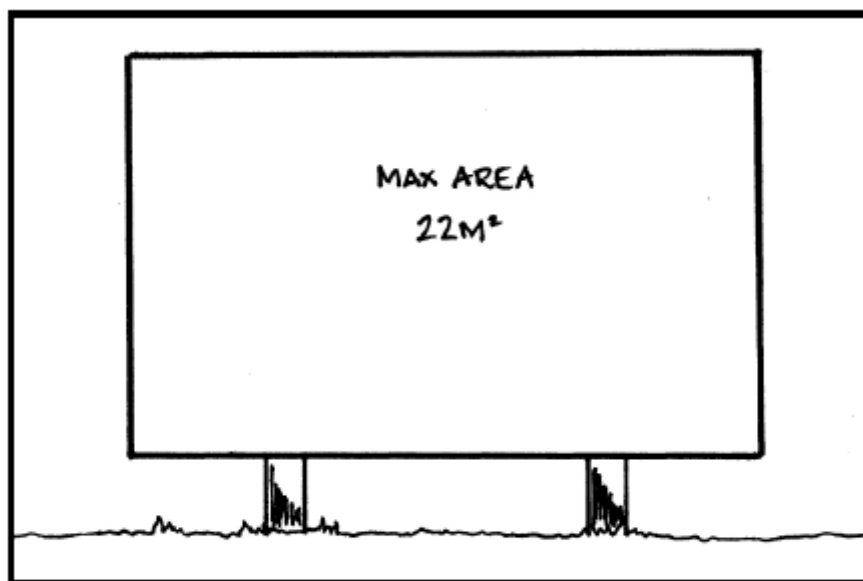


Illustration - Hoarding

- a. "Hoarding" means a structure other than a pylon sign that is erected for the sole purpose of displaying a general advertising sign or signs, and shall include a poster panel, a wall panel or an illuminated panel.
- b. A hoarding shall:
 - i. not be erected in a residential area;
 - ii. not be of greater area than 22m²;
 - iii. not be erected within 15 metres of any street or public place and in any case, not closer than its own height to a street and public place;
 - iv. Be permitted to display information that may not necessarily relate to the land on which it is located; and
 - v. Any application that involves more than one hoarding adjoining each other will be considered on its merits, having regard to the impact on the amenity of surrounding areas.

8. Horizontal Signs

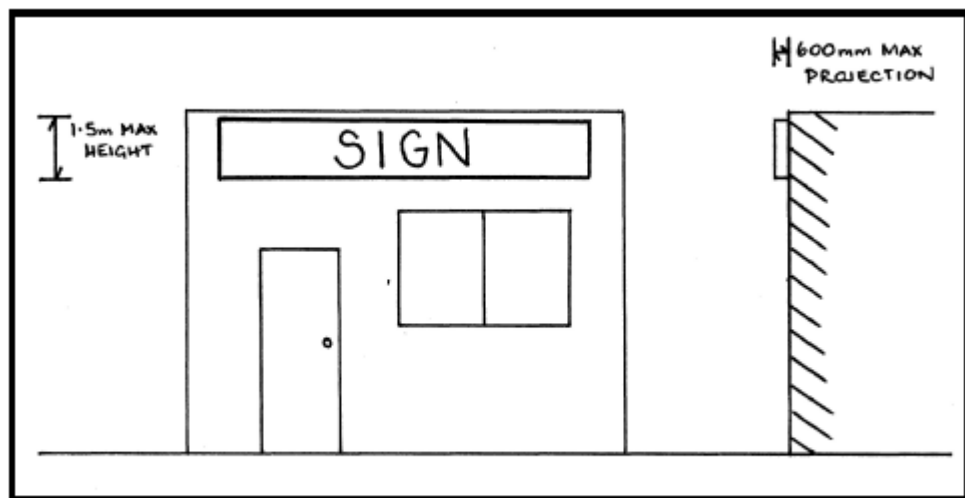


Illustration - Horizontal Sign

- a. "Horizontal sign" means a sign painted or affixed parallel to a wall of a building or structure, with its largest dimension being horizontal.
- b. A horizontal sign shall:
 - i. be affixed parallel to the wall of the building or structure to which it is attached;
 - ii. not project more than 600mm from the wall to which it is affixed; and
 - iii. have a maximum height of 1.5 metres, providing the whole of the sign is within the fascia limits.
- c. Where more than one horizontal sign is affixed to the same storey or level of a building and those signs face the same street or public place, the signs shall be affixed to the building in one line and shall be of uniform height.

9. Inflatable Signs

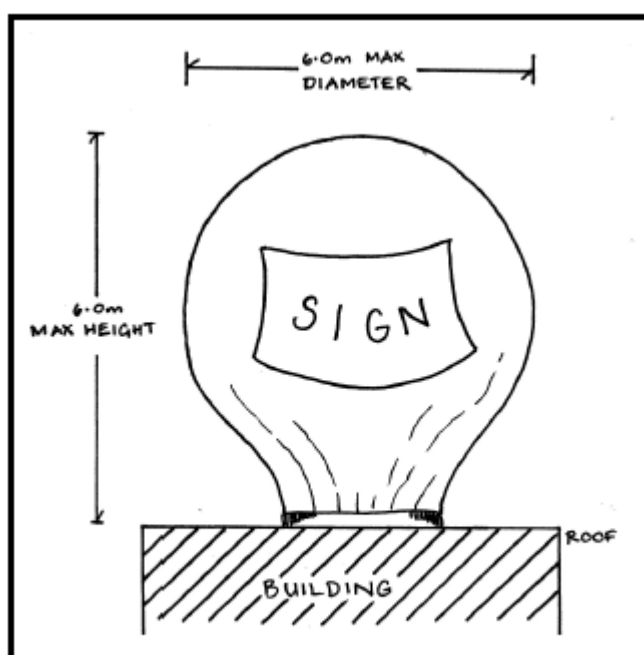


Illustration – Inflatable Sign

- a. "Inflatable sign" means a sign that is painted, stencilled or attached to an inflated device, such as a balloon or blimp.
- b. Inflatable signs will not be permitted in the following circumstances:
 - i. In areas zoned or used for residential purposes;
 - ii. On buildings that exceed two storeys in height;
 - iii. In locations where the sign may distract the attention of motorists from traffic signs or traffic control signals; and
 - iv. Shall not be illuminated.
- c. The maximum dimensions of a roof top balloon or other type of inflatable sign shall be a height of 6 metres and a width or diameter of 6 metres.
- d. No more than one balloon or blimp shall be approved within any one street block and erected at the same time.
- e. All inflatable signs are to be adequately secured to the building on which they are to be erected.
- f. An inflatable sign shall only be erected for a maximum period of 21 days at no less than 3 monthly intervals. A new application to erect an inflatable sign must be submitted for each approval period.
- g. Each inflatable sign shall be covered by public liability insurance to the value of 10 million dollars.
- h. The approval of Main Roads WA may be required where the proposed sign location is near traffic signals or controlled intersections.

10. Monolith Signs

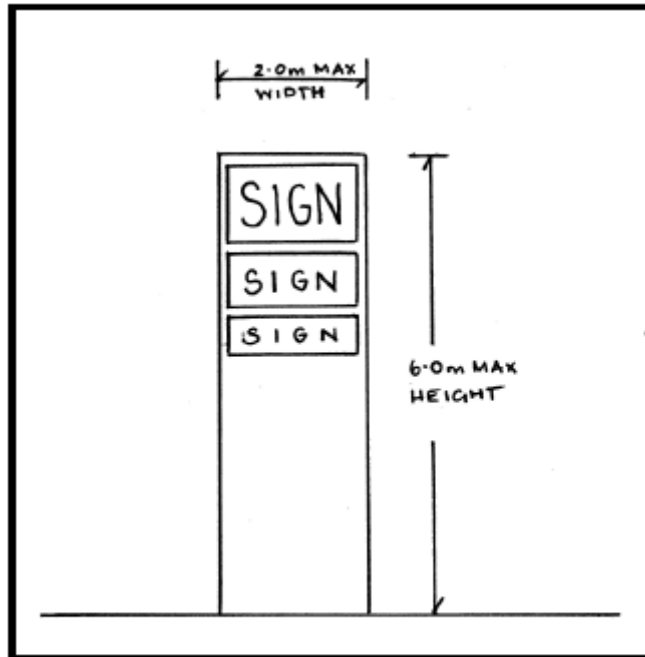


Illustration – Monolith Signs

- a. "Monolith sign" means a sign that is not attached to a building or any other structure and with its largest dimension being vertical. Such a sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.
- b. A monolith sign shall not exceed 6 metres in height or 2 metres in width;
- c. A person shall not erect more than one monolith sign in relation to a business, shop or premises unless it is a corner lot where one sign per lot frontage may be permitted.
- d. Notwithstanding part (b), in the Morley City Centre, approval may be given to monolith signs subject to compliance with the following:

Lot Size		Sign Size	
Area	Frontage	Height	Width
<2,000m ²	<40m	6.0m	2.0m
2,000m ² – 5,000m ²	40m-70m	7.5m	2.5m
5001m ² – 10,000m ²	71m – 100m	9.0m	3.0m
10,0001m ² – 30,000m ²	101m – 150m	10.5m	3.5m

- e. A monolith sign shall not be located within 1 metre of the boundaries of the lot on which it is erected.
- f. No other freestanding signs will be permitted on the site.

11. Projection Signs

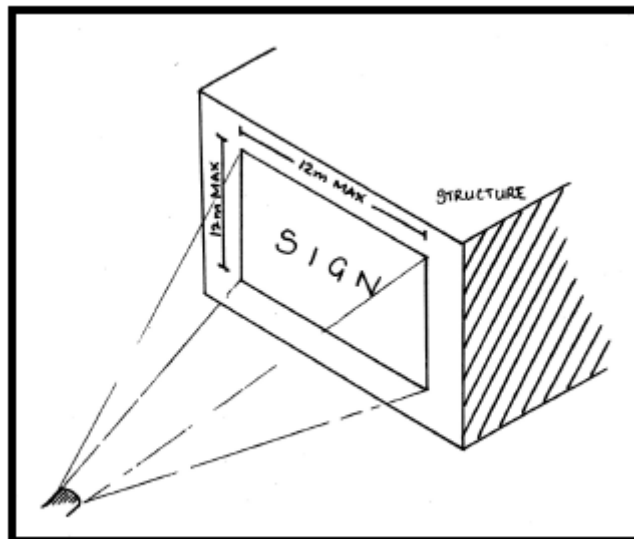


Illustration – Projection Signs

- "Projection sign" means a sign that is made by the projection of light on a screen, wall or similar structure.
- Projection signs are not permitted within the City, unless otherwise approved by Council.
- A projection sign shall not exceed 12 metres in height or 12 metres in width.
- Projection signs shall not be located where they may cause a distraction to passing traffic or interfere with traffic control signals.
- A project sign may display multiple images or moveable content within the specified approval area.

12. Pylon Signs

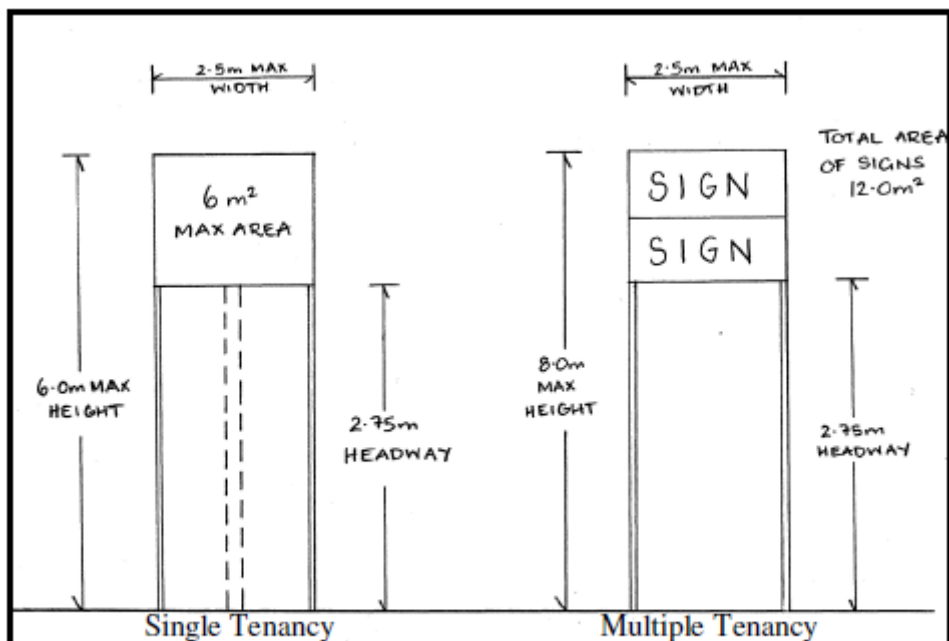


Illustration – Pylon Signs

- a. "Pylon sign" means a sign supported on one or more piers, not attached to a building or other structure, and includes a detached sign framework supported on one or more piers to which sign infill may be added.
- b. A pylon sign shall:
 - i. have a minimum headway of 2.75 metres and a maximum height of 6 metres;
 - ii. not project more than 1 metre over any footpath or road reserve;
 - iii. not be within 1 metre of the side boundaries of the lot on which it is erected;
 - iv. be affixed to one or more columns or piers of sufficient strength to support the sign under all conditions; and
 - v. not exceed 2.5 metres measured horizontally across the face of the sign or have a greater area than 6m² where there is one business per lot.
- c. A person shall not erect more than one pylon sign in relation to a business, shop or premises unless it is a corner lot where one sign per lot frontage may be permitted. No other freestanding signs will be permitted on the site.
- d. Where pylon signs are proposed to be erected on a lot where there are multiple tenancies, all pylon signs are to be incorporated into one sign complying with the following:
 - i. all sign infill are to be of equal size and space is to be provided for one infill for each unit on the lot;
 - ii. the total area of the infill signs may be increased to 12m²;
 - iii. the maximum height of the sign may be increased to 8 metres.
- e. Notwithstanding part (b) above, in the Morley City Centre, approval may be given to pylon signs subject to compliance with the following:

<i>Pylon Signs – Single Tenancy</i>			
Lot Size		Sign Size	
Area	Frontage	Height	Width
<2,000m ²	<40m	6.0m	6.0m
2,000m ² – 5,000m ²	40m-70m	7.5m	7.5m
5001m ² – 10,000m ²	71m – 100m	9.0m	9.0m
10,0001m ² – 30,000m ²	101m – 150m	10.5m	10.5m
>30,000m ²	>150m	12.0m	12.0m

<i>Pylon Signs – Multiple Tenancy</i>			
Lot Size		Sign Size	
Area	Frontage	Height	Width
<2,000m ²	<40m	8.0m	12.0m
2,000m ² – 5,000m ²	40m-70m	10.0m	15.0m
5001m ² – 10,000m ²	71m – 100m	12.0m	18.0m
10,0001m ² – 30,000m ²	101m – 150m	14.0m	21.0m
>30,000m ²	>150m	14.0m	21.0m

13. Roof Signs

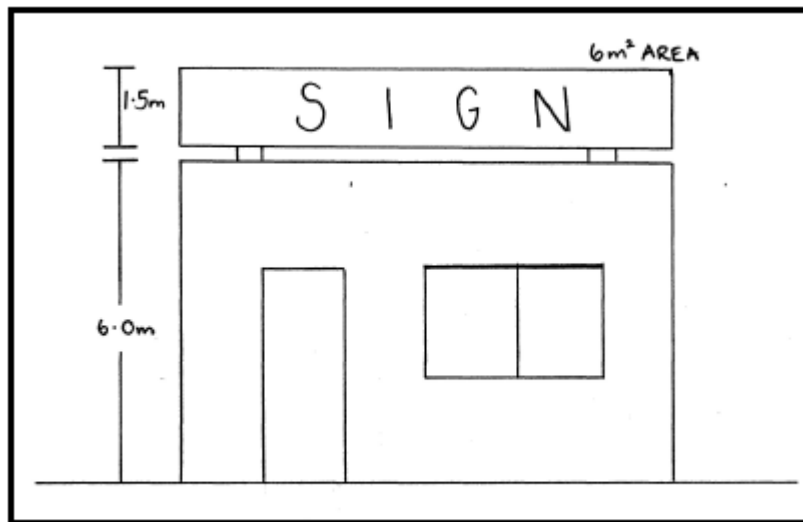


Illustration – Roof Signs

- a. "Roof sign" means a sign erected or painted directly on the roof of a building or attached to the top of a parapet wall of a building.
- b. Roof signs located within the City shall generally be discouraged, however where their location is considered appropriate, the following standards shall be met:
 - i. A roof sign shall not extend beyond the external walls of the building;
 - ii. A roof sign shall comply with the dimensions contained within the following table:

Height of Roof	Maximum Sign Area	Maximum Sign Height
Less than 6 metres	6m ²	1.5m
6 metres to under 10 metres	10m ²	7.5m
Over 10 metres	15m ²	9.0m

14. Semaphore Signs

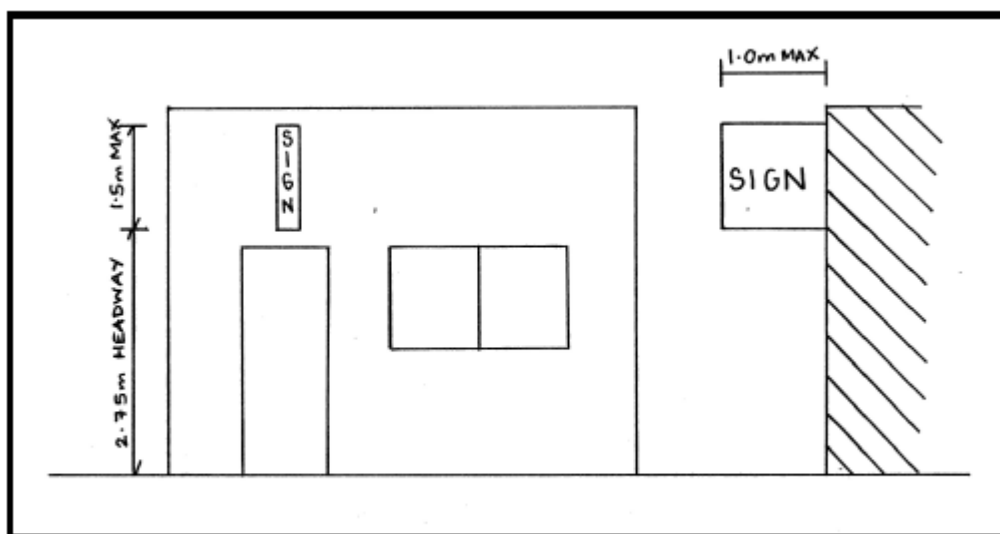


Illustration – Semaphore Signs

- a. "Semaphore sign" means a sign affixed to a structure or building which is attached or supported at, or by, one of its ends only.
- b. A semaphore sign shall:
 - i. Have a minimum headway of 2.75 metres; and
 - ii. Have a maximum height of 1.5 metres and shall not project more than 1 metre from the wall to which it is attached.
- c. A person shall not erect more than one semaphore sign in relation to a business, shop or premises unless it is a corner building where one sign per building frontage may be permitted.

15. Tower Signs

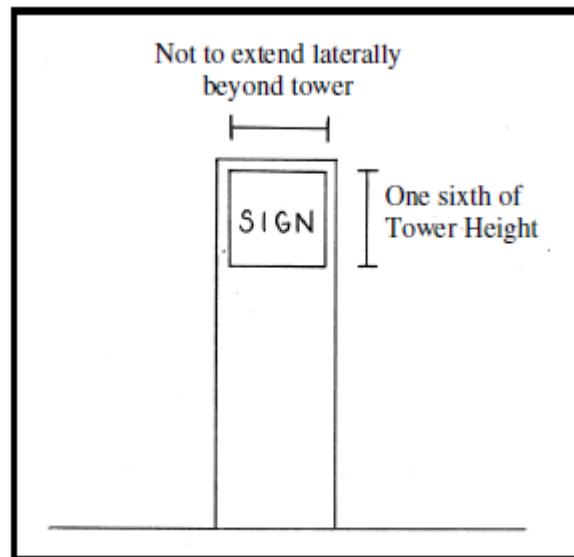
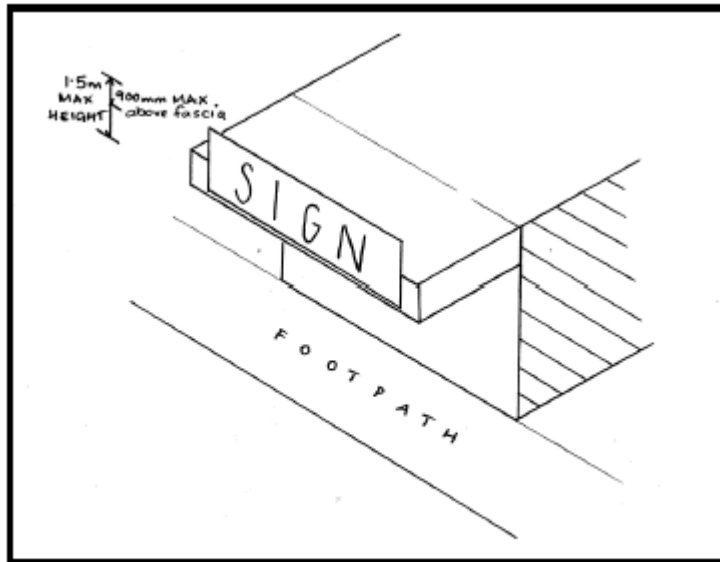


Illustration – Tower Signs

- a. "Tower sign" means a sign affixed to or placed on a tower, chimneystack or open structural mast.
- b. A tower sign shall not:
 - i. indicate or display any matter other than the name of the business or the name of the owner or occupier of the land or premises on which the tower is erected;
 - ii. exceed one-sixth of the height of the tower to which it is attached; and
 - iii. extend laterally beyond any point of the tower to which it is attached.

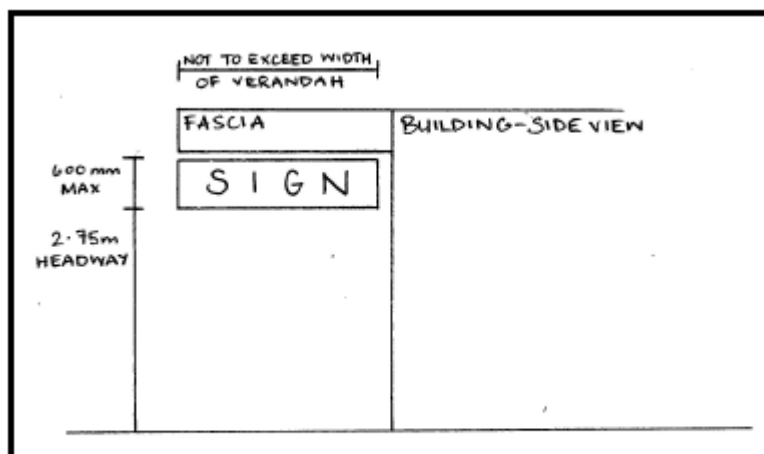
16. Veranda Signs

- a. "Veranda sign" means a sign affixed on or under a veranda and includes signs affixed to cantilever awnings and balconies.
- b. A sign fixed to the return fascia of a veranda shall meet the following requirements:
 - i. The sign may extend 900mm above the fascia, to a maximum sign height of 1.5 metres;
 - ii. A veranda sign may not exceed or extend beyond the width of the fascia; and
 - iii. A veranda sign may not be lower than the bottom edge of a fascia.



*Illustration - Verandah Signs
(Fixed to Fascia)*

- c. Signs situated under a veranda must meet the following requirements:
- i. A minimum headway of 2.75 metres must be provided;
 - ii. The sign must not project beyond the outer frame of the veranda or exceed 600mm in depth;
 - iii. The sign must be fixed at right angles to the front wall of a building, except on the corner of a building where it may be angled to be visible from both streets;
 - iv. Where a sign exceeds 300mm in height, it must not be within 2.75 metres of another sign under that veranda or where it does not exceed 300mm in height, a distance of 1.75 metres between signs may be permitted;
 - v. The sign may be not closer than 900mm to the nearest side wall; and
 - vi. The sign must be constructed of shatter-proof material.



*Illustration - Verandah Signs
(Under Verandah)*

17. Vertical Signs

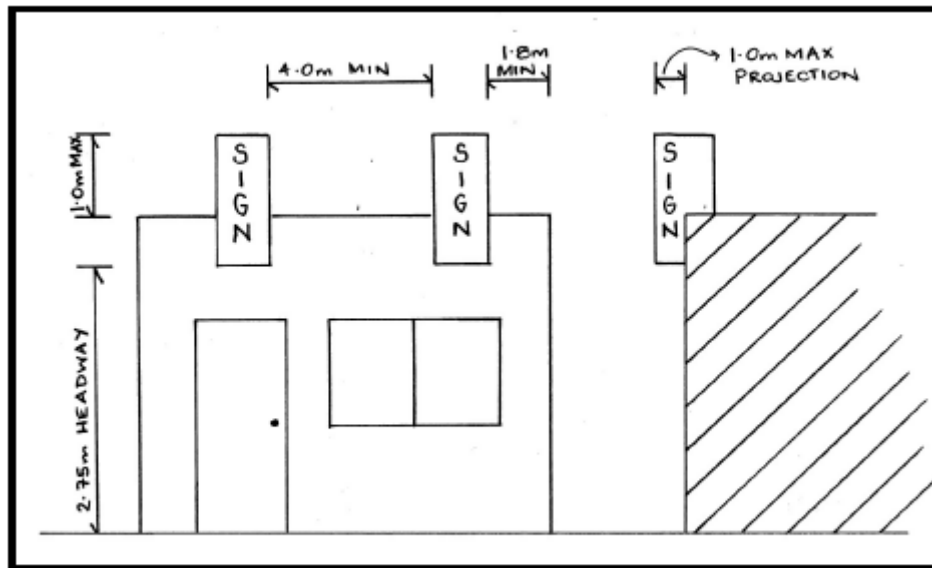


Illustration – Vertical Signs

- a. "Vertical sign" means a sign affixed to a wall of a building or structure in which the vertical dimensions exceed the horizontal dimensions, exclusive of the back projection.
- b. A vertical sign shall:
 - i. Have a minimum headway of 2.75 metres;
 - ii. Not project more than 1 metre from the wall to which it is affixed;
 - iii. Not be within 1.8 metres of either end of the wall to which it is affixed;
 - iv. Not project more than 1 metre above the top of the wall to which it is affixed or project behind the face of the wall;
 - v. Be affixed either at right angles or parallel to the wall to which it is attached; and
 - vi. Not be within 4 metres of another vertical sign on the same building.
- c. A person shall not erect more than one vertical sign in relation to a business, shop or premises, unless it is a corner building where one sign per building frontage may be permitted.

18. Wall Signs

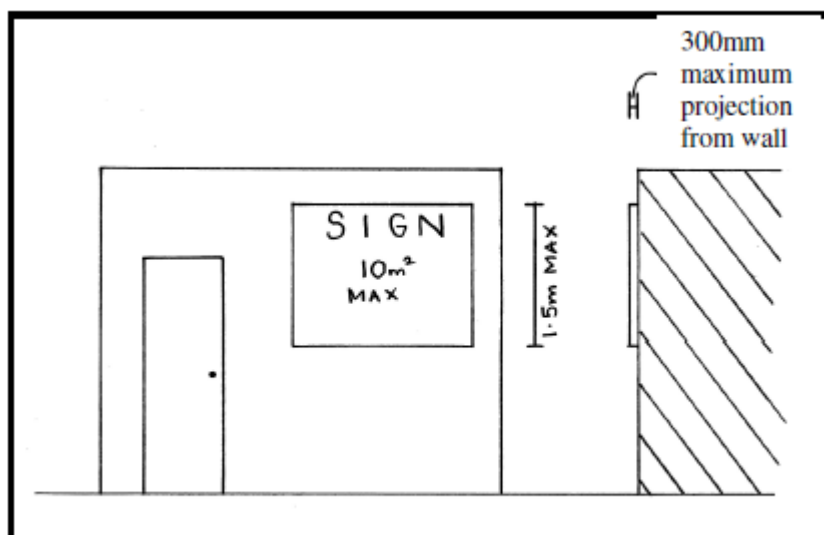


Illustration – Wall Signs

- a. "Wall sign" means a signboard or panel which is affixed to the wall of a business premises for the purpose of advertising the business, shop or premise to which it is attached.
- b. A wall sign shall:
 - i. Be affixed parallel to a wall of a building;
 - ii. Not project more than 300mm from the face of the wall;
 - iii. Have a minimum headway of 2.75 metres;
 - iv. Not extend laterally beyond either end of the wall; and
 - v. Not exceed an area of 10.0sqm or a height of 1.5 metres.

DEFINITIONS:

Nil

RELATED LEGISLATION:

Clause 2.6 of Town Planning Scheme No 24
 Clause 3.1 of Town Planning Scheme No 23

RELATED DOCUMENTATION:

Nil

Relevant Delegations		
Risk Evaluation		
Council Adoption	Date	23 April 1996
Reviewed / Modified	Date	23 July 2003
Reviewed / Modified	Date	25 January 2005
Reviewed / Modified	Date	1 March 2016