



Responsible Division	Community and Development
Responsible Business Unit/s	Development and Place
Responsible Officer	Manager Development and Place
Affected Business Unit/s	Development and Place

Purpose

The purpose of this policy is to provide guidance on the display and erection of signs, to ensure that any signage relates to the uses, services and products on the site whilst maintaining the local amenity and public safety.

Objectives

The objectives of this policy are to:

1. Ensure that the display and erection of signs is consistent with the development, and will not detract from the local character and/or amenity of the area.
2. Avoid a proliferation of signs to prevent streetscapes from becoming cluttered and to protect the amenity of the City of Bayswater.
3. Improve streetscapes along major roads and within town centres.
4. Encourage the consideration of signage requirements in the planning and design of commercial, industrial and mixed use developments.
5. Ensure that signs do not cause obstruction or hinder access for pedestrians, cyclists and/or motor vehicles.
6. Ensure that signs are not objectionable, discriminatory and/or offensive, in the opinion of the City of Bayswater.
7. Ensure that signs only relate to businesses, products and/or services located on, or available from the lot on which they are located.

Scope

1. This policy applies to the display and/or erection of signs on all land zoned or reserved under Local Planning Scheme No. 24 (Scheme).
2. This policy does not extend to road reserves (roads, verges, footpaths, etc.), which are subject to the City of Bayswater Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.
3. Where there is any inconsistency between this policy and the City of Bayswater's Town Planning Scheme then the provisions within the Town Planning Scheme shall prevail.
4. In accordance with Clause 61(1)(a) and (b) of the Planning and Development (Local Planning Schemes) Regulations 2015 (Regulations), development approval is not required for signs that:
 - (a) are temporary election signs, subject to the conditions outlined within the Regulations;

- (b) relate to changes to an existing sign that has been erected or installed on a site, subject to the conditions outlined within the Regulations;
 - (c) relate to the replacement of a sign where the sign was subject to a development approval or exempt from the requirement for development approval;
 - (d) are identified as exempted signs under Appendix 8 of the Scheme; or
 - (e) comply with the General Requirements and Specific Requirements of this policy.
5. Where a sign does not require development approval under this policy, it should be noted that it does not exempt applicants from the requirement to obtain any other necessary approvals, including a building permit.
 6. Where a sign that is not prescribed in the policy and not exempt from requiring development approval is proposed, it will be considered on its merits.
 7. Development approval is required for the display and erection of a sign where:
 - (a) The development site is:
 - (i) Entered on the register of Heritage Places under the *Heritage of Western Australia Act 1990*;
 - (ii) The subject of an order under the *Heritage of Western Australia Act 1990 Part 6*;
 - (iii) Included on a heritage list prepared in accordance with the City of Bayswater town planning scheme(s);
 - (iv) Within an area designated under the town planning scheme(s) as a heritage area; and/or
 - (v) The subject of a heritage agreement entered into under *Heritage of Western Australia Act 1990 section 29*.
 - (b) The sign is inconsistent with the general requirements of this policy and/or the specific requirements pertaining to the sign types detailed below.
 8. Signs will not be supported if they are to be displayed or erected within 1.5m of any part of a crossover or street truncation.

Definitions

Bulk is the accumulative effect of the arrangement, volume, size and shape of a sign and/or structure to a building or group of buildings.

Character is the combination of the particular characteristics or qualities of a place. These include the rhythm, scale and visual amenity of buildings which contribute to the existing streetscapes.

Context is the specific character, quality, and physical characteristics of a building's setting.

Corporate Branding is a company's logo, slogan, or symbol(s) that represent their products or services.

First Party Advertising is advertising relating to the occupant(s) of the site on which the advertising is located.

Proliferation is an increase in the number or amount of signs on a site resulting in clutter and having an undue impact on the amenity of the area.

Scale is the size of a sign or addition to a building and its proportional relationship with its surrounding buildings in the locality.

Second Party Advertising is advertising relating to the goods or services offered on the site on which the advertising is located.

Sign is a display and/or a structure erected to display a business/occupant of a site and the nature of the business undertaken or its goods and services offered.

Third Party Advertising is advertising not relating to the goods or services offered on the site on which the advertising is located.

Visual Amenity is all the visual factors which assist in forming the character of an area and contributing to its current and likely future amenity.

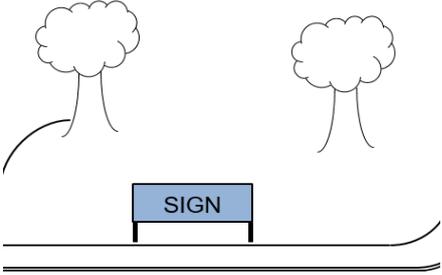
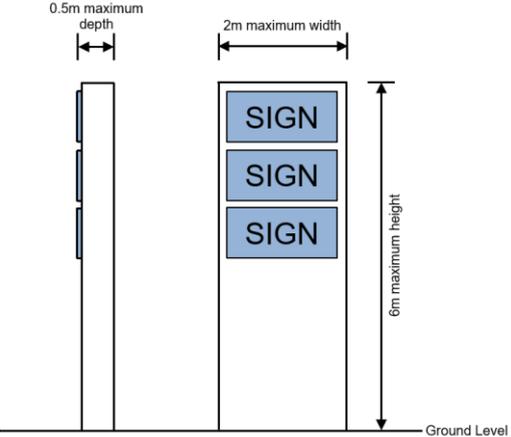
Unless otherwise defined above, words and expressions in this policy are as defined in Appendix 1 of the City of Bayswater Local Planning Scheme No. 24 (the Scheme), the *Planning and Development Act 2005*, *Planning and Development (Local Planning Schemes) Regulations 2015* or the *State Planning Policy 7.3 – Residential Design Codes of WA (R-Codes)*. All definitions for each of the sign types are included under the Specific Requirements of the policy.

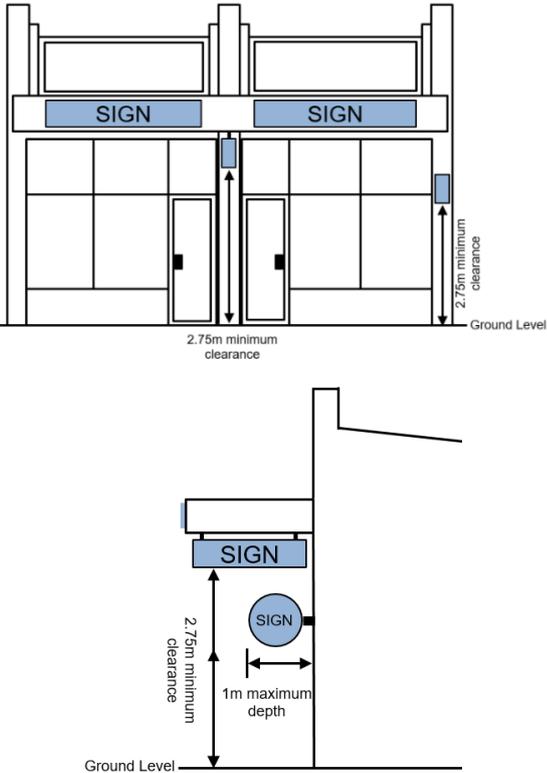
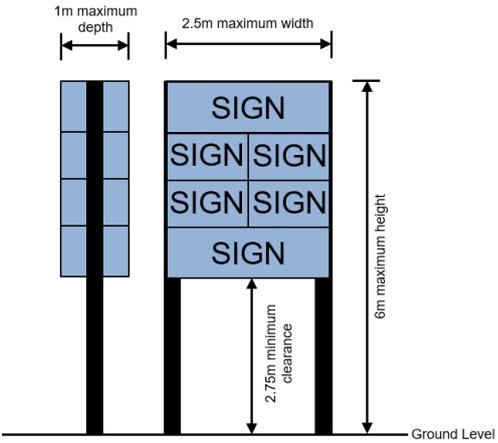
General Requirements

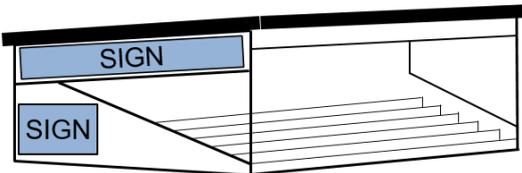
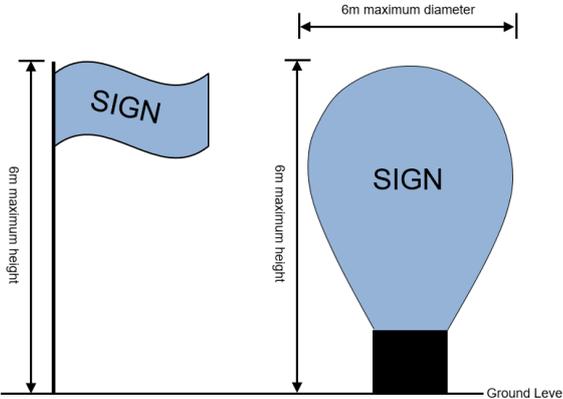
1. Signs will not be approved on residential properties where it does not relate to a relevant home based business unless otherwise provided for in this policy or the Scheme.
2. Where a non-residential land use has been approved on land zoned Residential under the Scheme, signage proposals will be assessed against the criteria under the Specific Requirements of the policy.
3. Signs on an individual lot shall generally be limited to those affixed to buildings and a single freestanding sign. Additional freestanding signs may be considered where they are necessary for wayfinding/directional purposes.
4. All signs shall be designed and located in a manner that:
 - (a) Does not detract from, or compromise the character and/or form of any building, including but not limited to its architectural features, detailing and openings.
 - (b) Does not detract from, or compromise the character of an established streetscape.
 - (c) Does not detract from, or compromise the character of any heritage place or precinct.
 - (d) Does not detract from the aesthetics of a park or other land used by the public for recreation.
 - (e) Does not obstruct lines of sight required for the safety of pedestrians, cyclists and/or motor vehicles.
 - (f) Does not obscure, or create the possibility of it being confused with traffic signs or signals.
 - (g) Does not obstruct pedestrian movement or compromise pedestrian safety.
 - (h) Does not obstruct vehicle movement or compromise traffic safety.
 - (i) Does not obstruct access to or from any door, fire escape or window.
 - (j) Does not obstruct views of a river, lake, or other feature of natural beauty from outside the building or lot.

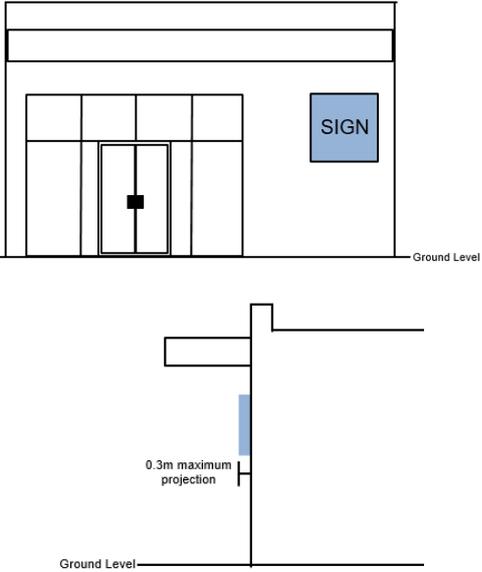
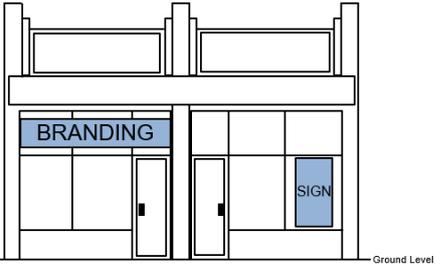
- (k) Does not impact an existing tree, including a street tree.
 - (l) Does not obstruct visual truncations by being located within 1.5m of any part of a crossover or street truncation.
5. Digital, animated and illuminated signs shall not:
- (a) Incorporate lighting which exceeds the maximum luminance as prescribed in the relevant Australian Standards and/or guidelines.
 - (b) Incorporate flashing, intermittent or running lights.
6. All signs that project from a building or are freestanding shall have a minimum clearance of 2.75m above ground level. A lesser clearance may be permitted where a sign is contained wholly within a landscaped area and it will not compromise lines of sight required for the safety of pedestrians, cyclists and/or motor vehicles.
7. All signs shall be designed and written in a competent, professional manner.
8. Signs shall not contain any material that is objectionable, discriminatory and/or offensive, in the opinion of the City of Bayswater.
9. Signs associated with new commercial, industrial or mixed use developments with multiple tenancies are to be guided by a wider signage strategy for the site.
10. Signs which contain any of the following third party advertising components will not be approved on private land, unless it relates to a sponsorship sign or is otherwise approved by the City of Bayswater under a signage strategy:
- (a) The name, logo, or symbol of a company or other organisation that does not substantially occupy the site or development on which the sign is proposed to be located; or
 - (b) A product or service not provided on the site on which the sign is proposed to be located; or
 - (c) Signs for an activity or event not occurring on the site on which the advertisement is located.

Specific Requirements

Sign Type, Definition and Example	Specific Requirements
<p>Community and Local Government Event Sign</p> <p>A sign which is a temporary non-illuminated sign that advertises non-profit, short-term events such as a fete, fair, or festival occurring for a community organisation or the local government.</p> 	<p>A promotional community and local government event sign is to be:</p> <ul style="list-style-type: none"> (a) Located on the site of the event or at the property of the community organisation or local government holding the event. (b) Limited to a maximum of 1 sign per frontage on a lot. (c) A maximum of 10m² in area. (d) Exhibited for no more than 30 days prior to the event occurring and is to be removed within 7 days of the event.
<p>Monolith Sign</p> <p>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.</p> 	<p>A monolith sign is to be:</p> <ul style="list-style-type: none"> (a) Located on a site with a minimum area of 2,000m² and a lot frontage greater than 40m. (b) Limited to one sign per lot frontage. (c) A maximum of 6m above ground level. (d) A maximum of 2m in width. (e) A maximum of 0.5m in depth. (f) Setback a minimum of 1m from the side and rear lot boundaries. (g) A maximum of 5m² in area per sign for each tenancy on the lot. (h) Prohibited within the Residential zone. (i) First party advertising. (j) Prohibited where there is an existing hoarding sign or pylon sign on the same lot.
<p>Projecting Sign</p> <p>A sign:</p> <ul style="list-style-type: none"> (a) attached to a projection (such as a veranda) or projects more than 300mm from a wall of the building below the eaves or ceiling height; and/or (b) painted or fixed to the face or return fascia of an awning and includes signs attached to the underside of an awning or verandah (other than fascia or return end), as well as 	<p>A projecting sign is to be:</p> <ul style="list-style-type: none"> (a) Limited to one sign per tenancy. (b) Provided with a minimum clearance of 2.75m from the ground level where it is attached to the underside of an awning/verandah or projects out from a wall. (c) Contained within the dimensions of the awning/verandah where it is attached to the fascia of the awning/verandah. (d) A maximum projection of 1m from the wall.

Sign Type, Definition and Example	Specific Requirements
<p>signs attached above or projecting from a verandah.</p> 	<ul style="list-style-type: none"> (e) A maximum of 2m² in area. (f) No higher than the top of the wall. (g) First or second party advertising. (h) Be constructed of shatter proof glass where it attached to the underside of an awning/verandah or projects out from a wall.
<p>Pylon Sign</p> <p>A sign supported on one or more piers, not attached to a building or other structure.</p> 	<p>A pylon sign is to be:</p> <ul style="list-style-type: none"> (a) Located on a site with a minimum area of 2,000m² and a lot frontage greater than 40m. (b) Limited to one sign per lot frontage. (c) Provided with a minimum clearance of 2.75m and a maximum clearance of 6m from the ground level. (d) A maximum of 6m above ground level. (e) A maximum of 2.5m in width. (f) A maximum of 1m in depth. (g) A maximum of 5m² in area per sign for each tenancy on the lot. (h) Setback a minimum of 1m from the side and rear lot boundaries. (i) Prohibited within the Residential zone. (j) First party advertising. (k) Prohibited where there is an existing hoarding sign or monolith sign on the same lot.

Sign Type, Definition and Example	Specific Requirements
<p>Reserve Sign</p> <p>A sign erected on land reserved under the Scheme.</p> 	<p>A reserve sign is to be:</p> <p>(a) For the purpose of identifying the site.</p>
<p>Sponsorship Sign</p> <p>A sign that is fixed securely to a building/structure or freestanding on a reserve and used for the sponsorship of various sporting clubs, recreation groups and community-based organisations. The term includes an electronic scoreboard or dedicated electronic display.</p> 	<p>A sponsorship sign can be third party advertising and it is to be:</p> <p>(a) Limited to two signs per reserve.</p> <p>(b) Located on the reserve which is leased or used by the sporting club/recreation group/community-based organisation.</p> <p>(c) Fixed to a building/structure within the reserve, excluding the external fencing to the reserve.</p> <p>(d) A maximum of 10m² in area per sign.</p> <p>(e) Where a sign is located on Council land and/or affixed to a Council building or structure, the location is agreed to by the City and provision is to be made to permit inspection and maintenance of the subject building or structure.</p>
<p>Tethered Sign</p> <p>A sign that is suspended from or tethered to any structure, pole or tree (with or without supporting framework) and made of paper, fabric, plastic or similar materials. The term includes inflatables, banners, flags or the like.</p> 	<p>A tethered sign is to be:</p> <p>(a) Limited to one sign per lot.</p> <p>(b) Prohibited within the Residential zone.</p> <p>(c) A maximum of 6m above ground level.</p> <p>(d) A maximum of 6m in diameter.</p> <p>(e) Located within the lot boundaries of the property to which the sign relates.</p> <p>(f) First or second party advertising.</p> <p>(g) Secured in position in accordance with any requirements of the City of Bayswater.</p> <p>(h) Located so as not to obstruct or impede the reasonable use of a thoroughfare or access to a place by any person.</p> <p>(i) Erected for a maximum period of 21 days at no less than 3 monthly intervals, unless otherwise approved by the City.</p>

Sign Type, Definition and Example	Specific Requirements
<p>Wall Sign</p> <p>A signboard or panel which is affixed to or adjoining the wall of a business premises, which does not exceed the lowest point of the eaves or ceiling of the building.</p>  <p>The diagram shows a front elevation of a building with a sign labeled 'SIGN' on the wall. Below it is a side elevation showing the sign's profile, with a vertical dimension line indicating a '0.3m maximum projection' from the building's face. Both diagrams are labeled 'Ground Level'.</p>	<p>A wall sign is to be:</p> <ul style="list-style-type: none"> (a) A maximum of 25% of the wall or 10m² in area, whichever is the lesser. (b) Limited to one sign per tenancy on a lot. (c) Projecting a maximum of 0.3m from the face of the wall. (d) No higher than the top of the wall. (e) First or second party advertising.
<p>Window Sign/Corporate Branding</p> <p>A sign or corporate branding affixed to either the interior or exterior of the glazed area of a window.</p>  <p>The diagram shows a front elevation of a building with a window. A sign labeled 'BRANDING' is on the left side of the window, and a sign labeled 'SIGN' is on the right side. The diagram is labeled 'Ground Level'.</p>	<p>A window sign/corporate branding is to be:</p> <ul style="list-style-type: none"> (a) A maximum of 25% of the total area of all windows facing a street. (b) Designed in a manner that allows interaction and casual surveillance between the interior functions of the building and the street. (c) First party advertising.

Signs Not Considered Suitable

The following signs are not considered suitable within the City of Bayswater:

1. Bill posting, other than on designated community noticeboards or in the form of event posters displayed in the windows of hotels, shops, restaurants, small bars or the like.
 Bill posting is 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.
2. Bunting, other than on a temporary basis for an approved event.
 Bunting is thin strips of material used for decorative purposes or to highlight a location.

3. Third-party advertising signs.
4. Hoarding (Billboard) Signs.
Hoarding (billboard) signs are a detached structure other than a monolith or pylon sign, with its largest dimension being horizontal. The sign is erected for the sole purpose of displaying a sign or signs, and shall include a poster panel, a wall panel or an illuminated panel.
5. Trailer-mounted variable messaging signs, other than on a temporary basis for an approved event.
Trailer-mounted variable messaging is signs utilising electronic displays that can be programmed to display a number of varying messages and mounted on trailers that are capable of being towed by a motor vehicle.
6. Motor vehicles carrying temporary or fixed signs or advertising material and parked in a location to serve primarily as a sign.
7. Signs in excess of 0.2m² in residential zones, unless otherwise approved by the City of Bayswater.

Sign Strategies

The applicant is to submit a sign strategy for proposed sign(s) in the following situations:

1. The lot has a site area greater than 4,000m².
2. There is three or more tenancies on the site.
3. Significant redevelopment of the site is proposed.
4. The lot comprises more than one lot frontage to a street, reserve or the like.

Related Documentation

- Main Roads Western Australia's *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves*, as amended or similar.

Related Legislation

This policy is adopted under all Local Planning Schemes in force within the City of Bayswater, in accordance with Schedule 2, Part 2, of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Relevant Delegations	TP-D01
Council Adoption	24 May 2022
Reviewed / Modified	22 November 2022
Reviewed / Modified	