6.1 ADVERTISING SIGNS

INTRODUCTION
This policy should be read in conjunction with Schedule 8 of the City of Stirling Local Planning Scheme No. 3 (LPS3) and the City of Stirling Local Law relating to Signs.

Where this Policy is inconsistent with the provisions of a specific Policy or Guidelines applying to a particular site or area (eg Inglewood Town Centre Design Guidelines), the provisions of that specific Policy or Guidelines shall prevail.

Objectives
- to ensure that the display of advertisements on private sites does not adversely impact on the amenity of surrounding land;
- to avoid a proliferation of signs on individual sites and buildings;
- to improve the streetscape of major roads;
- encourage the rationalisation of advertising signs on individual premises;
- encourage the incorporation of advertising signs into the design consideration of buildings;
- To ensure that signs are not discriminatory or offensive; and
- To ensure that signs only relate to services and products on the site.

Applications Subject of this Policy
Planning Approval
A planning approval is required for all advertising signs located on zoned land and reserved land that seek to vary the provisions of this policy.

Building Licence
Certain advertising signs may also need a building licence approval for the structural aspects of the sign, applicants should liaise with the City’s Approvals Business Unit to determine which applications require a building licence.

Submission Requirements
Planning Application
For advertising signs that are not exempt from approval then the applicant needs to submit the following:

☐ Completed Planning Application Form;
☐ Payment of a planning fee (refer fees and charges info sheet);
☐ Site plan (1:100) showing the location of the sign(s), all buildings, lot boundaries, street names, north point;
☐ Elevations (1:100) illustrating the location of the sign(s) in relation to the building / site;
☐ Illustration (1:50) showing the contents, dimensions (including height above ground), surface areas and structural details of the sign;
☐ Structural engineering certificate for pylon signs; and
Sign strategy containing *(Only for new Commercial or Industrial Developments)*:
- a *site plan* (1:100) showing the location of all existing and proposed signs, all buildings and neighbouring buildings, lot boundaries, street names, north point;
- a *perspective or photomontage* illustrating the location of all existing and proposed signs, buildings, neighbouring properties;
- an *illustration* (1:50) showing the contents, dimensions (including height above ground), surface areas and structural details of each sign; and
- a *written justification* explaining why Council should grant a variation.

**Definitions**
All definitions for advertising signs are outlined within Schedule 1 of LPS3 and are referred in this policy for reference purposes.

Definitions of individual sign types are defined and outlined in the Development Provisions section of this Policy.

**Sign Types Not Listed**
If a Sign Type or a particular advertising sign is not listed or defined, within the general terms of one of the definitions or is not otherwise mentioned in this Policy, such sign shall be deemed to be not permitted.

**GENERAL DEVELOPMENT PROVISIONS**
The following general provisions apply to all applications for advertising signs.

**Design**
Advertising signs shall:
- be incorporated into the overall design of the building;
- be in keeping with the scale and form of the building;
- not cause visual clutter of the streetscape or the building;
- not obscure any architectural features of the building;
- not extend beyond any boundary of a lot;
- not cause a nuisance, by way of light spillage, to abutting sites; and
- not comprise of flashing or running lights.

**Safety**
Advertising signs shall:
- not pose a threat to public safety or health;
- not obstruct visual sightlines of vehicles and/or pedestrians;
- not interfere with or be likely to be confused with traffic control signals; and
- not obstruct pedestrian movement.
Content
Advertising signs shall:
• not advertise services or products other than those available on the lot; and
• not contain any discriminatory or offensive material.

SPECIFIC SIGN DEVELOPMENT STANDARDS

Community Service Sign
Definition
Sign which is a temporary non-illuminated sign that advertises non-profit, short-term events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations or the like.

Standard
Community Service Signs shall:

• be located on the site of a community event or the property of the organisation holding the community event;
• have an area of not more than $10m^2$;
• be limited to a maximum of one sign per frontage on a lot;
• not be illuminated;
• not be exhibited more than 2 weeks prior to the event advertised and must be removed by the end of the day following the event.

Permitted Locations (Zones & Reserves)
– All zones

Figure 2 – Example of Community Service Sign
Construction Site / Development Signs & Real Estate Signs

Definition
Sign which is displayed only for the duration of the construction, development or transaction period.

Standards
A Construction Site / Development Sign / Real Estate Sign shall:

- only be in place for the duration of the construction works / development / transaction period;
- be limited to one sign per lot containing details of either the project and the contractors or relating to the sale, leasing or auction; and
- do not exceed:
  - 2.0m² sign for Single Residential Development;
  - 10.0m² sign for Multiple Dwellings, Shops, Commercial and Industrial Projects; and
  - 20.0m² sign for Large Development or redevelopment projects involving shopping centres, office or other buildings exceeding 3 storeys in height.

Permitted Locations (Zones & Reserves)
- All zones

Figure 3 – Example of a Construction Sign

Figure 4 – Example of a Real Estate Sign
Created Roof Signs

Definition
Sign which is affixed to the facia or parapet, or forms part of a projection above the eaves or ceiling of the building and complements the architectural style of the building, but does not include a Roof Sign.

Standards
A Created Roof Sign shall:

- be limited to a maximum of one sign per tenancy on a lot;
- be fixed parallel to the facia or portion of the building to which it is attached;
- not project more than 300mm from the portion of the building to which it is attached;
- not be within 500mm of either end of the facia, roof or parapet of the building;
- If the sign is less than 7.5m above natural ground level, then the sign shall be limited to 3.0m² in area;
- If the sign is between 7.5m and 9.0m above natural ground level, then the sign shall be limited to 4.5m² in area; and
- If the sign is over 9.0m from natural ground level, then the sign shall be limited to 9.0m² in area.

Permitted Locations (Zones & Reserves)

- Local Centre
- Business
- Service Station
- District Centre
- Industry
- Mixed Business
- Regional Centre
- Hotel
- Mixed Use

Figure 5 – Example of Created Roof Sign
Display Home Signs
Definition
Sign which is displayed for the period over which homes are on display for public inspection.

Standards
A Display Home Sign shall:

- only be displayed for the period the home is on display;
- not exceed:

  - 2.0m² sign for each dwelling on display; and
  - an additional 3.0m² sign for each group of dwellings displayed by a single project builder giving details of the project building company and the range of dwellings on display.

Permitted Locations (Zones & Reserves)
   – All zones

Figure 6 – Example of a Display Home Sign
Ground Based Signs

Definition
Sign which is not attached or otherwise affixed to a building and no portion of which is higher than 1.2 metres above natural ground level

Standards
Ground Based Signs which are portable shall:

- be limited to a maximum of one sign per tenancy on a lot;
- not be permitted if there is a non-portable ground based sign on the same lot;
- be displayed only during the normal business hours of the business to which the sign relates;
- have no moving parts once the sign is in place;
- predominantly display the word "open"; and
- have a maximum vertical or horizontal dimension of 1.0 metres and have an area of not more than 0.6m².

Ground Based Signs which are not portable shall:

- be limited to a maximum of one sign per tenancy on a lot.
- not be permitted if there is a portable ground based sign on the same lot;
- have a maximum vertical dimension of 1.2 metres and a maximum area of 1.5m²; and
- advertise only products or services available from the lot.

Permitted Locations (Zones & Reserves)
— All zones and reserves*

Note * for standards on local reserves refer to the Specific Area Development Standards section of this policy

Figure 7 – Example of a Portable Ground Base Sign
Hoardings Signs

Definition
Sign which is affixed to a structure having one or more supports where the overall height (inclusive of the supports) is less than the sign’s horizontal dimension and portion of the sign is greater than 1.2 metres above natural ground level.

Standards
Hoardings shall:

- be limited to a maximum of one sign per lot;
- not be permitted if there is a monolith sign or pylon sign on the same lot;
- have a maximum area of 20.0m²;
- not be less than 1.2 metres or greater than 6.0 metres from ground level; and
- not be erected in the area between any building and the front boundary of a lot except with the approval of the Council.

Permitted Locations (Zones & Reserves)
- Local Centre
- Business
- Service Station
- Mixed use
- District Centre
- Industry
- Mixed Business
- Regional Centre
- Hotel
- Civic

Figure 8 – Example of a Hoarding Sign
Monolith Signs

Definition
Sign which is not attached to a building 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 and is greater than 1.2m in height.

Standards
Monolith Signs shall:

- be limited to a maximum of one free standing sign on a lot;
- not be permitted when a pylon sign or hoarding sign is located on the same lot;
- not be located within 1 metre of a crossover;
- have a maximum depth of 0.5m
- If the lot frontage is less than 40m, then a sign shall be limited to 6.0m in height and 2.0m in width;
- If the lot frontage is between 40m and 70m, then a sign shall be limited to 7.5m in height and 2.5m in width;
- If the lot frontage is between 71m and 100m, then a sign shall be limited to 9.0m in height and 3.0m in width; and
- If the lot frontage is above 101m, then a sign shall be limited to 10.5m in height and 3.5m in width.

Permitted Locations (Zones & Reserves)
- Local Centre
- Business
- Service Station
- Mixed Use
- District Centre
- Industry
- Mixed Business
- Regional Centre
- Hotel
- Civic

Figure 9 – Example of a Monolith Sign
Panel Signs

Definition
Sign which is affixed to a panel / fence and is greater than 1.2 metres above natural ground level, but does not include a Pylon or a Monolith Sign.

Standards
Panel Signs in non Residential Zones shall:

- be limited to one sign on a lot.
- have a maximum vertical dimension of 2.0 metres and a maximum area of $5.0m^2$;
- not be less than 1.2 metres or greater than 6.0 metres from ground level;
- not be erected in the area between any building and the front boundary of a lot; and

Panel Signs in the Residential Zone shall:

- be limited to one sign per lot;
- have a maximum area of $0.2m^2$ for Home Occupation;
- have a maximum area of $0.5m^2$ for Home Business & Bed & Breakfast Developments; and
- have a maximum area of $1.5m^2$ for Child Care Centres and other commercial uses.

Permitted Locations (Zones & Reserves)

- Local Centre
- Business
- Service Station
- Residential
- District Centre
- Industry
- Mixed Business
- Mixed Use
- Regional Centre
- Hotel
- Reserves*

* for standards on local reserves refer to the Specific Area Development Standards section of this policy

Figure 10 – Example of a Panel Sign
Portable Variable Message Signs

Definition

Portable advertising signage generally affixed to a trailer and where the message can be set to change at regular intervals, but does not flash or pulsate.

Standards

A Portable Variable Message Sign shall:

- Be limited to one (1) sign per lot;
- Only be in operation during business hours;
- Not be displayed on any one lot for more than fourteen (14) days in aggregate for any one calendar year;
- Not advertise services or products other than those available on the lot;
- Be positioned entirely within private property;
- Be positioned so that it does not occupy more than one (1) car parking bay;
- Be positioned outside of any area required for landscaping, vehicle manoeuvring, or visual sightlines;
- Not contain any pictorial displays, symbols, colours or text that appears to replicate any regulatory or warning traffic control sign or device, including traffic signals;
- Not create visual conflict with traffic signals (foreground or background) or temporary roadwork signage;
- Not be permitted where they unduly distract drivers due to their display, location, content, movement or rotation, frequency or flashing, brightness or luminance.
- Not be permitted where the advertising device invites drivers to turn where there is fast moving traffic or the device is so close to the turning point that there is no time to signal and turn safely.
- Compliance with these standards shall be demonstrated by the submission of a report from a qualified traffic engineer as part of a development application.

Permitted Locations

- Industry
Product Display Signs
Definition
Product / Vehicle Display Signs is defined as:

- a product or object which is displayed for the purposes of advertisement; or
- an advertisement sign which is applied or otherwise attached or placed on a vehicle. For the purposes of this term a vehicle includes a; car, truck, boat, trailer, caravan, machinery, and the like whether moveable or not.

Standards
Product Display Signs shall:

- be limited to a maximum of one sign per lot;
- be located wholly within the boundaries of a lot;
- be placed so as not to cause any interference, whether directly or indirectly, to vehicular traffic or pedestrians;
- have no moving parts; and
- have a maximum vertical or horizontal dimension of 2.0m.

Permitted Locations (Zones & Reserves)
- Industry
- Mixed Business

Figure 11 – Example of a Product Display Sign
Projecting Signs

Definition
Sign which is attached to a projection or projects more than 300mm from a wall of the building below the eaves or ceiling height.

Standards
All projecting signs shall:

- be limited to a maximum of one Projecting Sign per tenancy on a lot other than any Projecting Signs which are attached to the facia of a verandah or the like; and
- have a minimum clearance of 2.7 metres from ground level;

Projecting Signs which are attached to the facia of a verandah or the like shall:

- not exceed a vertical dimension of 600mm; and
- not project beyond the outer frame or surround of the facia;

Projecting Signs attached to the underside of a verandah or the like shall:

- not exceed 2.4 metres in length or exceed a vertical dimension of 500mm;
- not weigh more than 50kg;
- not be within 3.0 metres of another such sign attached to the underside of the same verandah;
- be at right angles to the front street boundary except on a corner lot where the signs may be placed so as to be visible from both streets; and
- not project beyond the outer frame or surround of the verandah.

Projecting Signs attached above a verandah or the like shall:

- not exceed 2.0 metres in length or exceed a vertical dimension of 500mm;
- not be within 3.0 metres of another such sign attached above the same verandah; and
- not project beyond the outer frame or surround of the verandah.

Projecting Signs attached directly to a building shall:

- not project more than 1.0 metre from the wall and not exceed \(4.0\text{m}^2\) in area;
- not be placed within 2.0 metres of either end of the wall to which they are attached; and
- not project above the top of the wall to which they are attached.

Permitted Locations (Zones & Reserves)
— All zones, except Residential Zone.
Figure 12 – Example of a Projecting Sign
Pylon Signs

Definition
Sign which is affixed to a structure having one or more supports where the overall height (inclusive of the supports) is greater than the sign’s horizontal dimension and portion of the sign is greater than 1.2 metres above natural ground level, but does not include a Monolith Sign.

Standards
Pylon Signs shall:

- be limited to a maximum of one sign per lot;
- not be permitted if a monolith sign or a hoarding sign is located on the same lot;
- have a minimum clearance of 2.7 metres from ground level;
- not be more than 6.0 metres above ground level;
- when a lot has an area up to 5000m² and one tenancy, a pylon sign shall be limited to 4.0m² in area, 6.0m in height and 2.5m in any dimension;
- when a lot has an area up to 5000m² and more than one tenancy, a pylon sign shall be limited to 5.0m² in area, 7.5m in height and 3.0m in any dimension;
- when a lot has an area over 5000m², a pylon sign shall be limited to 6.0m² in area, 9.0m in height and 3.0m in any dimension;

Permitted Locations (Zones & Reserves)
- Local Centre
- District Centre
- Regional Centre
- Business
- Industry¹
- Hotel
- Service Station
- Mixed Business
- Civic

Note: 1 – Not Permitted in the Herdsman Business Park and the Main Street Special Control Area

Figure 13 – Example of a Pylon Sign
Roof Signs

Definition
Sign which protrudes above the normal roof line or is on the roof with little or no relation to the architectural design of the building, but does not include a Created Roof Sign.

Permitted Locations (Zones & Reserves)
— Not Permitted in any zone or reserve

Figure 1 – Example of Roof Sign
Tethered Signs
Definition
Sign which is suspended from or tethered to any structure, tree or pole (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites.

Standards
Tethered Signs shall:

- be limited to a maximum of one sign per lot;
- be located wholly within the boundaries of the lot;
- have a maximum vertical dimension of 0.75 metres and a maximum area of 2.0m²;
- not be less than 2.7 metres or greater than 8.0 metres from ground level; and
- not be within 10.0 metres of a Pylon Sign.

Notwithstanding the above, Tethered Signs which consists of balloon type objects shall:

- be limited to a maximum of one sign per lot;
- not exceed 7.0 metres in diameter or 9.0 metres in height; and
- not be displayed for more than 14 days in aggregate for any one calendar year.

Furthermore, the advertiser shall supply to the Council prior to erecting such a sign a certificate from a structural engineer certifying that the connection of the balloon type object to the building or lot is of a structurally sound design.

Permitted Locations (Zones & Reserves)
- Local Centre
- District Centre
- Regional Centre
- Business
- Hotel
- Service Station
- Mixed Business

Figure 14 – Example of a Tethered Sign
Wall Signs

Definition

Sign which is affixed to the external part of a wall of the building but does not project more than 300mm from the wall and no part of which is above the lowest point of the eaves or ceiling of the building.

Standards

All Wall Signs shall:

- be limited to a maximum of two signs per tenancy on a lot other than a building within a residential zone;
- not exceed 10m² in area for non residential areas in aggregate per tenancy;
- if placed directly over door openings, have a minimum clearance of 2.7 metres from ground level;

if attached to the building by means of cables, ropes or the like:

- be non-flammable; or
- not be erected for more than 14 days in aggregate in any one calendar year.

If located within a residential zone and attached to a building used predominantly for a residential use:

- not exceed 0.2m² in area per lot; and
- not exceed one sign per lot.

If located within a residential zone and attached to a building used predominantly for a commercial use:

- not exceed 1.2m² in area per lot; and
- not exceed one sign per lot.

Permitted Locations (Zones & Reserves)

- All zones and reserves

Note * for standards on local reserves refer to the Specific Area Development Standards section of this policy

![Figure 15 - Example of Wall Sign in a Commercial Area](image)}
Window Signs

**Definition**

*Sign which is affixed to either the interior or exterior of the glazed area of a window.*

**Standard**

Window Signs shall:

- not cover more than 20% of the glazed area of any one window
- exceed 10.0m² in area in aggregate per tenancy on a lot.

**Permitted Locations (Zones & Reserves)**

- Local Centre
- Business
- Service Station
- Mixed Use
- District Centre
- Hotel
- Mixed Business
- Regional Centre
- Industry
- Civic

![Diagram showing example of window signs with text: Cover no more than 20% of window and 10.0m² max area in aggregate.]

**Figure 16 – Example of Window Signs**
SPECIFIC AREA DEVELOPMENT PROVISIONS
The following provisions are in addition to the General Development Provisions and the Specific Sign Development Provisions contained within this Policy and relate to specific areas within the City that contain individual provisions.

Where there is a conflict between the provisions outlined below and other provisions contained in this policy, the provisions outlined below will prevail for these specific areas.

Sponsorship Signs on Reserves
These provisions relate only to signage located on a site reserved as Public Open Space and Local Authority Purposes under Local Planning Scheme No. 3. Applications are also be subject to relevant local laws (543 – 579). Applicants should contact the City for further information.

Moveable Sponsorship Signs on Reserves
A moveable sign shall:

- be displayed for not more than eight hours per day;
- be removed if the wind velocity exceeds 30km/hr;
- be made of canvas or sheet plastic with a steel, timber or plastic frame or supports;
- not cause an obstruction;
- not be dangerous;
- not be erected, placed or maintained on or over a public street or thoroughfare;
- not be affixed to a building;
- include the club’s name on at least some part of the sign.

Fixed Sponsorship Signs
A fixed sign shall:

- take into account the aesthetic characteristics of a reserve;
- not obstruct a resident’s view;
- include the club’s name in a legible form;
- be removed at the expiration of the sponsorship agreement;
- be restricted to a maximum of three per club;
- be restricted to a maximum number six signs, where there are two or more clubs on one reserve; and
- comply with the relevant provisions of the Club’s Lease Agreement with the City of Stirling.

Sponsorship Signs on Coastal Reserves
These provisions relate only to signage located on a Reserve 12992, which is reserved as Regional Parks and Recreation under the Metropolitan Region Scheme. Only signs for the City of Stirling, Scarborough Surf Lifesaving Club and Trigg Surf Lifesaving Club are permitted on this reserve.

Applications are also be subject to relevant local law 342(d) Beaches and Bathing. Applicants should contact the City for further clarification.
Moveable Sponsorship Signs
Moveable signs shall:

- not exceed – 5m² in area;
- be removed if the wind velocity exceeds 30km/hr;
- be made of canvas or sheet plastic with a steel frame;
- not cause an obstruction;
- not be dangerous;
- only be erected only during normal Surf Lifesaving Club patrols hours;
- include the club's name on at least some part of the sign; and
- be subject to annual approval.

Fixed Sponsorship Signs
Fixed signs shall:

- not exceed 1 roof-mounted sign with a max area of 18m²;
- not exceed 3 fixed signs attached to the external walls of the building and not exceed 8m²;
- not causes interference with the aesthetics of a reserve;
- not obstructs a resident’s view;
- include the club’s name on at least 25% of the overall area of the sign;
- be removed at the expiration of the sponsorship agreement;
- not be unsightly; and
- comply with the relevant provisions of the Club’s Lease Agreement with the City of Stirling.

Temporary Sign
The Manager Recreation and Reserves is authorised to approve of the erection of sponsorship and other signs for events approved under Policy H700106 – Beach Utilisation – Organised Groups.

Permanent Signs other than on Buildings
A Surf Life Saving Club may apply in writing to erect fixed signs within the coastal reserve. The Executive Manager Infrastructure in considering the merits of an application shall take the following into account with respect to the sea wall at Scarborough Beach.

- The maximum size of each sign shall not exceed 10m x 1.2m and in total shall not cover more than 15% of the area of the sea wall;
- No sponsorship sign shall contain cigarette advertising;
- Each sign shall clearly indicate that the proceeds are in support of Surf Life Saving;
- Sponsorship signs are to be removed at the expiration of the sponsorship agreement;
- The design, advertising material and location of each sign is to be subject to approval of the Manager Approvals.
Signage Visible from Mitchell Fwy, Stephenson Ave & Reid Hwy
Applications for signs designed to be visible for travellers on the Mitchell Freeway, Stephenson Avenue, Reid Highway and the railway shall:

- be limited to identification signs;
- form part of the façade and contain only the corporate logo and/or company identifier;
- be contained within the outline of the building and designed so as not to detract from the architecture of the building;
- roof, pylon, monolith, tethered or freestanding signs and internally illuminated signs are not permitted; and
- advertising signs, bunting and other such advertising devices are not permitted.

On any site containing multiple tenancies a signage application will be considered only where a sign strategy for the total site has been prepared and approved.

These provisions need to be read in conjunction with the provisions of the Main Roads (Control of Advertising) Regulations 1996 and the Roadside Advertising Policy. Applicants’ attention is drawn to the landscape theme being developed by the Main Roads Department as this will result in properties losing their exposure to the freeway reservation.

GUIDELINE AREAS
Council has a number of specific policy guideline areas that contain provisions relating to signage, including:

- Inglewood Town Centre Development Guidelines; and
- Main Street Plaza Precinct Development Guidelines.

Applicants should contact the City’s Approvals Business Unit to clarify if the development site is subject to specific design guidelines.

NEIGHBOUR CONSULTATION
For applications that do not comply with the provisions contained within this Policy the Council may require neighbour consultation as determined by Council.

VARIATIONS
Applications seeking variations to this Policy are required to submit a planning application and shall be determined in accordance with the objectives and the general development provisions of this policy.

In addition Council may request the removal of other signs on a site where a variation is being sought in accordance with Schedule 8 of Local Planning Scheme No.3.
CONTROL & MAINTENANCE OF EXISTING ADVERTISING SIGNS

Existing Advertising Signs
Clause 6 of Schedule 8 of Local Planning Scheme No. 3 enables Council to permit the continuing display of existing advertising signs.

Maintenance of Existing Advertising Signs
Clause 8 of Schedule 8 of Local Planning Scheme No. 3 enables Council to require the removal or repair of existing advertisement signs if it is considered that the signs have deteriorated to a point where they cease to be effective.

Removal of Existing Advertising Signs
Clause 9 of Schedule 8 of Local Planning Scheme No. 3 enables Council to remove unauthorised advertising signs or dangerous signs on zoned land.

The Local Law relating to Signs, Hoardings and Billpostings enables Council to remove unauthorised advertising signs within road reserves where the signs have been erected without approval, are considered to be dangerous or placed on a thoroughfare.

OFFICE USE ONLY:

Local Planning Scheme No.3 – Local Planning Policy History:

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