

POL-C-118 Swan Valley Permanent Signage

1. OBJECTIVE

This policy seeks to provide clear parameters for proposals to design or erect permanent signage within or visible from the road reserves of the Swan Valley in order to balance the preservation of visual amenity and character with the need for business to advertise their location and services.

The specific objectives of the policy are to;

- 1.1 Provide clear advice to the business community about appropriate signage to advertise goods and services in the Swan Valley.
- 1.2 Encourage signage in the Swan Valley that provides clear and safe direction to goods and services of interest.
- 1.3 Protect the visual amenity and character of the Swan Valley as a rural tourism destination.

2. STATUTORY ENVIRONMENT

This "Local Planning Policy" is adopted in accordance with clause 2.6 of City of Swan Local Planning Scheme No 17. It is enforceable under the provisions of the Planning and Development Act 2005 - Section 215 - Part 13 - Enforcement and legal proceedings.

Under these provisions, an unauthorised advertisement must be removed subject to appropriate notice (of not less than sixty days) being provided to the business displaying non-compliant signage. In the event that an owner should fail to comply with a direction, the expenses incurred in removal of the advertisement can be assigned to the owner.

3. PRECEDENT

A decision made by Council, Council staff under delegation, or by any other empowered statutory authority providing acceptance or approval for a particular sign location, size, type or other feature shall not create a precedent for future situations. All decisions are independent and based on the criteria, regulations, community expectations and circumstances at the time.

4. DEFINITIONS

Advertising sign - Any sign consistent with the definition contained in Schedule 1 of the City Local Planning Scheme No 171 and which contains additional information to that contained on a Business or Functional sign.

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 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 operation of a business or facility, including parking, directional signs and safety warnings.

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 adjacent to or upon which it is placed or displayed.

The Swan Valley -For the purposes of this policy, "The Swan Valley" refers to the geographic area as defined by the Swan Valley Planning Act 1995 and those areas zoned "Swan Valley Rural" in the City of Swan Local Planning Scheme No 17.

1. <http://www.cityofswan.com/docs/documents/6084/28320069782.pdf> - page 84

5. POLICY STATEMENT

5.1 Permanent Advertising Signs - Exempted Sign Developments

The City of Swan Local Planning Scheme No 17 contains a table of signage exemptions under Schedule 5A2. Signage proposals that meet the criteria contained in this table do not require approval. Any proposal for permanent advertising signage that does not meet the criteria for exemption or is a request for a second (or multiple) sign will require approval under the City of Swan Local Planning Scheme No 17.

5.2 Permanent Advertising Signs - Development Approval required.

5.2.1 Sign types within the size dimensions listed in the table below require planning approval by the City of Swan under Local Planning scheme No 17.

Sign Type	Minimum Display Size	Maximum Display Size	Maximum Height	Other conditions
Advertising Sign	0.6m ² (See 5.1)	8.5 m ²	5m	No dimension will be less than 1m in size.
Functional Sign	0.6m ² (See 5.1)	1m ²	1.5m	Must be on private property
Business Name Sign	0.25 m ² (See 5.1)	3m ²	1.8m	Must be fixed to wall or pylon.

5.2.2 The table above should be applied in the following way.

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.

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.

2. <http://www.cityofswan.com/docs/documents/6084/28320069782.pdf> - page 150

Cumulative - Aggregated signage area for an individual business premise shall not exceed 15 square metres and may contain any combination of the sign types listed in the table.

5.2.3 In assessing a sign application, the City reserves the right to apply an appropriate sign size within the limits outlined in the table at 5.2.1. This will ensure requested signage is in proportion with the existing venue. In making this decision the following considerations will be taken into account.

- Length of lot frontage
- Position of proposed sign within lot frontage
- Proposed sign in proportion to existing buildings
- Lot size

5.2.4 The City encourages the development of signs that complement the rural character of the Swan Valley and will support the Swan Valley Planning Committee to achieve this outcome.

5.2.5 The textual content of advertising signs must contain business name (or complex Name) and street number. An advertising sign may also contain not more than;

- a) Business Logo. Owners or proprietor's name and contact details;
- b) Details of the main goods and services provided by the business.
- c) Hours of operation.

5.2.6 Professional sign-writing and construction services and new construction materials should be used for all new sign developments.

5.2.7 Where multiple businesses exist or are proposed within the same premise or lot boundary; or which share the same entrance, only a single multi-tenant sign will be approved. Applicable size provisions are listed at clause 5.2.1 above.

5.2.8 The following conditions apply to lit signs:

- a) The sign shall be externally illuminated
- b) The sign shall not be a neon light type
- c) No lights on or in the sign shall flash or pulse
- d) Any message or text in a sign created by LED or other approved lighting shall have a frequency of no less than 90 seconds between message changes.
- e) The effective font size of any message shall be of suitable size to be legible in the prevailing speed zone.
- f) A lighting plan prepared by a licensed electrical contractor detailing the proposed size, type, luminance and positioning of all lighting devices, shall accompany the application for development approval.

5.3 Signage Not Permitted

5.3.1 Applications to locate an advertising sign on land other than the lot occupied by the business being advertised will be refused. Unauthorised signs located on land other than the lot occupied by the business being advertised will be removed.

5.3.2 No sign shall be approved that is not wholly contained within the lot boundary of the business being advertised.

5.3.3 No sign shall be approved that would be displayed either upon the roof cladding or above the roof of any building on land in the Swan Valley. This covers all signage types including advertising balloons.

5.3.4 The use of bunting, balloons or flags is not permitted in the Swan Valley except where exemptions apply³.

5.3.5 Permanent Advertising signs attached to rural fencing are not permitted in the Swan Valley except those developments that meet the conditions for exemption contained in City of Swan Local Planning Scheme No 17.

6. Outcome

Through the effective control of permanent advertising signs, contribute to the development of an attractive rural and tourist area throughout the Swan Valley with destinations that are clearly and equitably signed.

Notes:

- 1 *Existing authorised signs on land other than the lot occupied by the business being advertised may qualify for existing use rights so long as the current business continues. A change in business or closure of the business would require removal of those signs as non-conforming.*

- 2 *Ongoing inspections and enforcement shall be undertaken by authorised officers of the City of Swan to ensure that advertising signage complies with the requirements of Local Planning Scheme No 17 and this policy.*

3. <http://www.cityofswan.com/docs/documents/6084/28320069782.pdf> - page 164

Document Control

Document Approvals:			
Version #	Council Adoption		
1.	Ordinary Meeting of Council 8/4/2009 - adopted policy.		
2.	Ordinary Meeting of Council 10/9/2014 - adopted policy.		
3.	Ordinary Meeting of Council 14/3/2018 - adopted policy.		
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