

POLICY 102 - TOWN CENTRE ZONE SIGNAGE POLICY

Policy Title: Policy 102 – Town Centre Zone Signage Policy

Policy Number: Policy 102

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1.0 PURPOSE

This policy sets out the Town of Claremont (the Town) requirements for all signs within the Town Centre Zone including the erection and management of signs fixed on or adjacent to private buildings viewable from the public domain and signs located in the public domain. In developing this policy the Town:

- a) Recognises the legitimate need for signs to give direction and to identify and promote businesses and buildings;
- b) Acknowledges that signage should achieve these legitimate objectives without negatively impacting on the amenity of the Town Centre environment or constituting a hazard for pedestrians or motorists; and
- c) Accepts a responsibility to the wider community to ensure that signage is appropriately assessed and managed.

2.0 POLICY AREA

This Policy applies to the Town Centre Zone as delineated in the Town of Claremont Town Planning Scheme No. 3 (“TPS”). Map 1 illustrates the policy area boundary:

LEGEND:



Map 1: Policy Area Boundaries

3.0 POLICY OBJECTIVES

Signs should aim to respond to the character of the street, the prevailing building style, avoid unnecessary distraction and be safe. In this regard, signs within the Town Centre Zone shall conform to the following Policy Objectives:

3.1 Aesthetics

- a) To encourage signs which contribute to the visual quality of the Town Centre and are in sympathy with the street and building type on which they are located;
- b) To protect significant heritage characteristics of buildings, streetscapes, vistas and the Town Centre skyline against offensive and any other inappropriate signage;
- c) To encourage innovative, unique and creative signs where appropriate;
- d) To prevent visual pollution caused by unnecessary proliferation of signs by encouraging signs that adequately and effectively serve their purpose; and
- e) To encourage the rationalisation of existing signs when amendments are made.

3.2 Amenity

- a) To ensure that the appearance, size, illumination, materials and other aspects of signs do not adversely affect an area through overshadowing, glare or in any other way; and
- b) To ensure that signs do not block important views, obscure architectural detailing or are detrimental in any other way to the amenity of adjoining properties and/or the surrounding streetscape.

3.3 Safety

- a) To ensure that signs are designed and located to avoid danger or unnecessary distraction to motorists, pedestrians or other road users.

4.0 PROCEDURAL REQUIREMENTS

4.1 Planning Approval from Town of Claremont

- a) The following signs are classed as development under the TPS and therefore require planning approval to be obtained from the Town unless specifically exempted by this Policy in Schedule 3:
 - Permanent signs fixed on or adjacent to a private building or land which can be seen from the public domain
- b) In general, any change to a permanent sign fixed on or adjacent to a private building, or any sign not fixed on or adjacent to a private building that can be seen from the public domain, requires planning approval to be obtained from the Town;
- c) Existing authorised advertising signs may continue to be displayed in accordance with any licence or approval previously granted by the Town.

4.2 Main Roads Western Australia (MRWA)

- a) MRWA has a responsibility in administering and approving roadside signage along Stirling Highway where the signage is proposed to be located on or adjacent to main road reserves. Additional information on the referral requirements for applications for roadside signage along Stirling Highway can be obtained from the Town.
- b) Applications for roadside signage along Stirling Highway should be made direct to the Town, which will refer the application onto MRWA for its consideration.

4.3 Information to be submitted as part of signage application

- a) Information to be submitted as part of a signage application under this policy is indicated in Schedule 2 of this Policy.

4.4 Planning approval not required

- a) Signs that are exempt from the requirement to obtain planning approval from the Town under this policy are indicated in Schedule 3 of this Policy.

5.0 POLICY STATEMENT - ASSESSMENT CRITERIA

In assessing any proposed signage, the Town shall apply the following criteria:

5.1 Location of Signs

Unless otherwise approved by the Council, no sign may be erected or maintained:

- a) So as to obstruct a view of traffic from a street or other public place such that it may cause a hazard to pedestrians or motorists or cyclists;
- b) On any ornamental tower, spire, dome or similar architectural feature;
- c) So as to obstruct the access to or from any door, fire escape or window (other than a window designed for the display of goods);
- d) So as to hinder pedestrian movement and constitute a danger;
- e) So as to obstruct the movement of any pedestrian or vehicle in any street or thoroughfare;
- f) On any light, power pole or traffic light or traffic sign;
- g) On any tree, shrub or plant; and
- h) Such that the light from which, in the opinion of the Council, is so intense as to cause annoyance to the public.

5.2 Signs Not Permitted

To protect the aesthetics and amenity of the Town Centre, the following signs are not permitted in the Town Centre Zone:

- a) Above Roof or Sky signs;
- b) Roof signs;
- c) Third Party advertising or general signs;
- d) Tower signs;
- e) Tethered signs; and
- f) Offensive Signs (Signs the content of which could cause offense to members of the local community).

Note: Definitions of the abovementioned signs can be obtained in Schedule 1 of this Policy and Section 5 of the Town of Claremont Local Law Relating to Signs.

5.3 Maximum Percentage of Signs Allowable on Building Area

Signage applications for permanent signs fixed on or adjacent to a private building shall conform to the following:

- a) The maximum total percentage of signs shall not exceed 10% of the building area; and
- b) Corner sites shall be permitted 10% of the building wall area on both streets.

5.4 Sign Typologies

- a) The sign typology concept forms the main framework for assessing signage applications. The intention of this concept is to acknowledge the different functions that signs can fulfill. In this regard the following table indicates the hierarchy of signage typologies:

TABLE 1: SIGNAGE TYPOLOGIES			
Permanent signs fixed on or adjacent to a private building			Signs not on a private building
Primary Advertising	Secondary Advertising	Lifestyle	Local Law
<p><u>Potential signs include:</u></p> <ul style="list-style-type: none"> • Illuminated Sign • Clock • Hoarding • Horizontal Sign • Institutional Sign • Projecting Sign • Semaphore Sign • Sign under Verandah • Temporary Sign that is not community sign and/or banner. • Verandah Sign • Vertical Sign 			<p><u>Potential signs include:</u></p> <ul style="list-style-type: none"> • Illuminated Sign • Clock • Development Sign • Direction Sign • Low Level Sign • Panel Sign • Portable Sign • Pylon Sign • Sale Sign • Temporary Sign that is not community information sign and/or banner. • Window Sign

Note: Definitions for the signage typologies and types of signs included in Table 1 are included in Schedule 1 of this Policy and the Town of Claremont Local Law Relating To Signs.

- b) The framework for the 'primary advertising typology' is based on the following:
- This type of advertising has the explicit purpose of clearly identifying the centre name and/or business for customers;
 - The Town recognises that this type of advertising is an essential requirement for commercial businesses operating within the Town Centre Zone; and
 - The function of this type of signing is to provide the opportunity for businesses to identify their place of business and in addition to enable customers to easily identify the business.
- c) The framework for the 'secondary advertising typology' is based on the following:
- This type of advertising functions concurrently with primary advertising to attract customers through the use of branding techniques such as graphic logos and written catchphrases.
- d) The framework for the 'lifestyle advertising typology' is based on the following:
- The intention of this type of advertising is to encourage the public to associate a particular development with a distinctive style or manner of living.

5.4.1 Permanent signs fixed on or adjacent to a private building

The assessment criteria for permanent signs fixed on or adjacent to a private building include the following:

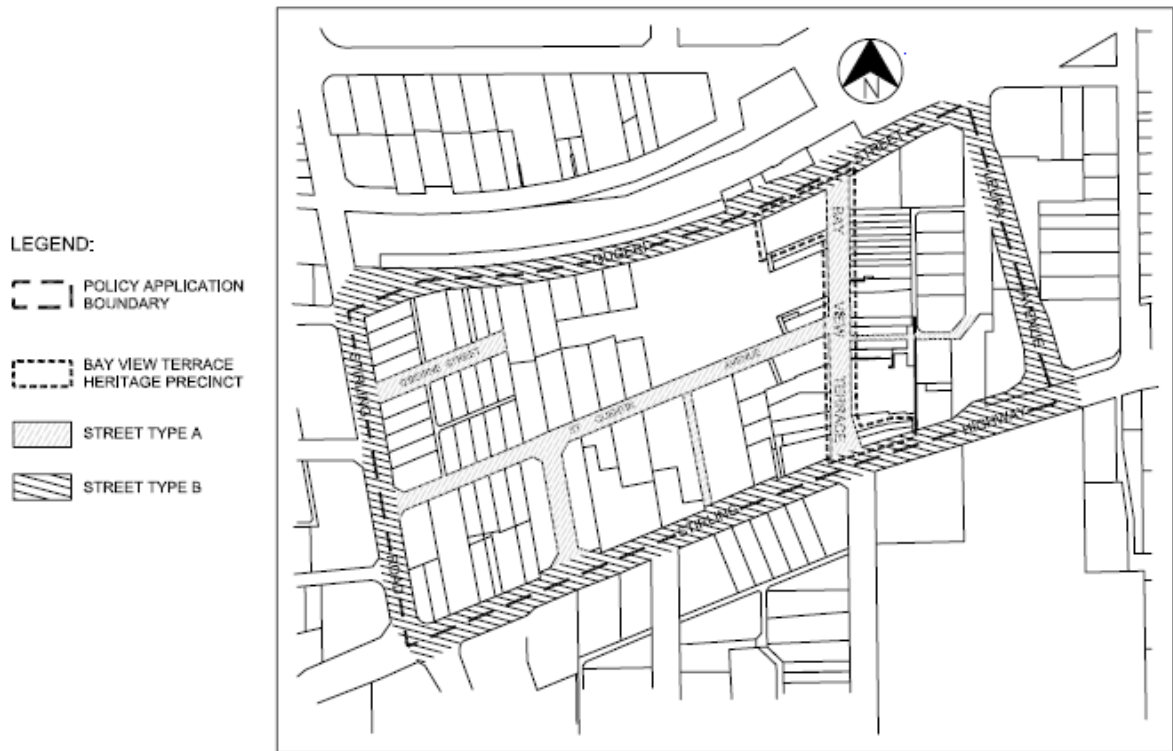
- a) Signs that are considered to fall within the 'Lifestyle typology' definition are only permitted on buildings that have a minimum Gross Leasable Area of 500m².
- b) Where a building includes more than 10 retail/commercial tenants, only the two businesses that lease the greatest area are permitted to have either a primary or secondary sign.
- c) Subject to an application conforming to 5.3 and 5.4.1 (a) and (b), signs on buildings that are located on a street that falls within the definition of 'Street Type A' are to conform to the specific requirements included in Table 2:

TABLE 2: 'STREET TYPE A' REQUIREMENTS (Refer to Map 2)		
Typology	Maximum Size	Total Number Of Signs Allowed
Primary Advertising	10m ²	1
Secondary Advertising	5m ²	1
Lifestyle	Refer to 4.3.4 (a) 5m ²	1

- d) Subject to an application conforming to 5.3 and 5.4.1 (a) and (b), signs on buildings that are located on a street that falls within the definition of 'Street Type B' are to conform to the specific requirements included in Table 3:

TABLE 3: 'STREET TYPE B' REQUIREMENTS (Refer to Map 2)		
Typology	Maximum Size	Total Number Of Signs Allowed
Primary Advertising	20m ²	3
Secondary Advertising	15m ²	2
Lifestyle	Refer to 5.3.1 (a) 15m ²	2

- e) Streets that are categorised as either 'Street Type A' or 'Street Type B' are indicated below in Map 2:



Map 2 - Location of Street Types A and B

5.4.2 Signs not fixed on or adjacent to a private building

a) The following types of signs shall conform to the requirements included in the Town's Local Law Relating to Signs:

- Development signs
- Direction signs;
- Low Level signs;
- Panel signs;
- Portable signs;
- Pylon signs;
- Sale signs;
- Temporary Community Banners;
- Temporary Community Signs; and
- Window signs;

b) Projected signs shall conform to the requirements stipulated in 5.3 and 5.4.1 of this policy.

5.5 Sign Typologies Not Listed

Any signage application that is considered not to be included within the abovementioned signage typologies contained in this Policy, the Council will have regard to the context and the application's compliance with all of the policy objectives

5.6 Bay View Terrace Heritage Precinct

- a) It should be recognised that the Town Centre Zone includes the Bay View Terrace Heritage Precinct (see Map 2) of this policy and that the heritage characteristics buildings and places located within this Precinct shall be protected. Additional information in relation to the Bay View Terrace Heritage Precinct can be obtained from the Town.
- b) In addition to the requirements for all signs stipulated in 5.4.1 and 5.4.2, applications for signs on heritage buildings and places within the Bay View Terrace Heritage Precinct shall be conform to the following criteria:
 - i. To protect significant heritage characteristics of buildings and places in the Bay View Terrace Heritage Precinct, signs on buildings identified as heritage building or place shall conform to the following criteria:
 - ii. Materials, style, design and lettering are to address and conform to the heritage features of the building;
 - iii. Appropriate colouring and lettering should be incorporated into the proposed sign in order to reflect the historical time period of the building;
 - iv. Signs should be in harmony with the exterior design of the building to which they are fixed;
 - v. Signs may be applied to the façade in a manner appropriate to the period and function of the building or otherwise shall be bellow the awning level; and
 - vi. Signs shall be affixed in such a way that they cause no damage to the building and may be removed without leaving evidence of its having been affixed.

5.7 Controlled Discretion

In considering applications for permanent signs fixed on or adjacent to a private building that are considered to be innovative design proposals not envisaged by this Policy, or do not conform to the assessment criteria in Sections 5.3 and 5.4.1, the Council will have regard to the context and the application's compliance with all of the policy objectives.

SCHEDULE 1 – DICTIONARY OF DEFINED WORDS AND EXPRESSIONS

Note: Where applicable any word or expression in this Policy and not defined in Schedule 1 of this Policy has the same meaning as is given to it in the Town of Claremont Local Law Relating to Signs as amended.

The following terms are used in this policy:

“Aesthetics” means that aspect of planning that deals with visual quality. The aesthetic features of signage are dependent on the following circumstances:

- a) Location, setting and use of the building;
- b) Location of the sign in the context of the building;
- c) The size of the sign;
- d) The number of signs;
- e) The impact of the sign; and
- f) The purpose of the sign.

“Adjoining property” means any lot which shares a boundary or portion of a boundary with a lot upon which there is a building or is separated from that lot by a right-of-way, vehicle access-way, pedestrian access way or the equivalent not more than 6 metres in width;

“Amenity” means the quality and the conditions and the characteristics of a locality or a lot or building (as the context requires) which contribute to their pleasantness, harmony and better enjoyment. In considering the impact on amenity caused by signage applications, the following outcomes should be considered:

- a) Overshadowing, glare and substantial (and inappropriate) illumination;
- b) Blocking important views around the Town Centre;
- c) Obscuring architectural detailing on heritage buildings; and
- d) Distraction caused by visual pollution.

“Application” means the completed form lodged for the purpose of obtaining a planning approval from the Town of Claremont.

“Building area” means the area of the building façade facing the street calculated by multiplying the height and length of the building wall.

“Gross Leasable Area” means the area of all floors capable of being occupied by a tenant for his exclusive use, which area is measured from the centre lines of joint partitions or walls and from outside faces of external walls or the building alignment, including shop fronts, and includes basements, mezzanines and storage areas.

“Height of building wall” means the vertical distance from natural ground level to the roof or parapet at any point.

“Heritage Building or Place” means a building or place:

- a) Entered in the Register of Heritage Places under the Heritage of Western Australia Act (administered by the Heritage Council of WA); or
- b) Subject to Clause 25 of Town Planning Scheme No.3, relating to places of cultural heritage significance; or
- c) Listed in the Town of Claremont Municipal Heritage Inventory.

“Lifestyle advertising typology” means that type of sign that functions to position members of the public to associate a product with a certain way of life in either a positive or negative manner. Outstanding or distinctive features of particular lifestyles, such as glamour, indulgence, excitement or risk, may also be evoked as being connected with a product in this type of advertising.

“Length of building wall” means the horizontal distance of the wall.

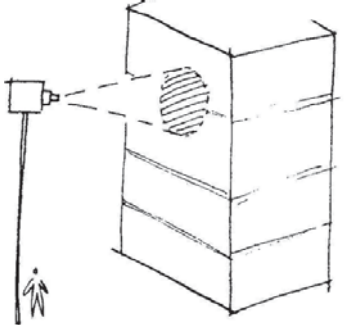
“Offensive Sign” means a sign the contents or design of which may, in the opinion of Council, cause offence to some members of the local community or a majority of people. Offensive signage may involve the use of obscene or insulting language and/or images, the discriminatory or inappropriate portrayal of people including children, the portrayal of violence, the portrayal or suggestion of sex acts, nudity, and abuses of health and safety.

“Planning approval” means approval by the responsible authority under any town planning scheme controlling land development and use within the district.

“Primary advertising typology” means that type of sign which serves the function of site identification by:

- a) Identifying the name of a company or other organisation that owns or substantially occupies the site or building on which the advertisement is located; and/or
- b) Displaying directional or other related specific information of the name of a company or other organisation that owns or substantially occupies the site or building on which the advertisement is located;

“Projected Signs” means a sign projected onto a building, screen or other structure. Whilst not representing a permanent sign fixed on or adjacent to a private building, projected signs fall within the requirements of primary advertising, secondary advertising and lifestyle typologies.



“Secondary advertising typology” means that type of sign that is not essential for site identification, but rather serves the function of attracting customers by identifying the logo or catchphrase of the company or other organisation that owns or substantially occupies the site or building on which the advertisement is located.

“Sign” includes a signboard or any message, direction or representation whatsoever displayed on a building or structure, a bunting sign, a clock other than a clock which is built into a wall and does not project beyond the face of the wall, a flag, and bunting, whether they contain a written message or not, and every other type or style of sign defined or referred to in this Policy and the Town of Claremont Local Relating to Signs.

“Signage Typology” incorporates the different functions of signs. For the purposes of this Policy these typologies include:

- a) Primary advertising;
- b) Secondary advertising; and
- c) Lifestyle.

“Street Type A” means those streets located within the Town Centre Zone such as Bay View Terrace, St Quentin Avenue, Avon Way, Church Lane and any other laneway or Right-of-Way which are narrow, pedestrian focused streets.

“Street Type B” means those streets located within the Town Centre Zone such as Stirling Highway, Guger Street, Stirling Road and Leura Avenue which are listed in Appendix XI of the TPS as ‘streets deemed to carry high volumes of vehicle traffic’ and are therefore considered vehicle focused streets.

“Temporary community sign and banner” means a temporary sign or banner (above a street reserve) relating to or giving directions to a charitable, cultural, educational, recreational, or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.

“Temporary sign” means any sign intended to be in situ for a defined period of time only, generally being up to 3 months.

“Third Party advertising or General advertising” means that type of sign:

- a) Displaying 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; or
- b) For a product or service not provided on the site on which the advertisement is located; or
- c) For a product or service that does not form part of the signage displaying the name, logo or symbol of a company or other organisation that owns or substantially occupies the site or building on which the advertisement is located; or
- d) For an activity or event not occurring on the site on which the advertisement is located.

“Sign Area” incorporates the outer dimension of the frame, border, structure or silhouette containing the letters, numbers, illustrations and background, which together constitute the total contents of the sign.

“Visual Pollution” means ad-hoc signage that includes a variety of different styles and colours on the one site, too much text, and building addresses not easily identifiable under a mass of information which potential customers will not be able to read.

Where applicable, any word or expression in this Policy and not defined in Schedule 1 of this Policy has the same meaning as is given to it in the Town of Claremont Local Law Relating to Signs as amended.

SCHEDULE 2 - INFORMATION TO BE SUBMITTED WITH AN APPLICATION

1. A planning application is to be accompanied by supporting information in the form of such plans, elevations, graphics, photographs or other information considered necessary by the Town to present the scope and nature of the proposed advertisements. Unless the Town waives any particular requirement, every application is to be accompanied by:
 - a) Details of all materials to be used in the fabrication of the sign;
 - b) The shape and dimensions of the sign;
 - c) The shape and dimensions of the building on which the sign will be located;
 - d) The number, size and location of existing signs on the site, and the proposed signs placement and visibility of the proposed sign;
 - e) Details of the proposed means of illumination of the sign, if any, and the associated impact of this illumination on the surrounding environment;
 - f) Details of the proposed means of animation, if any the structural adequacy of the advertisement in accordance with the requirements set out below;
 - g) Information about whether or not the sign is wholly or partly for third party advertising;
 - h) The signs scale relationships (dimensional or proportional relationships to spaces and other physical elements such as buildings, landscaping and people); and
 - i) The nature of existing signs on adjoining properties.

SCHEDULE 3 - SIGNS THAT ARE EXEMPT FROM OBTAINING PLANNING APPROVAL

1. The following signs are exempt from obtaining planning approval **but may require a Sign Licence to be obtained from the Town's Building Services department** regardless of whether or not planning approval is required:
 - a) A sign erected by Council on land under the care, control and management of Council;
 - b) A sign within a building viewable from the public domain;
 - c) An election sign from a period of three weeks before the subject election to three days following that election;
 - d) Temporary community signs or notices or an advertisement affixed to or painted on a shop window by or on behalf of the occupier thereof and relating to the business carried on therein provided that not more than 25 percent of the area of the window is so used;
 - e) A sign that is required by the Builders Registration Board or other government body or authority to be displayed on a building site, provided that:
 - i. The area of the sign does not exceed 1.5m²; and
 - ii. No part of the sign's structure is more than 20m above the ground directly below it.

Any such sign shall be removed within seven days of completion of the building works on the building site; and
 - f) A portable sign not exceeding 1 metre in height and 0.8 metres in width that is placed on privately owned land, it is the only portable sign to be on that land and is located at least 1 metre inside the front boundary of that land.
2. Notwithstanding that a sign complies with the provisions of this Policy, Council may refuse planning consent if such a sign would, in its opinion, be injurious to the amenity or natural beauty or safety of the Town Centre.