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OUTDOOR ADVERTISING POLICY		

Policy Statement

Advertising signage is an important means of communication and promotion. Outdoor advertising signs should not only be effective in advertising a product or promoting a business or event, but also compliment the surrounding environment.

1. Introduction

Purpose of Policy

Outdoor advertising signage is regulated by the provisions of the Development Act 1993, Development Regulations 2008, Council's Development Plan and Council By-law No 4 (*Moveable Signs*). The Act and Regulations prescribes which signage is deemed development requiring Development Approval and the Development Plan provides more specific parameters applicable to those advertising signs requiring approval. Council's By-law No 4 permits certain signage without the need for development approval from Council.

The purpose of the Outdoor Advertising Policy is:

- a) To serve as guide to the general public; and
- b) To ensure consistency in the assessment of development applications to erect signage.

Objectives of Policy

The Outdoor Advertising Policy has the following objectives:

- Ensure compliance with the Development Regulations 2008.
- Ensure compliance with Council's Development Plan.
- Ensure compliance with Council's By-law No 4 (*Moveable Signs By-law*).
- To ensure urban and rural landscapes that are not disfigured by advertisements and/or advertising hoardings.
- To ensure advertisement and/or advertising hoardings do not create a hazard.
- To encourage advertisement and/or advertising hoardings designed to enhance the appearance of the building and locality.

Lifestyle location of choice

2. Applicable Legislation

Development Act 1993
Development Regulations 2008
Better Development Plan
Council By-law No 4 (Moveable Signs)

3. Integration with Corporate Objectives

Environmental Objective Sustainability

- a) To responsibly manage the natural and built environment to ensure its sustainability and diversity to the community

4. Definitions

Advertising Sign means any advertisement and includes movable signs (e.g. “A” frame signs and “T” signs), private and commercial advertising signs. Any promotional tool (e.g. inflatable and/or novelty cut out insulations) and any structure built specifically to support the sign.

Business Specific means signs that are specific to the business such as price lists, menu boards, products or services. These are typically secondary signs and may include third party advertising.

Development Approval means an approval issued by Council or any other relevant authority to erect an advertising sign as defined in this policy.

Freestanding Sign means a sign that is not attached to a building.

Moveable Sign means a temporary sign that can be picked up by one person and moved.

Third Party Advertising means signage that identifies someone or something, other than the business operating from the site the sign is located on.

5. Application

- [Notes:**
- 1) *Compliance with this Policy ensures compliance with the Development Act 1993, Development Regulations 2008, Council’s Development Plan and Council By-Law No 4 (Moveable Signs)*
 - 2) *This policy applies to the whole of the Council Area.]*

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5.1 Signs Exempted from Council Approval

The following signs are exempted from the need to obtain Council approval (other than in respect of a State Heritage Place which requires approval):

- a) **A banner sign** that meet the provision set out in Council's By-law No 4 (*Moveable Signs*) are regarded as having Development Approval granted by Council. Where any of the provisions of By-law 4 are not met application must be made for development approval.
- b) **A moveable sign** that meets the requirements of Council Bylaw No 4 (*Moveable Signs*).
- c) **A traffic control device** displayed and erected under the *Road Traffic Act*.
- d) **A sign displayed by reason of a statutory obligation** as per Section 1(b) of Schedule 3 of the *Development Regulations 2008*.
- e) **A sign that is on enclosed land or within a building** and is not readily visible from land outside the enclosure or the building.
- f) **A sign displayed for purposes of identification, direction, warning or other information** in relation to a detached, semi-detached, row or multiple dwelling or residential flat building, subject to the provisions of Section 1(d) of Schedule 3 of the *Development Regulations 2008*.
- g) **A sign announcing a local event of religious, educational, cultural, social, recreational or political character** subject to the provisions of section 1(f) of Schedule 3 of the *Development Regulations 2008*.
- h) **A sign that is displayed on a building or a building in separate occupation** (other than the side or rear walls of the building) used primarily for retail, commercial, office or business purposes, subject to the following conditions (refer to *section 1(e) of Schedule 3 of the Development Regulations 2008*):
 - A. that the advertisement is not displayed or erected above any verandah or the fascia of a verandah or, in a case where there is no verandah, that no part of the advertisement is more than 3.7 metres above ground level; and
 - B that the advertising display
 - does not move; and
 - does not flash; and
 - does not reflect light so as to be an undue distraction to motorists; and
 - is not internally illuminated.
- i) **A sign on land on which building work is undertaken** subject to the provisions of section 1(g) of Schedule 3 of the *Development Regulations 2008*.

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- j) **A real estate “for sale” or “for lease” sign** subject to the provisions of section 1(i) of Schedule 3 of the *Development Regulations 2008*.
- k) **A change to a previously approved sign** (meaning a sign approved in accordance with the provisions of this Policy) provided the amended sign is of the same size and position of the previously approved sign and all conditions relating to the previous approval are satisfied.

5.2 Advertising Signs Requiring Development Approval

Any sign that does not meet any one of the requirements set out in Section 5.1 above requires Development Approval from Council. Applications for advertising signs requiring approval will be assessed against the provisions of Council's Development Plan. Attachment 1 sets out the requirements of the Development Plan and solutions deemed acceptable to Council to satisfy the requirements.

5.3 Requirements for a Development Application to erect an Advertising Sign

A development application for an advertising sign must be supported by the following documentation:

- a) Application Form.
- b) Application Fees.
- c) Detailed plans showing the following:
 - (i) The location of the proposed sign on the land (including setback distances from property boundaries in the case of a freestanding sign).
 - (ii) Height above ground level and dimensions of the sign.
 - (iii) Where relevant, the structure of the sign and the method of support (large signs may require Engineering details).
 - (iv) The colour, content and lettering style of the sign.
 - (v) Where relevant, details of the proposed type of illumination.
 - (vi) Where relevant, the location and size of any existing signage on the site, including details of any signs to be removed as part of the proposal.
 - (vii) Where relevant, a streetscape perspective showing the relationship of the proposed sign to the existing building or site, surrounding buildings or land and other signage in the immediate vicinity.

5.3 Specific Requirements for Advertising Signs

A development application to erect an advertising sign will be assessed against the provisions of the Development Plan. Compliance with the acceptable solutions as set out in Attachment 1 (*Specific Requirements for Advertising Signs*) to this Policy ensures compliance with the applicable provisions of Council's Development Plan.

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6. Delegation

In terms of this Policy any Council Officer with delegated authority to approve a development has delegated authority to approve a development application for an advertising sign.

7. Adoption and Review

This Policy will be reviewed as required, with the review being undertaken by the Development Services Department and a report provided to Council for consideration and adoption.

8. Availability of Policy

This Policy will be available for inspection without charge at the Council's Principal Office during normal business hours, and on Council's website.

A copy of this Policy may be obtained on payment of a nominated fee from Councils' principal office or may be down loaded from Councils' website.

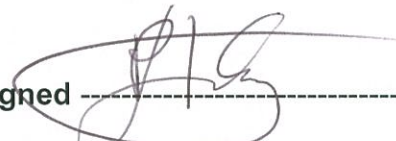
Signed



Mayor

Date 22nd November 2016

Signed



Chief Executive Officer

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Specific Requirements for Advertising Signs

The table below sets out the Principles of Development Control (PDC) as documented in the General section of the Development Plan under *Advertisements*. The “Acceptable Solutions” in the table are deemed to satisfy the applicable PDC’s of the Development Plan.

THIRD PARTY ADVERTISING		
PDC No	Development Plan Requirements	Acceptable Solutions
4	<p>The content of advertisements should be limited to information relating to the legitimate use of the associated land.</p>	<p>Third party advertising should not be supported except:</p> <ul style="list-style-type: none"> a) Where a new residential or commercial or industrial estate is advertised by means of billboards subject to the following provisions: <ul style="list-style-type: none"> - The total area of the sign not exceeding 4m². - The maximum height of the sign not exceeding 4.0m - The sign and any supporting structures be displayed for a maximum period of 12 months after which it has to be removed unless an extension is granted. b) Where the sign relates to a product sold by the main business being advertised. c) Where a business entity is financially supporting Council infrastructure (e.g. bus shelter, street umbrellas, etc) in which case third party advertising may be supported subject to the following provisions: <ul style="list-style-type: none"> - The sign must compliment the infrastructure element it is attached to. - The design and size of the sign must be consistent with the objectives of this Policy and must not detract from the character of the area in which it is located. - The sign must be removed after a maximum period of 10 years unless it is re-applied for and approved by Council. - The sign must be maintained by the business entity in good condition at all times. - The sign is supported by resolution of Council. <p>d) The erection of advertising hoarding at an intersection directing people to a particular business within an industrial estate or business precinct. The sign</p>

1	<p>The location, siting, design, material, size, and shape of advertisements and/or advertising hoardings should be:</p> <ul style="list-style-type: none"> a) Consistent with the predominant character of the urban or rural landscape. b) In harmony with any buildings or sites of historic significance of heritage value in the area. c) Coordinated with and complement the architectural form and design of the building they are to be located on. 	<p>must be erected in a manner that it does not pose a safety risk to road users.</p> <ul style="list-style-type: none"> a) The location and design of signage should complement the architectural character of the building on which it is fixed. Signs should not obscure architectural features and detailing, windows and door openings or verandahs, particularly on buildings of identified heritage significance or in Heritage areas (refer to heritage general section). The size of the sign should be such that it does not dominate the appearance of the building when viewed from the street. <p>Generally for single storey buildings the total area of the sign should not exceed 60% of the total area of that part of the façade above the verandah of the building against which it is displayed. Areas larger than 60% may be considered where the design of the sign is integrated with the design of the building. Where no verandah is attached to a single storey building the 60% provision shall apply to that part of the building above 3.7 metres measured from the footpath or ground floor, whichever is the lesser height.</p> <p>For buildings with more than one storey, any signage against the upper storey/s shall be discrete and each case assessed on merit.</p> <p><i>[In relation to the total coverage of signage special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i></p> <ul style="list-style-type: none"> b) Signs above parapets, a fascia, a verandah or rooflines of buildings are not supported. c) Signs that project above the skyline or profile of a building are not supported. d) The size of signage should not detract from the visual amenity of the surrounding environment. e) The size of signage should be coordinated with and complement the architectural form and design of the building they are to be located on. f) The sign should not dominate the building on which it is fixed or the land on which it is sited. <i>[Special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i> g) Generally signs should be of a scale that reflects pedestrian traffic, and not overwhelm the building or other streetscape elements. <i>[Special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i>
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		<p>h) Signage should not have a vertical axis greater than 500mm and a horizontal axis of 1500mm, provided they are in proportion with the building and the building elements. <i>[Special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i></p> <p>i) Verandah signs should generally be limited to a horizontal axis of 1800mm and a vertical axis of 500mm. The dimensions of the sign should be such that it allows natural daylight to penetrate between the sign and verandah posts and the sign and the verandah "roof" onto the footpath.</p> <p>j) The design and colour of signage should not detract from the visual amenity of the surrounding environment. <i>[Special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i></p> <p>k) The design and colour of signage should be coordinated with and complement the architectural form and design of the building they are to be located on.</p> <p>l) Colours used for signage should respect the historical heritage of the Copper Coast. <i>[Special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i></p>
5	<p>Advertisements and/or advertising hoardings should:</p> <p>a) Be completely contained within the boundaries of the subject allotment.</p> <p>b) Be sited to avoid damage to, or pruning or lopping of, on-site landscaping or trees.</p> <p>c) Not obscure views to vistas or objects of high amenity value.</p>	<p>a) Signs not completely contained within the boundaries of the subject allotment should not be supported.</p> <p>b) Signs that may cause any damage to any landscaping or that may obstruct the pruning or lopping of landscaping or trees should not be supported.</p>
6	<p>Advertisements and/or advertising hoardings should not be erected on:</p> <p>a) A public footpath or verandah post.</p> <p>b) A road, median strip or traffic island.</p> <p>c) A vehicle adapted and exhibited primarily as an advertisement.</p> <p>d) Residential land.</p>	<p>a) Signs mounted on a verandah (so that it sits on top of the profile of the verandah), or signs mounted on verandah posts are not supported.</p> <p>b) Freestanding sign within a road reserve is generally not supported.</p> <p>c) Any advertising sign within a road reserve must also be assessed against Council's <i>Roadside Signage Policy & Guidelines</i>.</p> <p>d) Signs that are hazardously located or highly illuminated so that they inhibit or obscure driver or pedestrian views of a road, railway or other public way should not be supported.</p>

		<p>e) The parking of a vehicle adapted and exhibited primarily as an advertisement on any public land or road reserve is not supported.</p> <p>f) Signs that obscure or otherwise interfere with the function of traffic signals and necessary directional signage should not be supported.</p> <p>g) Advertising signs on residential land is not supported.</p>
7	Advertisement and/or advertising hoardings attached to a building should not be sited on the roof or higher than the wall of a building, unless the advertisement or advertising hoarding is appropriately designed to form an integrated and complementary extension of the existing building.	Signs that project above the skyline or profile of a building are not supported unless the design of the advertisement or advertising hoarding is such that it forms an integrated and complementary extension of the existing building.
8	<p>Advertisements and/or advertising hoardings erected on a verandah or that project from a building wall should:</p> <p>a) Have a clearance of no less than 2500mm over a footway to allow for the safe and convenient pedestrian access.</p> <p>b) Where erected on the side of a verandah, not exceed the width of the verandah or project from the verandah.</p> <p>c) Where erected in the front of a verandah, not exceed the length of the verandah or project from the verandah.</p> <p>d) Where projecting from a wall, have the edge of the advertisement or advertising hoarding abutting the surface of the wall.</p>	<p>Advertisements and/or advertising hoardings erected on a verandah or that project from a building wall that do not meet the requirements of PDC 8 (under Advertisements in the General Provisions) should not be supported.</p> <p>The following advertising signs are not supported:</p> <ul style="list-style-type: none"> - Signs mounted on a verandah (so that it sits on top of the profile of the verandah) are not supported; and - Signs projecting above the façade of the building
9	Advertisements should be designed to conceal their supporting advertising hoarding from view.	Advertising supporting structures that are not concealed should generally not be supported.

NUMBER OF SIGNS (INCLUDING MULTI-TENANTED PREMISES)	
PDC No	Development Plan Requirements
2	Acceptable Solutions
	a) Where possible signs must be rationalised.

	associated with a development should be minimised to avoid:	<ul style="list-style-type: none"> a) Clutter b) Disorder c) Untidiness of buildings and their surroundings d) Driver distraction 	<ul style="list-style-type: none"> b) Separate signs between the same support posts must form a continuous unit between the posts. c) The number of suspended under-verandah signs per shop front is limited to one per shop front, except on large premises where the limit is one per 10 metres of shop front to ensure both equity to shop owners and visibility. d) The number of business specific signs or business identification signs is limited to two signs (visible from any public street) per building/business. <i>[Special discretion may be exercised in industrial areas where signs are displayed on industrial buildings and sheds.]</i> e) Where a use is located on a corner not more than one freestanding sign per street frontage is supported.
3	Buildings occupied by a number of tenants should exhibit coordinated and complementary advertisements and/or advertising hoardings to identify the tenants and their type of business.	<ul style="list-style-type: none"> a) The number of individual signs visible from any public street is limited to two per business. One sign may advertise more than one business. This means that the rationalisation of signs is encouraged. 	
CONTENTS		Development Plan Requirements	Acceptable Solutions
10	Advertisements should convey the owner/occupier and/or generic type of business, merchandise or services using simple, clear and concise language, symbols, print style and layout and a small number of colours.	Advertisements should convey the owner/occupier and/or generic type of business, merchandise or services using simple, clear and concise language, symbols, print style and layout and a small number of colours.	
11	Advertisements which perform a secondary role in identifying the business, goods or services should only be readable in the immediate vicinity of the site.	Advertisements which perform a secondary role in identifying the business, goods or services should only be readable in the immediate vicinity of the site.	

ADVERTISING IN ROAD RESERVES	
PDC No	Development Plan Requirements
12	<p>Outside of townships and country settlements advertisements other than traffic signs, tourist signs or advertisements on an existing tourist information bay display board, should not be erected in road reserves.</p> <p>The erection of advertising signs other than traffic signs, tourist signs or advertisements (on an existing tourist information bay display board) in road reserves outside townships and country settlements advertisements should not be supported unless it satisfies all the acceptable solutions for PDC 4 (Third Party Advertising).</p> <p>[Note: It should be noted that the zoning of the land on which a sign is proposed may categorise the erection of a sign as non-complying development]</p>
ADVERTISING ALONG ARTERIAL ROADS	
PDC No	Development Plan Requirements
21	<p>Advertising and/or advertising hoardings should not be placed along arterial roads that have a speed limit of 80km/h or more.</p>
SAFETY	
PDC No	Development Plan Requirements
13	<p>Advertisements and/or advertising hoardings should not create a hazard by:</p> <ul style="list-style-type: none"> a) Being so highly illuminated as to cause discomfort to an approaching driver, or to create difficulty in the driver's perception of the road or persons or objects on the road. b) Being liable to interpretation by drivers as an official traffic sign, or convey to drivers information that might confuse with instructions given by traffic signals, or impair the conspicuous nature of traffic signs or signals. c) Distracting drivers from the primary driving task at a location especially where the demand on driver concentration are high. d) Obscuring a driver's view of the road or rail vehicle at/or approaching level crossings, or of pedestrians or of features of the road that are potentially hazardous (e.g. junctions,
Acceptable Solutions	
	<p>Advertisements and/or advertising hoardings are not supported should they create a hazard by:</p> <ul style="list-style-type: none"> a) Being so highly illuminated as to cause discomfort to an approaching driver, or to create difficulty in the driver's perception of the road or persons or objects on the road. b) Being liable to interpretation by drivers as an official traffic sign, or convey to drivers information that might confuse with instructions given by traffic signals or other control devices, or impair the conspicuous nature of traffic signs or signals. c) Distracting drivers from the primary driving task at a location especially where the demand on driver concentration are high. d) Obscuring a driver's view of the road or rail vehicle at/or approaching level crossings, or of pedestrians or of features of the road that are potentially hazardous (e.g. junctions, bends, changes in width, traffic control devices).

	bends, changes in width, traffic control devices).	
14	Any internally illuminated advertising signs and/or advertising hoardings which utilise LED, LCD or other similar technologies located closer than 80 metres from traffic signals, level crossings and other important traffic control devices should not be supported.	Any internally illuminated advertising signs and/or advertising hoardings which utilise LED, LCD or other similar technologies located closer than 80 metres from traffic signals, level crossings and other important traffic control devices should not be supported.
FREESTANDING ADVERTISEMENTS		
PDC No	Development Plan Requirements	Acceptable Solutions
15	<p>Freestanding advertisements and/or advertising hoardings should be:</p> <p>a) Limited to only one primary advertisement per site or complex.</p> <p>b) Not more than 6 metres in height nor have an advertisement area exceeding 6 square metres.</p> <p>c) Of a scale and size in keeping with the desired character of the locality and compatible with the development on the site</p>	<p>a) Not more than one freestanding advertising sign should be approved on a site. Where a site has more than one street frontage a second freestanding sign may be supported where only one sign is visible from a street. <i>[Special discretion may be exercised in industrial areas where justified by the size of the industrial site.]</i></p> <p>b) Freestanding advertising signs measuring more than 6 metres in height should not be supported. <i>[Special discretion may be exercised in industrial areas.]</i></p> <p>c) Freestanding advertising signs with a scale and size that do not complement the character of the locality or the site should not be supported.</p>
16	<p>Freestanding advertisements and/or advertising hoardings for multiple-business tenancy complexes should:</p> <p>a) Incorporate the name or nature of each business or activity within the site or complex in a single advertisement.</p> <p>b) Be integrally designed and mounted below the more predominant main complex or site identity advertisement.</p>	<p>a) If more than one business is located on the same site only one freestanding advertising sign incorporating the names or nature of the various businesses is supported. <i>[Special discretion may be exercised in industrial areas where justified by the size of the industrial site.]</i></p> <p>b) Where more than one business is located on the same site the design and location of the sign must be carefully selected so that it effectively advertises the main complex without detrimentally affecting the visual aesthetics of the development on the site.</p>
FLAGS, BUNTING AND STREAMERS		
PDC No	Development Plan Requirements	Acceptable Solutions
20	<p>Advertisements and/or advertising hoardings incorporating any flags, buntings, streamers, or suspended objects should:</p> <p>a) Be placed or arranged to complement and accord with the</p>	<p>Advertisements and/or advertising hoardings incorporating any flags, buntings, streamers, or suspended objects that:</p> <p>a) Are not placed or arranged to complement and accord with the scale of the</p>

	<p>scale of the associated development.</p> <ul style="list-style-type: none"> b) Other than flags, not be positioned higher than the building they are attached or related to. c) Not be displayed in residential areas. 	<p>associated development should not be supported.</p> <ul style="list-style-type: none"> b) Are positioned higher than the building they are attached or related to should not be supported. This provision excludes flags. c) Are displayed in residential areas should not be supported. d) Are displayed in areas not supported by the Development Plan should not be supported.
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