



SIGNAGE DESIGN GUIDELINES LOCAL PLANNING POLICY

Policy Number:	3.1.3 (Formerly No 148)
Type:	Built and Natural Environment – Land Use Planning
Legislation:	Planning and Development Act 2005
Delegation:	Number: TBA
Other Related Document:	ToEF Town Planning Scheme No 3

Objective

- To provide adequate opportunities for commercial advertising to support and encourage local business activity.
- To promote and protect significant positive visual elements which contribute to East Fremantle’s ‘sense of place’ and the visual amenity of the streetscape.
- Protect the cultural heritage values of a place of cultural significance.
- Coordinate multiple signage on single buildings through the establishment of an approved signs regime for the site.
- Ensure the type and size of signs is appropriate for their location.
- Minimise the proliferation of advertisements.
- Ensure that advertisements do not adversely impact on traffic circulation and management, or pedestrian safety.
- Ensure advertisements are generally erected on land where the advertised business, sale or goods or service is being carried out.

Policy

The purpose of this guideline is to provide a reasonable scope for advertising and information signs for commercial property in a manner which does not overwhelm or compromise visual amenity within the streetscape.

This Design Guideline clarifies the range and extent of signage that is allowable, within the Town of East Fremantle.

1. Application of the Design Guidelines

- 1.1 The provisions of this Design Guideline apply to the erection of all signage within the Town of East Fremantle.
- 1.2 Sign Types are defined by this Design Guideline and have a designated status: Exempt, Permitted, Discretionary and Prohibited.
- 1.3 Exempt signage is listed under clause 5 of this Design Guideline. Such signs do not require a permit unless the conditions specified are not met in which case the sign is discretionary.

- 1.4 Acceptable solutions are specified for a number of sign types in Clause 6 Sign Requirements. If the signs specified meet the acceptable solutions in this clause, they are permitted.
- 1.5 Discretionary signs (i.e. they can be approved or refused) are those which do not meet the acceptable solutions in Appendix 1 or for which no acceptable solution is specified. Signs which do not meet either the acceptable solution or alternative performance criteria shall be subject to public notification and may be refused or approved at the discretion of the Council.
- 1.6 Sites incorporating multiple tenancies or businesses must have an approved signs regime (see Appendix 2).
- 1.7 Each sign in an approved signs regime (see Appendix 2) must comply with the signage requirements in clauses 2 and 6 and the approval status of the signs regime is the same as the approval status of the individual signs.
- 1.8 Conditions may be placed on approvals for permitted and discretionary signs to ensure that the objectives of this Design Guideline are met.
- 1.9 Notwithstanding, the general provisions of this Design Guideline, a sign shall be deemed to be 'prohibited' if it is determined that it does not conform with the General requirements for Signage in clause 2.
- 1.10 Where street furniture, public telephones, vending machines, automatic teller machines and the like include advertising or signage they should be classified within one of the sign types and dealt with accordingly.
- 1.11 The dimensions indicated on Figure 1 are those applicable where referred to in the Signage Requirements.

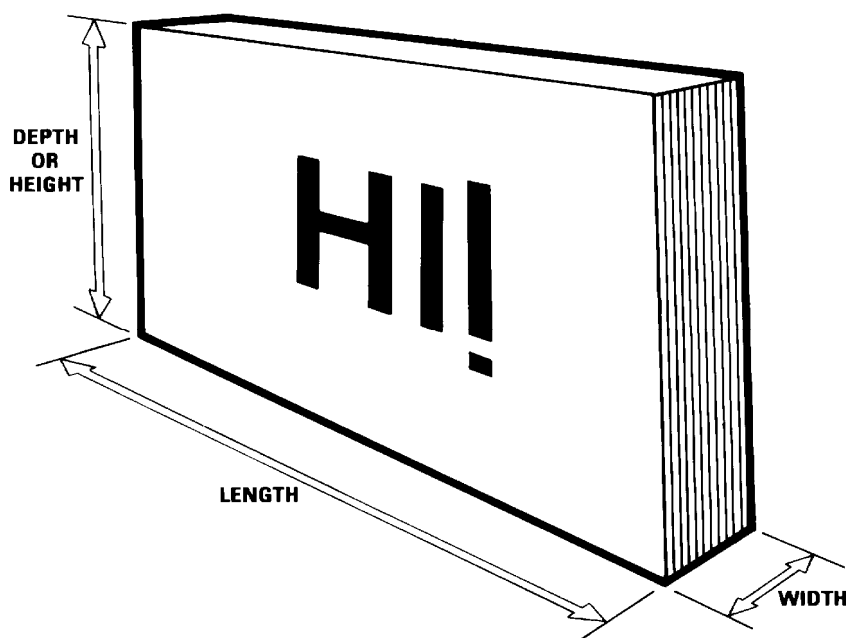


Figure 1 - Sign Dimensions

2. General Requirements for Signage

All signs must comply with the following:

- 2.1 Signs shall relate directly to the activity undertaken on the premises.

- 2.2 Signs shall not obscure a portion of another sign.
- 2.3 Signs shall not protrude over another property in different ownership or a carriageway or within 600mm of a kerb line.
- 2.4 The bottom of any free standing sign shall have a minimum clearance of at least 2.5m above a footpath or pedestrian accessway.
- 2.5 No sign shall detrimentally affect the safety or impede the movement of vehicular or pedestrian traffic or conflict with or obscure any statutory or directional sign.
- 2.6 Signs shall be constructed and located in sympathy with street planting. No trees should be felled or lopped to allow for greater sign visibility.
- 2.7 Signs shall be in harmony with the design, scale and character of the buildings which form their background.
- 2.8 Signs must be structurally and electrically safe.
- 2.9 The principal sign on the premises shall relate to the name and nature of the business or occupier. Identification of goods and services should be secondary.
- 2.10 Sign supports shall be minimal and as unobtrusive as possible.
- 2.11 Signage affixed to a building shall not exceed a maximum of 45% of total exposed wall area for any one wall.
- 2.12 Signs affixed to a building contained on the 'Municipal Inventory' or 'Heritage List' shall not detract from the heritage value of the building, or impact upon the structural integrity of the building, or materially alter the appearance or condition of the buildings structure once removed from that structure.

3. Information to be Submitted

The following information must be submitted with all sign proposals:

- Full working drawings showing dimensions, location in plan or position on a building or site and the method of attachment to the ground or to the building.
- Graphic content of the sign or a graphics concept, showing a range of colours and lettering style.
- Specifications of construction materials of the sign and its supporting structure.
- Method of lighting (if applicable).

4. Definitions (Includes Sign Types)

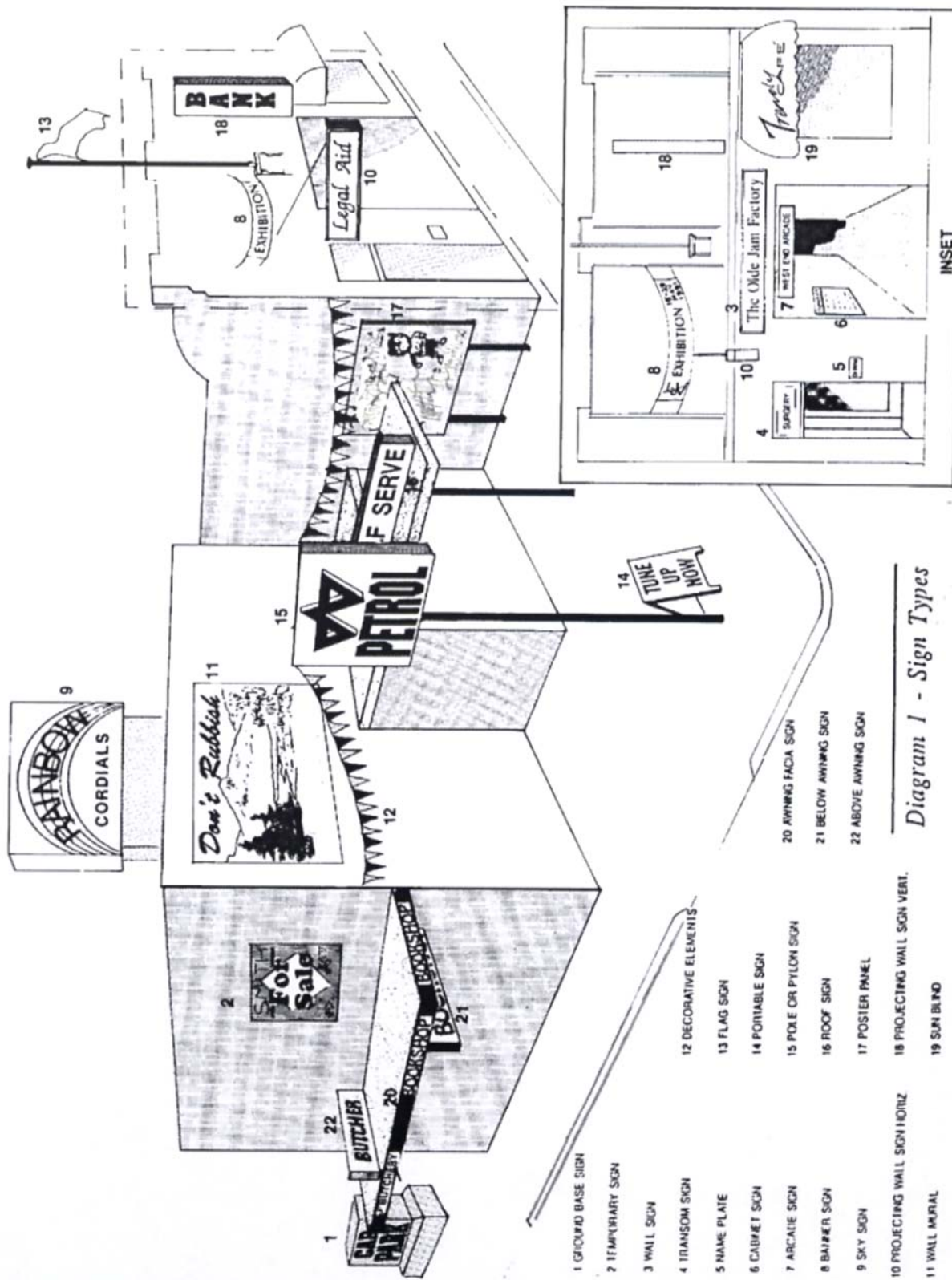
Approved Signs Regime A comprehensive plan of sign types, sizes, location and restrictions approved by the Council for an entire site.

For the purpose of this Design Guideline, the different sign types are defined as follows and illustrated in Diagram 1.

Sign: Any graphic, pictorial or written display when viewed from a public street and includes, but is not limited to the following:

Arcade Sign	A sign suspended from or attached to the ceiling of an internal pedestrian area.
Awning Fascia Sign	A sign on the fascia or return ends of suspended awnings.
Above Awning Sign	A sign attached to and supported above an awning.
Below Awning Sign	A sign attached to and suspended below an awning.
Banner Sign	A vertical or horizontal fabric sign attached at one or both ends.
Bunting	A string of small flags, or streamers strung in a line from or otherwise attached to a building or other structure.
Business Directory	A sign for a building in multiple tenancy which identifies the name of the business and its location within the building and does not contain any product or other advertising.
Cabinet Sign	A cabinet with a transparent face attached to the wall of a building or structure for the display of information within (e.g. Menus).
Ground Base Sign	A sign permanently attached to the ground on its own supportive structure independent of any building, but not including a pole or pylon sign, or a business directory, or public event and cultural directory signage.
Internal Display	Generally display of goods, services, or produce within a building or structure. <i>Note: these are not regarded as a sign unless they involve the display of proprietary logos or other, text or graphics, within 150mm from the surface of glass.</i>
Interpretative Sign	Provides information for visitors, plans, historic information, location of services, features and businesses, includes artworks which convey meaning. This type of sign can be private (i.e. Placed by and for the benefit of a private business) or public (i.e. Placed by a public agency in the public interest).
Name Plate	A single sign identifying one of the occupants of a property used for professional rooms, attached flush to the wall of a building (e.g. A traditional doctors or lawyers brass plate).
Pole or Pylon Sign	A sign erected on a pole, poles or a pylon independent of any building, provided it is not designed or used as a poster panel (billboard).
Portable Sign (Sandwich Board)	A sign not on a public reservation and not permanently attached to the ground or to a building or other structure.
Poster Panel (Bill Board)	A structure either freestanding or attached to a building designed to accommodate standard Poster Panels, the message of which may be changeable and variable.

Real Estate Sign	Temporary sign erected for purposes of selling/leasing of real estate for the duration of the period the real estate is on the market, which may be more than five days and which is not separately affixed by bolt, nail, adhesive or screw to masonry, brickwork or other face building material.
Roof Sign	A sign erected on the roof or parapet of a building with the highest point of its base not exceeding a vertical distance of 300mm above the roof or parapet.
Screen Sign	Messages, product or proprietary logos, or other graphics printed or displayed on screens used in association with outdoor seating.
Sky Sign	A sign erected on the roof or parapet of a building where the highest point of its base exceeds a vertical distance of 300mm above the roof or parapet.
Statutory Sign	A sign required or specified by statute; and a sign relating to safety of pedestrians, traffic and shipping, including but not limited to a hazard sign, hazchem, traffic control sign, maritime purposes sign, international/national signposting conventions for service provisions and toilets. Does not include the use of standardised logos where it is voluntary to supply information e.g. State visitor information standards, international/national information regarding items other than essential services, parking as opposed to traffic control.
Sun Blind Sign	A sign incorporated into the fabric or structure of a sun blind or canopy situated over a door or window.
Tethered Sign (Balloons and Blimps)	A sign which is suspended from, tethered or (tied) to any structure, or other object (with or without supporting framework). The sign may be made of paper or plastic or fabric or a similar material. The term includes lighter-than-air devices, inflatables such as balloons and blimps, bunting, banners, flags and kites.
Temporary Sign	A sign displayed for a total of more than five days but less than four months in any given year.
Vertical Projecting Wall Sign	A sign projecting from the wall of a building with a vertical dimension greater than or equal to its horizontal dimension.
Wall Mural	A graphical or pictorial painted design which does not convey a defined advertising message.
Wall Sign	A sign painted on or attached parallel to the wall or window of a building.
Window Sign	Sign on a glass surface of a window or located less than 150mm behind a surface. Also includes signs on any window which has been painted opaque.



- 1 GROUND BASE SIGN
- 2 TEMPORARY SIGN
- 3 WALL SIGN
- 4 TRANSOM SIGN
- 5 NAME PLATE
- 6 CANOPY SIGN
- 7 ARCADE SIGN
- 8 BANNER SIGN
- 9 SKY SIGN
- 10 PROJECTING WALL SIGN HORIZ
- 11 WALL MURAL
- 12 DECORATIVE ELEMENTS
- 13 FLAG SIGN
- 14 PORTABLE SIGN
- 15 POLE OR PYLON SIGN
- 16 ROOF SIGN
- 17 POSTER PANEL
- 18 PROJECTING WALL SIGN VERT.
- 19 SUN BLIND
- 20 AWNING FACIA SIGN
- 21 BELOW AWNING SIGN
- 22 ABOVE AWNING SIGN

Diagram 1 - Sign Types

5. Exempt Signs

The following types of signs are deemed to meet the requirements for development approval by the Council and do not require an application for development approval providing the specified conditions are met:

N.B. A permit is not required to change the content of an existing approved sign provided that any changes do not result in it being less consistent with the objectives of the Design Guideline than the previous sign.

SIGN TYPE	CONDITIONS
Any Sign	The sign must form part of an approved signs regime.
Banner Sign	<ul style="list-style-type: none"> • One sign per building. • To be erected for a defined period not exceeding 30 days. • May be placed on the face of the building at street level providing it can be demonstrated that it meets the requirements specified under Clause 2. • Must not project beyond the face of the building. • Maximum height 2m. • Maximum length 3m.
Business Directory	One sign per building. Maximum horizontal dimension 600mm.
Cabinet Sign	<ul style="list-style-type: none"> • Maximum projection from face of wall 40mm. • Maximum dimensions 400mm vertical x 400mm horizontal. • May be internally illuminated.
Direction or Interpretative Signage	Must form part of an agreed (public) or approved (private) signage framework.
Flags	Must show only the natural symbol of any country, state, territory, ethnic group, the standard of a representative of a royal family or visiting dignitaries or an international institution (e.g. United Nations, Red Cross).
Name Plate	A single plate per building of maximum dimensions 600mm horizontal by 400mm vertical. Shall not be allowed where a business directory is provided on the face of the building.
Real Estate Sign	Must be less than 5m ² in area and not contain fluorescent or iridescent colours or finishes.
Statutory Signs	No applicable conditions providing proposed sign complies with the definition for statutory signs.
Street Number	No less than vertical dimension of 100mm x horizontal dimension of 100mm per individual numeral. Must where practical be attached above and central to the principal doorway/entrance to the property and centrally positioned unless incorporated within another sign on the building street frontage.
Special Event Signage/Sponsorship	Must be for a defined period.
Window Sign	<ul style="list-style-type: none"> • Shall not occupy more than 10% of surface area of the window or door. • Only permitted at ground floor/street level windows or doors.

6. Signage Requirements

APPENDIX 1: ACCEPTABLE SOLUTIONS AND PERFORMANCE CRITERIA

Note: Signs meeting Acceptable Solution Criteria shall be considered as 'permitted' applications. Signs meeting 'alternative performance criteria' or for which no performance criteria are specified, will be considered as 'discretionary' applications.

SIGN TYPE	ACCEPTABLE SOLUTION (PERMITTED)	ALTERNATIVE PERFORMANCE CRITERIA (DISCRETIONARY)
Arcade Signs	<ul style="list-style-type: none"> • Max depth 500mm. • Max width 300mm. • Min clearance from ground level 2500mm. • Not sited in conjunction with another arcade sign or horizontal projecting wall sign. 	<ul style="list-style-type: none"> • Minimum clearance from ground level 2500mm. • Minimum distance from any other arcade sign or horizontal projecting wall sign 2400mm.
Awning Fascia Sign	<ul style="list-style-type: none"> • Shall not project beyond the fascia line of an approved or existing awning. • Shall not project above or below the fascia of the awning. • Maximum height 450mm. 	<ul style="list-style-type: none"> • Shall not project beyond the fascia line of an approved or existing awning. • Maximum height of 500mm.
Above Awning Sign	<ul style="list-style-type: none"> • single blade design. • Max height 450mm. • Max width 300mm. • Shall not project beyond the width of the awning or exceed 2700mm in length whichever is the shorter. • Shall not be approved if there is another Awning Sign or Horizontal Projecting Wall sign on the same site. 	<ul style="list-style-type: none"> • Maximum height 750mm. • Maximum width 300mm. • Shall not project beyond the width of the awning or exceed 2700mm in length whichever is the shorter. • Minimum distance between any other Above Awning Sign or Horizontal Projecting Wall Sign 2400mm. • Minimum distance from side boundary of the lot or site 1200mm.
Below Awning Sign	As for above Awning Sign	As for above Awning Sign
Banner Sign	Exempt – subject to conditions in Clause 5	<ul style="list-style-type: none"> • One sign per building. • May be placed on the face of the building at street level providing it can be demonstrated that it meets the requirements specified under clause 2. • Must not project beyond the face of the building. • Maximum height 2m. • Maximum length 5m.
Business Directory	Exempt – subject to conditions in Clause 5	

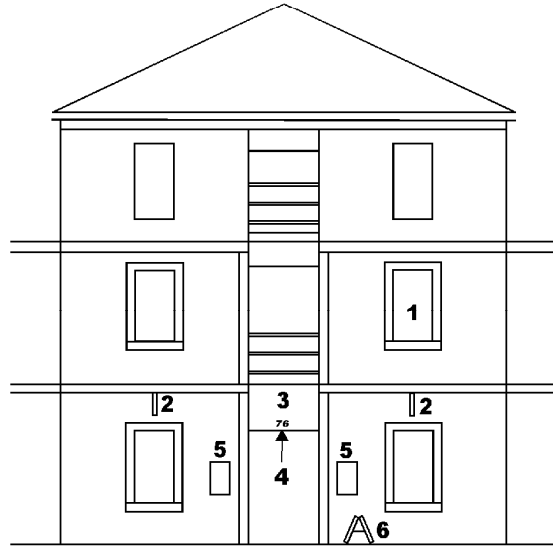
SIGN TYPE	ACCEPTABLE SOLUTION (PERMITTED)	ALTERNATIVE PERFORMANCE CRITERIA (DISCRETIONARY)
Cabinet Sign	Exempt – subject to conditions in Clause 5	<ul style="list-style-type: none"> • Maximum projection from face of wall 40mm. • May be internally illuminated.
Ground Base Sign	To be considered under Alternative Performance Criteria.	<ul style="list-style-type: none"> • Maximum height above ground 2400mm. • Maximum area of each face 2.5m². • The sign shall not encroach on any road or other public reservation. • May be externally illuminated if part of an approved floodlighting regime.
Flag Sign	Exempt – subject to meeting the conditions in Clause 5	<ul style="list-style-type: none"> • Maximum dimensions 1600mm x 900mm. • Restricted to company logos. • No display of products or proprietary items. • No fluorescent or iridescent colours.
Horizontal Projecting Wall Sign	As per above and Below Awning Sign.	<ul style="list-style-type: none"> • Maximum depth 500mm. • Maximum width 300mm. • Maximum length 2700mm. • Limit of one such sign per building/site unless part of an approved signs regime. • Shall not be approved if there is a vertical projecting wall sign on the same site.
Interpretative Sign	<ul style="list-style-type: none"> • Must form part of an approved coordinated framework for signage. • Must be distinctive. • Combinations with artistic or sculptural works are encouraged. 	Must form part of an approved coordinated framework for signage.
Pole or Pylon Sign	To be considered under Alternative Performance Criteria.	<ul style="list-style-type: none"> • Total height should not exceed 5m. • Total area of each sign face should not exceed 6m². • Double sided signs should be identical in dimension and both sides should be less than 300mm apart. • Only one pole or pylon sign per site (land parcel). • May be internally illuminated.

SIGN TYPE	ACCEPTABLE SOLUTION (PERMITTED)	ALTERNATIVE PERFORMANCE CRITERIA (DISCRETIONARY)
Real Estate Sign	Exempt – see Clause 5	Greater than 5m ² area: <ul style="list-style-type: none"> • Does not have a deleterious effect on the streetscape or on any outlooks or views from adjoining buildings or places. • Does not obscure any windows.
Roof Sign	To be considered under Alternative Performance Criteria.	<ul style="list-style-type: none"> • Maximum distance between bottom of sign and roof or parapet 300mm. • Maximum depth 750mm. • Maximum length 4500mm. • Message may be on a maximum of two faces. • Limit of one Roof Sign per site. • May not be illuminated.
Sun Blind Sign	<ul style="list-style-type: none"> • Minimum clearance above ground level 2500mm. • Shall not project beyond a point within 450mm of the kerb alignment. • May not be illuminated. 	<ul style="list-style-type: none"> • Minimum clearance above ground level 2400mm. • Shall not project beyond a point within 450mm. of the kerb alignment. • May be illuminated.
Temporary Sign	<ul style="list-style-type: none"> • Max period of 2 months. • Max dimensions 400mm x 400mm. 	<ul style="list-style-type: none"> • Greater than 2 months and less than 4 months. • Greater dimensions than 400mm x 400mm.
Tethered Sign (Balloons and Blimps)	To be considered under Alternative Performance Criteria.	<ul style="list-style-type: none"> • Located wholly within boundaries of subject lot. • Not be less than 2.7m or greater than 8m from ground level. • Not be within 10m of a pylon sign or service structure. • Not exceed 7m in diameter or 9m in height. • Not be displayed for more than 30 days in aggregate for any one calendar year.
Vertical Projecting Wall Sign	To be considered under Alternative Performance Criteria.	<ul style="list-style-type: none"> • Maximum vertical dimension 1m or 5% height of building wall. • Maximum projection 450mm. • Limit of one such sign per building/site unless part of an approved signs regime. • Shall not be approved if there is a horizontal projecting wall sign on the same site.
Wall Mural	To be considered under Alternative Performance Criteria.	Must demonstrate its ability to convey, complete or restore an image of historical or cultural significance.

SIGN TYPE	ACCEPTABLE SOLUTION (PERMITTED)	ALTERNATIVE PERFORMANCE CRITERIA (DISCRETIONARY)
Wall Sign	<ul style="list-style-type: none"> • A single sign per building. • Maximum height 1m. • Maximum length 3m. 	<ul style="list-style-type: none"> • Multiple wall signs or wall signs exceeding the acceptable solution provisions shall only be considered as part of an approved signs regime. • Signs must face a primary space. • Maximum height equivalent to 10% of height of building wall or 2m, whichever is greater. • Maximum length 5m.
Window Sign	Exempt – see Clause 5	<ul style="list-style-type: none"> • Signs shall occupy less than 50% of the surface area of a window. • May be located on other than ground floor/street level windows.

APPENDIX 2

Example of Signs Regime



KEY TO SIGNS

Ref N°	Sign Type	Max. Width (mm)	Max. Height (mm)
1	Window Sign	1200	
2	Hanging Sign	600	500
3	Wall Sign	1600	900
4	Street Number		200
5	Nameplate	300	600
6	Portable Sign	600	800



(Note - Dimensions need to be specified as well as sign type and location)

Responsible Directorate:	Planning Services
Reviewing Officer:	Manager Planning Services
Decision making Authority:	Council
Policy Adopted:	21/6/11
Policy Amended/Reviewed:	21/7/15
Next Review Date:	