Local Planning Policy 1.0 – Exempt Advertising Signs

Title	Policy Name	
1.0	LPP 1.0 – Exempt Advertising Signs	

1.0 Citation

This is a Local Planning Policy prepared under Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015* (the 'Regulations'). This Policy may be cited as Local Planning Policy 1.0 – Exempt Advertising Signs.

2.0 Introduction

This local planning policy (the policy) is made pursuant to Schedule 2, Part 2, Division 2 of the Regulations relating to local planning policies.

Advertisements are defined in Part 1 of Schedule 2 (Deemed Provisions) of the Regulations and include signs.

Clause 61(1) of the Deemed Provisions exempts the erection or installation of a sign of a class specified in a local planning policy from the need to obtain planning approval, subject to the conditions of Clause 61(1), row 10, column 2. Development approval is required for signs erected or installed on heritage-protected places.

The purpose of this policy is to ensure that the display of advertisements does not adversely impact upon the amenity of the existing streetscape while providing appropriate exposure of activities or services.

3.0 Objectives

The objectives of this policy are to:

(a) ensure that the display of advertisements does not adversely impact the amenity of surrounding land or the broader locality;

(b) improve the quality and appropriateness of advertisements through the application of sound design principles;

(c) consolidate advertisements where appropriate;

(d) limit the proliferation of advertisements; and

(e) ensure that advertisements do not present a hazard or obstruction to pedestrians or block motorists' views of traffic information signs or traffic lights.

4.0 Application of this Policy

4.1 This Policy applies to advertising signs located within the private lands across the Local Government Area.

4.2 In accordance with Regulation 61 (1) of the Regulations development approval is not required for signs that are identified as exempt signs under this Policy.

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5.0 Policy Provisions

Pursuant to clause 61(1) of the Regulations, advertisements are exempt from the requirement to obtain planning approval if they satisfy the conditions of Clause 61(1), row 10, column 2 – conditions and:

(a) All specific conditions are met as set out in Schedule 1 of this policy; and
(b) The proposal does not result in more than five individual advertisements per tenancy; and
(c) The proposal does not include any advertisement which contains any illumination or radio animation or movement; reflective; retro-reflective; and fluorescent materials in its design or structure unless otherwise stated in Schedule 1.

8.0 Definitions

This part can be removed if no definitions are included in the LPP.

Local Planning Policy – Document Control	
Version	Decision to Adopt/Amend
1	
Public Consultation (Yes)	
Document Reference	
Next Review Date	

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Schedule 1- Exempt Advertisements

Land Use and/or Development	Exempted Sign Type and Number	Maximum Area
Dwellings	One professional name plate as appropriate	0.2m^2
Home Business or Home Occupation	One advertisement describing the nature of the home business or home occupation	0.2 m^2
Places of Worship, Meeting Halls and Places of Public Assembly	One advertisement detailing the function and/or the activities of the institution concerned	1.0 m^2
Shops, Showrooms, Office and other commercial uses appropriate within Town Centre	All advertisements affixed to the building below the top of the awning or, in the absence of an awning, below a line measured at 5 metres from the ground floor level of the building.	Not applicable
Industrial and Warehouse Premises	A maximum of four advertisements applied to or affixed to the walls of the building but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projecting from a building and excluding signs which are connected to a pole, wall, or other building. A maximum of two freestanding advertisement signs not exceeding 5 metres in height above ground level	Total area of such advertisements is not to exceed 15 m^2. Maximum permissible total area is not to exceed 10 m^2 and individual advertisement signs are not to exceed 6 m^2
Sporting Clubs, Ovals and Sporting Complexes	All signs provided that, in each case, the advertisement is not visible from outside the complex or facility concerned either from other private land or from public places and streets.	Not applicable
Public Places and Reserves	(a) Advertisement signs (illuminated and non-illuminated) relating to the functions of Government, a public authority or local government excluding those of a promotional nature constructed or exhibited by, or	Not applicable Not applicable Not applicable

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	on behalf of any such body, and (b) Advertisement signs (illuminated and non-illuminated) required for the management or control of traffic on any public road, car park, cycleway, railway or waterway where such advertisement has been constructed or exhibited by or at the direction of a Government department, public authority or the local government, and (c) Advertisement signs (illuminated or non-illuminated) required to be exhibited by or pursuant to any statute or regulation or the like made pursuant to powers contained within a Statute provided that any such advertisement is constructed and/or exhibited strictly in accordance with the requirements specified therein.	
Railway Property and Reserves	Advertisement signs exhibited on such land provided that each such advertisement is directed only at persons at or upon railway station	No sign is to exceed 2 m^2 in area.
Advertisements within Buildings	All advertisements placed or displayed within buildings, which cannot ordinarily be seen by a person outside of those buildings.	Not applicable
All classes of buildings other than Single Family Dwellings	One advertisement sign containing the name, number and address of the building, the purpose for which the building is used or the name and address of the managing agent thereof.	0.2 m^2
Temporary Signs	Exempted Sign Type and Number (All non-illuminated unless otherwise stated)	Maximum Area
Building Construction Sites (advertisement signs displayed	One advertisement per street frontage details of the project and the contractors	2 m^2 5 m^2

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only for the duration of the construction) as follows: (a) Dwellings (b) Multiple Dwellings, Shops, Commercial and Industrial properties	undertaking the construction work. One sign as for (a) above	
Sales of goods or livestock	One sign per lot displayed for a period not exceeding 3 months advertising the sale of goods (or livestock) upon any land within any building upon which the sign is exhibited provided that the land is not normally used for that purpose.	2 m^2
Property transactions Advertisement signs displayed for the duration of the period over which property transactions are offered and negotiated as follows: (a) Dwellings (b) Multiple Dwellings, Shops, Commercial and Industrial properties (c) Large rural properties in excess of five (5) hectares	One sign per street frontage for each property relating to the Sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed. One sign as for (a) above. One sign as for (a) above.	Each sign is not to exceed an area of 2 m^2 Each sign is not to exceed an area of 5 m^2 Each sign not to exceed an area of 10 m^2
Display Homes Advertisement Signs displayed for the period over which homes are on display for public inspection	(a) One sign for each dwelling on display. (b) In addition to (a) above one sign for each group of dwellings displayed by a single project builder giving details of the project building company and details of the range of dwellings on display	2 m^2 5 m^2

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