

6.1 ADVERTISING SIGNS

This document has been prepared under Schedule 2 of the 'Planning and Development (Local Planning Schemes) Regulations 2015' and the City of Stirling 'Local Planning Scheme No.3.

1. INTRODUCTION

This Policy outlines the development requirements for advertising signs on land. The Policy aims to ensure that advertising signs are in keeping with the scale and form of the buildings they relate to and do not cause an adverse impact on the streetscape or surrounding land.

2. OBJECTIVES

The objectives of this Policy are:

- a) To ensure advertising signs do not pose a safety threat and do not prevent passive surveillance;
- b) To ensure businesses can display advertising signs without, in certain circumstances, the need to obtain development approval;
- c) To ensure that the display of advertising signs does not adversely impact on the amenity of surrounding land and streetscapes;
- d) To ensure advertising signs are appropriately scaled for their setting;
- e) To avoid the proliferation of advertising signs on individual sites and buildings to minimise visual clutter;
- f) To encourage the incorporation of advertising signs into the design consideration of buildings and avoid obscuring or detracting from prominent architectural features;
- g) To ensure advertising signs only relate to services and products available on the site; and
- h) To ensure the content of advertising signs meets community expectations and is not discriminatory or offensive.

3. APPLICATION OF THIS POLICY

All advertising signs that are intended to be visible from external locations to a building are subject to the provisions of this Policy.

This Policy does not apply to general traffic wayfinding signage, street numbering, election signage or painted wall murals which do not contain any advertising material.

3.1 ASSIGNING SIGN TYPE

Where a sign could be considered as multiple sign types, the requirements of the more specific sign type as determined by the City, is to apply.

If a particular type of advertisement or advertising sign type is not listed or cannot be reasonably determined as falling within the general terms of one of the definitions or is not otherwise mentioned in this Policy, such advertisement will require development approval from the City and shall be considered on its merits against the objectives of this Policy.

3.2 DEVELOPMENT APPROVAL

All advertising signs that seek to vary the 'Acceptable Development Standards' of this Policy require development approval, with consideration against the 'Objectives' of this Policy.

Subject to the conditions of the *Planning and Development (Local Planning Schemes) Regulations 2015* Deemed Provisions Cl. 61 (1) Table Item 11, works to change the content of an authorised advertising sign do not need development approval.

Subject to the conditions of the *Planning and Development (Local Planning Schemes) Regulations 2015* Deemed Provisions Cl. 61 (1) Table Item 10, all advertising signs that meet the 'Acceptable Development Standards' requirements of this Policy do not need development approval.

3.3 OTHER APPROVALS

Other approvals may be required for signs including but not limited to a Building Permit, Footpath Trading and Activation Permit or approval from Main Roads Western Australia.

3.4 CONSISTENCY WITH OTHER PLANNING INSTRUMENTS

Where this Policy is inconsistent with the provisions of a specific Local Planning Policy, Local Development Plan or Structure Plan applying to a particular site or area (eg. Character Retention Guidelines), the provisions of that specific planning instrument shall prevail.

3.5 DEVELOPMENT ZONE

For advertising signs proposed within a Development Zone, where the Western Australian Planning Commission has endorsed a Structure Plan that assigns zoning, the permissibility is to align with the zoning outlined in the Structure Plan.

4. ACCEPTABLE DEVELOPMENT STANDARDS

4.1 GENERAL DEVELOPMENT STANDARDS

The following provisions apply to all signs.

4.1.1 SAFETY

Signs are to:

- a) not obstruct any access or manoeuvring areas for vehicle or pedestrian;
- b) not be located within 1.5 metres of any part of a street truncation, unless attached flush to an authorised building or solid fence;
- c) maintain clear vehicle and pedestrian sightlines within a 2 metres (along the street boundary) x 2.5 metres (into the property) truncation where vehicle access points meet the lot boundary, unless attached flush to an authorised building or solid fence;
- d) not interfere with or imitate traffic control signals or signage; and
- e) have a minimum ground clearance of 2.75 metres where projecting over or encroaching on a public thoroughfare, unless attached flush to an authorised structure.

4.1.2 DESIGN AND CONTENT

Signs must:

- a) not conceal architectural features of a building located in the Heritage Protection Area, the City's Heritage List or the State Heritage Register;
- b) not extend beyond any boundary of a lot unless otherwise stated in the 'Specific Sign Type Standards' requirements;
- c) not advertise services or products other than those available on the lot;
- d) comply with the Australian Association of National Advertisers Code of Ethics in respect to content of the advertising sign; and
- e) not contain any discriminatory, offensive, obscene or vulgar material, including but not limited to adult-only related industries.

Note: Where Third Party Advertising Signage has been approved by the City, the operator is to ensure the content of the signage complies with cl. 4.1.2.d and 4.1.2.e. Please refer to Appendix 1 for an example Advertising Management Strategy that shall be required with any development approval for Third Party Advertising Signage.

4.1.3 ILLUMINATED AND DIGITAL FORMAT SIGNS

The following provisions apply to signs that are illuminated or digital (such as video screens) and is in addition to the requirements of the 'Specific Sign Type Standards':

- a) illumination of signage to meet the relevant Australian Standard AS4282-1997;
- b) maximum luminance not to exceed 300 cd/m²;
- c) not incorporate running, flashing or pulsating lights, or rapid changes to images on a screen;
- d) digital format signage to contain only static words and objects and not include video or animation; and
- e) notwithstanding any other provision of this Policy, digital format signs may be located in the following zones and reserves: Industry; Mixed Business; and all Reserves.
- f) notwithstanding any other provision of this Policy, digital format signs may only be located in the following zones where constituting a Window Sign: District Centre; Local Centre; Mixed Use; Neighbourhood Centre;

Regional Centre; and Mixed Use.

4.2 SPONSORSHIP SIGNS ON LOCAL RESERVES

The following provisions are in addition to the 'General Development Standards' requirements and the 'Specific Sign Type Standards' requirements of this Policy. These provisions only relate to signs on land reserved as Public Open Space and Local Authority Purposes under the City's Local Planning Scheme No. 3.

Proposals are also subject to the *Thoroughfares and Public Places Local Law 2009*.

Where there is a conflict between the provisions outlined below and other provisions contained in this Policy, the provisions outlined below will prevail for these specific areas.

4.2.1 MOVEABLE SPONSORSHIP SIGNS

There is no limit as to how many moveable sponsorship signs can be displayed on a Local Reserve. A moveable sponsorship sign may:

- a) be displayed for a maximum eight hours per day; and
- b) not be erected, placed or maintained on or over a public street or thoroughfare.

4.2.2 FIXED SPONSORSHIP SIGNS

A fixed sponsorship sign is to:

- a) to be removed at the expiration of the sponsorship agreement;
- b) be restricted to a maximum of three per club; and
- c) be restricted to a maximum number of six signs, where there are two or more clubs on one reserve.

4.3 SPECIFIC SIGN TYPE STANDARDS

Tables 1, 2, 3 and 4 define specific advertising sign types, where they are permitted, outlines the development standards that apply and show example images of each specific sign type:

- a) Table 1 identifies incidental signs;
- b) Table 2 identifies free-standing signs;
- c) Table 3 identifies signs affixed to buildings and other structures; and
- d) Table 4 identifies signs that are not affixed permanently.

TABLE 1 – INCIDENTAL SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.1.1 DEVELOPMENT SITE FENCING SIGN Definition <i>A sign which is fixed to and contained within the confines of construction site hoarding or perimeter fencing and contains only details and graphics of the name of the development, the developer or builder undertaking the works and is only displayed for the duration of the development works.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone.	a) May be located outside of the lot boundary. 
4.3.1.2 FLOOR SIGN Definition <i>A sign which is adhered, painted or printed directly onto the floor or ground and is not raised from the floor or ground.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone.	a) May be located outside of the lot boundary. 
4.3.1.3 FURNITURE SIGN Definition <i>A sign which is displayed on or forms part of a furniture installment such as an umbrella, canvas awning, table setting, seating, alfresco sidewalk barrier, bollard, bin or similar.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone.	a) May be located outside of the lot boundary. 

TABLE 2 – FREE-STANDING SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.2.1 DEVELOPMENT AND REAL ESTATE SIGN Definition <i>A free-standing advertisement which specifically relates to and is limited to the promotion or advertisement of a construction site, development site, display home or real-estate transaction. Such a sign may contain details including the name of the project, the name of the contractor, real-estate agent or leasing agent and information relating to the sales, leasing, auction or viewing times.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone.	a) Development and Real Estate Signs are: - to be in place for the duration of the construction works / development / transaction period only; - limited to a maximum one sign per lot; and - not to exceed the following sizes: 2m² for Single and Grouped Dwelling development and subdivision involving 10 lots or less; 10m² for Multiple Dwellings, Mixed Use and Non-Residential development and subdivision involving more than 10 lots; and 20m² for development involving buildings that exceed 3 storeys in height and Shopping Centres. b) Where Development and Real Estate Signs are located on the same lot as a Display Home: - one 2m² sign for each dwelling on display is permitted; and - one additional 3m² sign for each group of dwellings displayed by a single builder is permitted.

TABLE 2 – FREE-STANDING SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.2.2 GROUND BASED SIGN Definition <i>A free-standing sign with a maximum height of 1.2m above ground level.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones excluding Residential Zone and Suburban Residential Category; - All Reserves; and - No Zone.  	a) Ground Based Signs which are not portable: (i) are limited to a maximum of one sign per frontage of each tenancy on a lot; (ii) are not permitted if the tenancy has a portable ground based sign; and (iii) may have a maximum horizontal dimension of 1.2 metres and a maximum area of 1.5m². b) Ground Based Signs which are portable: (i) may be located outside the lot boundary; (ii) may be displayed only during the normal business hours of the business to which the sign relates; (iii) are limited to a maximum of one sign per tenancy on a lot; (iv) are not permitted if the tenancy has a non-portable ground based sign; (v) are not permitted to have moving parts once the sign is in place; (vi) may have a maximum horizontal dimension of 1 metre and have an area of not more than 0.6m²; and (vii) for 'A' frame signs, have a maximum 0.6m² per side.

TABLE 2 – FREE-STANDING SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.2.3 HOARDING SIGN <u>Definition</u> <i>A free-standing sign greater than 1.2m in height measured from ground level. Which has a horizontal dimension (inclusive of the supports) greater than the vertical dimension. May be uniform in shape from the base to top and consist of a number of modules, or be supported by one or more posts.</i> <u>Permitted Locations (Zones, Reserves and No Zone)</u> - All Zones excluding Residential Zone, Suburban Residential Category and Development Zone; - All Reserves; and - No Zone. 	a) Hoarding Signs are: (i) limited to a maximum of one sign per lot; (ii) not permitted if there is a tower sign on the same lot; (iii) have a maximum area of 6m²; and (iv) have a maximum height of 2 metres from ground level. b) Hoarding Signs within a Mixed Business, Industry, District Centre or Regional Centre Zone not situated between the front façade of a building and a street boundary may: (i) have a maximum area of 20m²; and (ii) have a maximum height of 6 metres from ground level.

TABLE 2 – FREE-STANDING SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS															
4.3.2.4 TOWER SIGN Definition <i>A free-standing sign greater than 1.2m in height measured from ground level. Which has a vertical dimension (inclusive of the supports) greater than its horizontal dimension. May be uniform in shape from the base to top and consist of a number of modules, or be supported by one or more posts.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones excluding Residential Zone, Suburban Residential Category and Development Zone; - All Reserves; and - No Zone.	a) Tower Signs are: (i) limited to a maximum one sign per lot; (ii) not permitted where a hoarding sign is located on the same lot; (iii) to have a maximum depth of 0.5 metres; and (iv) not to exceed the following requirements: <table><tr><th>Lot Frontage</th><th>Height (from ground level)</th><th>Width</th></tr><tr><td>Less than 50m with a single tenancy on the lot</td><td>6m</td><td>2m</td></tr><tr><td>Less than 50m with multiple tenancies on the lot</td><td>6.5m</td><td>2.5m</td></tr><tr><td>Between 50m and 75m</td><td>7m</td><td>3m</td></tr><tr><td>Greater than 75m</td><td>9m</td><td>3.5m</td></tr></table>	Lot Frontage	Height (from ground level)	Width	Less than 50m with a single tenancy on the lot	6m	2m	Less than 50m with multiple tenancies on the lot	6.5m	2.5m	Between 50m and 75m	7m	3m	Greater than 75m	9m	3.5m
Lot Frontage	Height (from ground level)	Width														
Less than 50m with a single tenancy on the lot	6m	2m														
Less than 50m with multiple tenancies on the lot	6.5m	2.5m														
Between 50m and 75m	7m	3m														
Greater than 75m	9m	3.5m														





TABLE 3 – AFFIXED TO BUILDINGS AND OTHER STRUCTURES

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS								
4.3.3.1 FENCE SIGN Definition <i>A sign which is affixed to a freestanding wall or fence but does not include a Tower Sign or Hoarding Sign.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone. 	a) Fence Signs are not to obstruct a fence required to be visually permeable or open. b) Fence Signs (except where located in the Residential Zone and Suburban Residential Category): (i) are limited to a maximum one sign per lot. (ii) to have a maximum vertical dimension of 2 metres; (iii) to have a maximum area of 5m²; and (iv) to have a maximum height of 3 metres from ground level. c) Fence Signs located in the Residential Zone and Suburban Residential Category: (i) are limited to a maximum one sign per lot; (ii) may have a maximum height of 1.8 metres from ground level; and (iii) for the following uses, do not exceed the following sign area: <table border="1"> <thead> <tr> <th>Associated Use</th><th>Area</th></tr> </thead> <tbody> <tr> <td>Home Occupation</td><td>0.2m²</td></tr> <tr> <td>Home Business and Short Stay Accommodation</td><td>0.5m²</td></tr> <tr> <td>All other Non-Residential land uses</td><td>1.5m²</td></tr> </tbody> </table>	Associated Use	Area	Home Occupation	0.2m ²	Home Business and Short Stay Accommodation	0.5m ²	All other Non-Residential land uses	1.5m ²
Associated Use	Area								
Home Occupation	0.2m ²								
Home Business and Short Stay Accommodation	0.5m ²								
All other Non-Residential land uses	1.5m ²								

TABLE 3 – AFFIXED TO BUILDINGS AND OTHER STRUCTURES

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.3.2 PROJECTING SIGN Definition <i>A sign which is affixed to a building and:</i> - protrudes from a wall of the building; - affixed to the fascia of an awning or the like; or - protrudes below or above an awning or the like. Permitted Locations (Zones, Reserves and No Zone) - All Zones excluding Residential Zone and Suburban Residential Category; - All Reserves; and - No Zone.    	a) Projecting Signs are: (i) limited to a maximum of one Projecting Sign per tenancy on a lot in addition to any Projecting Signs which are attached to the fascia of an awning; (ii) able to be located outside of the lot boundary provided that they are affixed to or project from an awning or the building; (iii) not permitted to project above the top of the wall to which they are attached. b) Projecting Signs attached to a building are: (i) not to project more than 1 metre from the wall of the building; and (ii) not to exceed 4m² in area. c) Projecting Signs attached to the fascia of an awning are: (i) not to exceed a vertical dimension of 1 metre; and (ii) not to extend beyond the outer frame of the fascia. d) Projecting Signs attached above or to the underside of an awning are: (i) not to exceed 2.4 metres in length; (ii) not to exceed 0.5 metres in vertical dimension; (iii) not to be within 3 metres of another such sign attached above or to the underside of the same awning; and (iv) not to extend beyond the outer frame of the awning.

TABLE 3 – AFFIXED TO BUILDINGS AND OTHER STRUCTURES

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.3.3 ROOF SIGN Definition <i>A sign which is on the roof of the building.</i> Permitted Locations (Zones, Reserves and No Zone) - Not Permitted in any Zone, Reserve or No Zone. 	There are no Specific Development Standards, as Roof Signs are not permitted in the City.
4.3.3.4 WALL SIGN Definition <i>A sign which is affixed to the external part of a wall of a building.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone. 	a) Wall Signs are not to extend more than 0.3 metres beyond the edges of a wall. b) Wall Signs (except within the Residential Zone and Suburban Residential Category) are: (i) limited to a maximum two signs per tenancy on a lot; and (ii) not to cover more than 30% of the visible area of any one façade per tenancy, excluding glazed portions and awnings. c) Wall Signs located in the Residential Zone and Suburban Residential Category: (i) are limited to one sign per building with an area no greater than 0.2m² in area where the building is used predominantly for residential purposes; and (ii) where the building is predominantly used for non-residential purposes are to be limited to one sign per lot and does not exceed 1.2m².

TABLE 3 – AFFIXED TO BUILDINGS AND OTHER STRUCTURES

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.3.5 WINDOW SIGN Definition <i>A sign which is affixed to either the interior or exterior surface area of a window or is tethered to or displayed or projected over the surface area of a window.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones excluding Residential Zone and Suburban Residential Category; - All Reserves; and - No Zone. 	a) Window Signs are not to cover more than 30% of the total glazed area of any one façade.

TABLE 4 – UNFIXED SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.4.1 COMMUNITY SERVICE SIGN Definition <i>A sign that advertises non-profit, short-term events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations or the like, that is not wayfinding to the event.</i> Permitted Locations (Zones, Reserves and No Zone) - All Zones; - All Reserves; and - No Zone. 	a) Community Service Signs are: (i) to be located on the site of the event or on the property of the organisation holding the event to which the sign relates; (ii) not to be displayed more than two weeks prior to the date of the event advertised and must be removed by the end of the day following the event. (iii) limited to a maximum of one sign per frontage on a lot; (iv) not to be illuminated; and (v) limited to a maximum area of 10m².

TABLE 4 – UNFIXED SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.4.2 VEHICLE DISPLAY SIGN Definition <i>A sign, product or object displayed for the purposes of advertising which is attached to or placed on a vehicle but excludes printed advertisements that are affixed directly to the body of a vehicle.</i> Permitted Locations (Zones, Reserves and No Zone) - Industry Zone; - Mixed Business Zone; - All Reserves; and - No Zone.  	a) Vehicle Display Signs are: (i) limited to a maximum one sign per lot; (ii) not to have moving parts; (iii) limited to a maximum vertical dimension of 2 metres and a horizontal dimension of 3 metres; and (iv) not to occupy more than one car parking bay. b) Vehicle Display Signs that are digital format are: (i) not to be visible from a Primary Regional Road or Other Regional Road as identified under the Metropolitan Region Scheme; (ii) not to be displayed on any one lot for more than fourteen (14) days in aggregate within any 12 month period; and (iii) only to be in operation during business hours.

TABLE 4 – UNFIXED SIGNS

DEFINITION AND PERMITTED LOCATION	SPECIFIC DEVELOPMENT STANDARDS
4.3.4.3 TETHERED SIGN Definition <i>A sign which is suspended from or tethered to any structure, tree or pole (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites but does not include signs tethered against a wall.</i> Permitted Locations (Zones, Reserves and No Zone) - Business Zone; - District Centre Zone; - Hotel Zone; - Local Centre Zone; - Mixed Business Zone; - Neighbourhood Centre Zone; - Regional Centre Zone; - Service Station Zone; - All Reserves; and - No Zone. 	a) Tethered Signs (excluding inflatable objects) are: (i) limited to a maximum one sign per lot; (ii) limited to a maximum vertical dimension of 0.75 metres and a maximum area of 2m²; (iii) not to be higher than 8 metres from ground level; and (iv) not located within 10 metres of a Tower Sign. b) Tethered Signs that are inflatable objects are: (i) not to be displayed for more than 14 days in aggregate for any one calendar year; (ii) limited to one sign per lot; (iii) not to exceed 7 metres in diameter; and (iv) not to exceed 9 metres in height.

5. CONTROL AND MAINTENANCE OF ADVERTISING SIGNS

5.1 MAINTENANCE OF EXISTING ADVERTISING SIGNS

Clause 80 of the Deemed Provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015* allows the City to order the removal or repair of existing advertising signs if it is considered that the signs have deteriorated to a point where they cease to be effective.

5.2 REMOVAL OF ADVERTISING SIGNS THAT IS NOT AUTHORISED

Section 214 and 215 of the *Planning and Development Act 2005* allows the City to remove or order the removal of advertising signs which have been erected or displayed without the appropriate approval.

Clause 11.2.2 of the City's Local Planning Scheme No.3 allows the City to order the removal, relocation, repair or modification of an existing advertising sign where it is deemed to be in conflict with the amenity of the locality.

The City's Local Law relating to Signs, Hoardings and Billpostings enables the City to remove advertising signs that are not authorised within road reserves where, the advertising signs which have been erected without approval, are considered to be dangerous or placed on a thoroughfare.

6. DEVELOPMENT APPLICATION SUBMISSION REQUIREMENTS

Where development approval is required, the following information is to accompany the application:

- a) Completed Development Application Form;
- b) Payment of a development application fee (refer fees and charges information sheet);
- c) Site plan (1:100) showing the location of the proposed sign(s) and all existing signage, all buildings, lot boundaries, street names, north point;
- d) Elevations (1:100) illustrating the location of the proposed sign(s) and location of all existing signs in relation to the building / site;
- e) Illustration (1:50) showing the contents, dimensions (including height above ground), surface areas and structural details of the sign;
- f) The City may also require a signage strategy for new Commercial or Industrial Developments containing:
 - (i) A site plan (1:100) showing the location of all existing and proposed signs, all buildings and neighbouring buildings, lot boundaries, street names and north point;
 - (ii) A perspective or photomontage illustrating the location of all existing and proposed signs, buildings and neighbouring properties;
 - (iii) An illustration (1:50) showing the contents, dimensions (including height above ground), surface areas and structural details of each sign; and
 - (iv) A written justification addressing the objectives of this Policy.

7. OTHER MATTERS TO CONSIDER

This Policy should be read in conjunction with the following documents:

- a) Main Roads Policy and Application Guidelines for Advertising Signs.
- b) City of Stirling Thoroughfares and Public Places Local Law 2009.
- c) City of Stirling Local Planning Policy 4.2 – Mixed Use Design Guidelines.
- d) City of Stirling Local Planning Policy 6.14 – Footpath Trading and Activation.
- e) Any other Structure Plan or Local Development Plan that applies to the development site.
- f) Advertising Codes administered by Ad Standards.

8. DEFINITIONS

The following definitions apply to the Policy.

Advertising Sign:	<i>Has the same meaning that Advertisement is given in the Planning and Development (Local Planning Schemes) Regulations 2015.</i>
Authorised:	<i>Means an approval has been granted, or an approval is not required for the lawful undertaking.</i>
Digital Format:	<i>Advertisement based on light emitting diode or fibre optic matrix technology that is capable of displaying a range of static or animated text graphical images, or which can be electronically changed by remote or automatic means.</i>
Furniture:	<i>Tables and chairs, decorative objects, goods displays (e.g. clothing racks, card stands, shelves etc.), screens and barriers, blinds and weather barriers, umbrellas, lighting, public art, heating devices, planter boxes, pot plants, bike racks, street furniture, and the like.</i>
Ground Level:	<i>The existing natural ground level of the site preceding the proposed development.</i>
Vehicle:	<i>Includes a car, truck, boat, trailer, caravan, piece of machinery or similar, whether moveable or not.</i>
Operator:	<i>Means the individual, organization or company (or the like) who is responsible for the structure on which the advertisement is placed.</i>

Definitions for individual sign types are provided in the 'Acceptable Development Standards' section of this Policy.

OFFICE USE ONLY:

Local Planning Scheme No.3 - Local Planning Policy History:

Action	Council Date	Resolution No.	Effective Date
Modified by removal of Scarborough Redevelopment Scheme area	N/A	N/A	2 July 2014
Modified	16 February 2016	0216/042	1 November 2016
Modified	21 February 2023	0223/020	28 March 2023

Modified	??	????/???	dd/mm/yyyy
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APPENDIX 1. ADVERTISING MANAGEMENT STRATEGY - EXAMPLE

Advertising Strategy for XXX

City of Stirling reference: DAXX/XXXX (approved xx xx 20xx).

xx xxx 20xx

Introduction

- 1 The following Advertising Management Strategy is required by condition 2 of the development approval issued on 11 October 2016, Condition 2 states:
 - '2. An Advertising Management Strategy for the signs detailing the control of content, the Australian Association of National Advertisers Code of Ethics, management and maintenance of the signs, being submitted and approved by the City prior to the signs being installed;'

Content of Signs

- 1 The operator is to comply with the Australian Association of National Advertisers Code of Ethics (the Code) in respect of content of the advertising signs.
- 2 The operator is to ensure that third party advertising that is displayed meets community expectations and is not objectionable, discriminatory or offensive to the satisfaction of the City.

Maintenance/Operation

- 1 The advertising sign will be maintained to a high standard to the satisfaction of the City all times.
- 2 Digital format signs are to have a default setting that will display an entirely black screen when no content is being displayed or when a malfunction occurs (unless the malfunction itself impacts the ability to comply with this clause).
- 3 Advertisements displayed on the advertising sign are not to be flashing or pulsating (as per condition X of the approval).
- 4 The advertising sign is to be operated in accordance with the applicable requirements of the Australian Standard: Control of Obtrusive Effects of Outdoor Lighting (AS 4282-1997) (as per condition X of the approval).

Complaints and Compliance

- 1 Where the City considers that the content of third party signage offends the Code, offends clause 3, or that the advertising sign has not been properly maintained or operated, the process as set out in this clause shall be undertaken:
 - a. The City will advise the operator of the particulars of its concern, including the location of the advertising sign, the content of the advertising panel, and the way in which it offends either clause 2 or 3 of this Advertising Management Strategy, or the way in which the advertising sign has not been maintained or operated.
 - b. Contact details: xxx

Phone number: xxx

Email address:xxx

- c. Alternative Contact details: xxx

Phone number: xxx

Email address: xxx

- d. The operator will respond in writing to the City's concerns by Close of Business the following business day, advising the following:
- i. Where the operator agrees with the City's concern, the content of the advertising sign will be removed (in relation to breaches of clause 2 and 3) or repaired (in relation to maintenance/operation).
 - ii. Where the operator does not agree with the City's concern, by providing their reasons.
- e. Where the nature of the complaint relates to a breach of the Code as set out in clause 2, then the procedures under the Code apply.
- f. Where the nature of the complaint relates to a breach of clause 3 or the maintenance of the advertising sign, then the City's written direction in regard to the complaint must be complied with by the operator.