

# Development Control Policy 5.4

## Advertising on Reserved Land

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## **Background notes**

- 1 The policy was originally adopted by the Western Australian Planning Commission (WAPC) in 1988. The policy was reconsidered and updated by the WAPC in October 2004 to reflect refinements and revisions to other WAPC policies and region schemes.

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## **I Introduction**

- 1.1 This policy sets out the objectives and considerations taken into account by the Western Australian Planning Commission (WAPC) in determining applications for the display of advertisements on land reserved under a region scheme.
- 1.2 The erection, alteration, and extension of any advertisement on land reserved by a region scheme requires the approval of the WAPC.
- 1.3 "Advertisement", is the same as defined in the Model Scheme Text and means:  
  
"any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising."
- 1.4 Mobile signs of a temporary nature such as advertising 'daily specials' and signs or fixtures on buildings describing the name and type of business being carried out, are considered not to constitute development and do not require approval. However, this exemption is limited to one mobile stand per business and does not apply to mobile signs greater than 1m<sup>2</sup> in area or to advertisements associated with businesses not operating at the exact location of the sign.

## **2 Policy objectives**

- 2.1 To preserve and enhance the amenity of the reserved land and surrounding zoned land.
- 2.2 To ensure the safe and efficient use of roads from which the advertisement is visible.
- 2.3 To protect the future use of the reserved land by recognising the temporary nature of an advertisement.

## **3 Policy measures**

### **3.1 General requirements**

- 3.1.1 Policy DC 1.2 describes the general principles by which the WAPC will assess applications for its approval to commence development, together with the process for dealing with such applications including consultations with the relevant local authority and government departments and agencies.
- 3.1.2 Applications for approval of any advertisement will be dealt with in accordance with those principles, together with the specific requirements contained in this policy. With regard to development on land owned by the Commonwealth Government, established practice is for the Commonwealth to consult with affected bodies and conform to their criteria unless vital operations are inhibited.
- 3.1.3 In addition to the requirements of this policy the individual state or local government authority responsible for the reserved land may also have particular requirements or restrictions on advertisements that must be taken into consideration.

### **3.2 Effect on amenity**

- 3.2.1 The number, size, location and appearance of advertisements must be carefully controlled in order to protect the amenity of the locality. Approval will only be granted if the WAPC is satisfied that the proposal will not detract from the amenity of the reservation and the locality generally.
- 3.2.2 The purpose for which the land is reserved is a primary consideration which the WAPC will take into account in determining an application for an advertisement.
- 3.2.3 In the case of land reserved for Parks and Recreation one of the primary purposes of reserving land is to protect its amenity value. An advertisement will not be approved on such land unless it is related to the use and management of the land. Similarly, land reserved for other purposes that has a high amenity value will be dealt with in the same way.
- 3.2.4 In appropriate circumstances the erection of an advertisement on some classes of reserved land may enhance amenity by adding to the vitality of particular locations. Also there are some circumstances where an advertisement may provide a necessary service to the public by giving information, advice, and direction in

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relation to available services and events. In such circumstances, an advertisement may be considered appropriate.

- 3.2.5. Although an individual advertisement might be acceptable, the accumulation of a number of advertisements in a given location may detract from the amenity of the locality. The WAPC will have regard for both existing and approved signs in the general area of an application, whether within the reserved land or on other nearby zoned land, when making its decision upon an application before it.

### **3.3 Safety and efficiency of roads**

- 3.3.1. Advertisements often compete for the attention of the passing public and therefore proposals for advertisements in prominent locations near busy roads and intersections will be examined in the context of road safety and efficiency. Such advertisements are not acceptable if they interfere with sight-lines, distract drivers, or have the potential to hinder the interpretation of or become confused with traffic signals or road signs.
- 3.3.2. Where the information displayed on the advertisement is such that vehicles need to stop, adequate provision should be made for safe and efficient access and egress to the off-road space and for the proper maintenance and drainage of that space. The appropriateness of such a space will also be considered as part of the assessment of the application for an advertisement.

### **3.4 Protection of reservation**

- 3.4.1. An advertisement does not constitute the long term use intended for any class of land reserved by a region scheme. Accordingly, an advertisement will always be considered by the WAPC to be a temporary use on that land. Therefore, in the event that approval is granted, this may be conditional upon the removal of the sign after a certain period of time, and the reinstatement of the land to its original condition.

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