

## **LOCAL PLANNING POLICY 6.0 – ADVERTISEMENTS (SIGNAGE)**

### **1.0 Background**

- 1.1 It is a requirement of the Shire of Waroona Local Planning Scheme for various signs to gain planning approval prior to erection, placement or display.
- 1.2 Council seeks to achieve a balance between the provision of legitimate and appropriate signage and to minimise the adverse impacts that signs may have on the amenity, appearance and character of an area and/or on the district.
- 1.3 The policy provides a framework for regulating the design and placement of signage in the Shire of Waroona. Council supports the need for signage to promote a business or activity, but it also supports the need for signage that does not adversely impact the amenity and streetscapes of the district and remains compatible with the design, character and use of buildings and places.

### **2.0 Application**

- 2.1 The policy applies throughout the district.
- 2.2 This policy applies to any advertisement proposed to be erected within the district unless it is an “exempted advertisement” as set out in *Attachment 1* of this Policy (Schedule 5 of the Local Planning Scheme).

### **3.0 Definitions**

In this policy, unless the context otherwise requires:

“Advertisement” 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.

“Advertiser” means any person or any group comprised of the landowner, occupier, licensee or other person having an interest in, or drawing benefit from, the display of an advertisement concerned. In this Policy, “advertiser”, “applicant” and “proponent” have the same meaning.

“Advertising device” means any object or structure on which any word, letter, number, symbol, figure, drawing, image or other representation or message whatsoever is written, placed, affixed, attached, painted, projected or otherwise displayed or on which provision is made for the same, for the purpose of giving any message or direction or promoting or publicising any business, project, function, enterprise, or undertaking, or any function or event, or any person, body or group, or any product or article, or other thing whatsoever, and includes an airborne device anchored to any land, building or other thing whatsoever, and also includes any vehicle or trailer or other similar object placed or located so as to serve the advertising purpose hereinbefore referred to.

“Amenity” means the quality and the conditions and characteristics of a locality or a lot or building (as the context requires) which contribute to their pleasantness and harmony and better enjoyment.

“Bill posting” means the attaching, sticking, painting, or stenciling of any bill, poster, placard or advertisement on any building, structure, fence, wall hoarding, sign post, pole, blind or awning or on any tree, rock whether erected upon private property or upon a public place and to “post a bill” has a corresponding meaning.

“Council” means Council of the Shire of Waroona.

“Directional sign” means a sign erected in a street or public place to indicate the direction to another place, service or business but does not include any such sign erected or affixed by Council or Main Roads Western Australia.

“District” means the municipal district of the Shire of Waroona.

“Exempt sign” is a sign which is classified as exempt pursuant to this policy, or which is exempt pursuant to the provisions of a local planning scheme.

“Hoarding” means a detached or detachable structure including a wall panel or an illuminated panel other than a pylon sign that is erected for the sole purpose of displaying one or more signs or advertising devices.

“Local planning scheme” means any local planning scheme in force in the district of the Shire published in the Government Gazette pursuant to the *Planning and Development Act 2005* as amended from time to time, or any zoning scheme replacing it for the time being in force within the district.

“Main roads” and “Highways” are roads which are the responsibility of Main Roads Western Australia.

“Planning approval” means approval by the Shire of an Application for Planning Consent made for the erection or display of a sign within the district.

“Shire” means the Shire of Waroona.

“Sign” has the same meaning as “advertisement”.

“Sign infill” means a panel which can be fitted into a pylon sign framework.

“Third party properties” means properties which are not owned by the advertiser and/or from sites where the business or service is not operating.

“Tourist routes”, which are non highways and major roads, means the key tourist routes of Nanga Road and Nanga Brook Road.

“Zone” means land classified in a local planning scheme operating within the Shire of Waroona pursuant to the *Planning and Development Act 2005*.

In this Policy, “signs”, “advertisements” and “advertising signs” have the same meaning. “Sign” can also mean “signs”.

Other definitions are set out in Table 1 in the definitions column.

## **4.0 Objectives**

1. Ensure that existing and future signage is maintained at a level which produces a positive image of the district.
2. To ensure signage relates to the approved use taking place at the building or land on which it is located. (except in the case of third party advertising sign adjacent to regional roads 7.6.1)
3. To ensure the colour, materials and general design of signage is compatible with the style, heritage values (where applicable) and character of a building and/or place (envisaged by Council or existing).
4. To ensure that signs are designed to be sympathetic and harmonious with the area's amenity, streetscape and surrounding environment.
5. Encourage advertising which complements the natural and urban environment whilst minimising any negative impacts.
6. Promote a high standard of design and presentation.
7. Minimise clutter of advertising signs on any one property and along street frontages.
8. Control the erection of signs (size, type, location and quality) so as to minimise the proliferation of signs, prevent visual pollution and not detract from the amenity of an area.
9. To ensure that the scale of a sign is appropriate to the size of buildings and the lot frontage.
10. To ensure that where multiple signs are erected on a single building or at a single place, the style and form of such signage remains consistent.
11. Prohibit advertising which is superfluous or unnecessary by virtue of their colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content.
12. Ensure that the visual quality and character of localities and transport corridors, particularly highways, major roads and tourist routes, are not eroded.
13. Minimise the total area and impact of outdoor advertising commensurate with the realistic needs of commerce for such advertising.
14. To ensure signage does not detract from the level of public safety.
15. Ensure signs are erected in accordance with proper structural engineering practices.
16. To provide preferred development standards for signs in terms of illumination, area, dimensions, text, graphics and images etc.
17. Provide increased certainty for advertisers, landowners, the community and others and to assist in providing greater consistency in decision making by Council.
18. Facilitate the effective and timely processing of sign applications where in accordance with this policy.
19. Ensure that the visual landscape character, environmental qualities and streetscape is not adversely affected.

## **5.0 Legal Status/Considerations**

- 5.1 This policy has been adopted in accordance with Clause 2.4 of the Local Planning Scheme. Where there is an inconsistency between this policy and the Local Planning Scheme, the scheme shall prevail.

## **6.0 Special Procedural Considerations**

- 6.1 Applications for planning approval for signs shall be determined in accordance with the provisions of the Local Planning Scheme and the provisions contained within this policy.

## **7.0 Policy Statement**

### **7.1 Exemptions from the requirement to obtain Planning Approval**

Planning approval is not required from Council in respect of those advertisements listed in Attachment 1 which are referred to as “exempted advertisements” and subject to the provisions of the *Main Roads (Control of Signs) Regulations 1983*. The exemptions listed in Attachment 1 do not apply to land, buildings, objects, structures and places included in Council's Heritage List or in a Heritage Area.

In addition to the exempted advertisements outlined in Schedule 5 of the Local Planning Scheme, the following are exempt from the requirement to obtain Planning Consent:

- a directional and tourist sign;
- temporary signs for events and traffic management;
- a sign not larger than 1.0 square metre on an advertising pillar or panel approved by or with the consent of Council for the purpose of displaying public notices for information; and
- a newspaper poster.

#### **7.1.1 Restrictions on Exempt Signs**

An exempt sign shall not:

- be illuminated;
- incorporate animation or movement in its design or structure;
- contain reflective, retro-reflective or fluorescent materials in any part of its design or structure;
- contain flags or bunting, whether they contain a written message or not;
- be, in the opinion of Council, detrimental to the heritage character of the district and incompatible with the amenity and streetscape of the area.

For all other signs not set out in Attachment 1, the advertiser is required to submit a Planning Application and gain approval from Council prior to the sign/s being erected.

## 7.2 Assessment criteria

This policy adopts a performance based approach to the assessment of signage applications. In all instances the performance criteria will accordingly be considered by Council when determining the acceptability of sign/s, in addition to the policy objectives.

To help demonstrate that an application meets the Signage Performance Criteria, applications should always aim to meet the Development Standards shown in Table 1 and other sections of this policy, as Council can look more favourably on applications that meet these standards when considering if an application meets the Signage Performance Criteria.

The onus is on the applicant to demonstrate in writing that their application meets all the Signage Performance Criteria to Council's satisfaction. The Signage Self-Assessment Sheet, outlined in Appendix 1 to this policy, accordingly is required to be completed by applicants as part of their signage application. Council will refuse or require amendments to applications that do not meet the Signage Performance Criteria to its satisfaction. Applications may also be referred to Council for determination.

## 7.3 Signage performance criteria

Signage that enhances the streetscapes and amenity of the district, taking account of the need to:

- avoid clutter or the need for multiple inconsistent and adhoc signs on buildings and along street frontages;
- provide signage that is in keeping with the form, scale and character of a building and the locality;
- incorporate signage into the overall design of a building;
- provide signage which is related to the approved use/s taking place at the land or building on which it is located;
- provide signage which does not cause a nuisance (e.g. light spillage or obstruction of views of significance); and
- provide signage that does not create public safety concerns, cause driver distraction or confusion or obstruct sightlines or accesses for vehicles or pedestrians.

## 7.4 Assessing a Planning Application

In assessing a Planning Application for a sign, Council will have regard to matters including the following:

- size, shape, materials, colours, finish, wording, general appearance, quality and location of the sign;
- whether it is illuminated and the presence or rate of flashing lights;
- existing number of signs on the site and as relevant in the locality (especially adjoining main roads and key tourist routes);
- pedestrian, cyclist and motorist safety;
- the objectives of the Local Planning Scheme;
- provisions and requirements of Local Planning Scheme (including sub-clause 11.2.3);

- the character and amenity of the locality within which it is to be displayed, including its historic and/or landscape significance;
- whether the application will create or exacerbate a clutter of advertising signs;
- whether the sign will create a detrimental visual impact on the area and/or transport corridor;
- whether the advertising is superfluous or unnecessary by virtue of their colours, height, prominence, visual impact, size, relevance to the premises on which they are located, number and content;
- zoning of the lot;
- the amenity of adjacent areas which may be affected and the effect on the streetscape;
- whether the sign is proposed to be temporary or permanent;
- written comments from affected landowners and other stakeholders;
- adopted Waroona main street heritage area guidelines, other adopted design guidelines or adopted building and landscaping guidelines; and
- any other circumstance and factor affecting the application in the opinion of Council.

7.5 Sign development standards (additional to the discretionary development standards in Table 1)

Except for hoardings or illuminated directional street signs, signs shall only display the following:

- the name of the occupier/s of the business;
- details of the business carried at the premises;
- details of the goods sold in the premises to which it is affixed; and
- any other information specifically approved by Council.

No sign shall:

- not relate to the land use or occupancy of that land (i.e. advertising that promotes business or activities elsewhere or products or services names will not generally be permitted), unless otherwise specifically approved by Council (e.g. illuminated directional street signs and third party advertising signs to be assessed under section 7.6.1 of this policy);
- permitted which is set out in Table 2 of this policy;
- be fully or partially projected, flashing or animated, moving or rotating;
- be located in a position where it will unreasonably or unsafely obstruct or obscure a view of significance or driver or pedestrian sight lines;
- prevent the safe and effective use of a footpath and/or dual use path;
- be located in a median strip or roundabout;
- emit light of such intensity that it could, in the opinion of Council, create a traffic hazard or nuisance to the public;
- be likely to be confused with, or mistaken for, an official traffic light or sign, or so as to contravene the *Road Traffic Act 1974*, or the *Road Traffic Regulations*;
- be located on a light or power pole without the approval of the relevant authority responsible for the erection or maintenance of that pole;
- be constructed of glass, unless it is part of an illuminating globe or tube;
- be constructed of readily combustible material (including paper, cardboard or cloth), except as part of a banner, flag or poster securely fixed to a signboard or other structure;
- affect the stability of any building or structure;

- obstruct access to or from a door, fire escape or window, other than a window designed for the display of goods;
- be placed as a portable sign in a street or public place;
- be situated on a tower, mast, chimneystack, spire, dome or similar architectural feature or on a superstructure over the main roof of a building;
- be free standing sign above a roof;
- on a tree that is living;
- contain discriminatory or offensive material as determined by Council;
- be detrimental to the general amenity or safety of an area; or
- be permitted within the Highway Protection Area, in areas zoned Rural Residential, as set out by sub-clause 4.16.5 of the Local Planning Scheme.

Individual buildings shall have no more than one approved sign unless otherwise approved by Council with consideration to the Signage Performance Criteria and other sections of the policy. Most commercial/business sites would usually be allowed more than one sign as part of a signage regime approved by Council.

## 7.6 Signs on third party land

Generally, signs should be located on land or buildings on which is conducting a business or profession which the sign relates. Council may, following appropriate justification from an applicant, consider signs on “third party” freehold properties. Generally, this will be:

- on lots adjacent to primary regional roads (See section 7.6.1);
- for a temporary period (typically up to 6 months) following which the signs are to be removed;
- for a recently established local business or a local business (based in the Shire of Waroona) which will shortly commence operating; and
- limited to one sign for the business which is no greater than 4m<sup>2</sup> in area.

Council will not support commercial advertising signs (including pylon, hoarding, tethered, and product display signs) for products and services of a multi-national, national or State wide business/entity which is located on third party land unless the sign is adjacent to a primary regional road and meets the requirements of section 7.6.1. The only exception is where the sign is located on a building, where it will be assessed on its merits against this policy and the Local Planning Scheme.

Council will consider signs, no greater than 4m<sup>2</sup> in area, which advertise community development or road safety on third party freehold land. Signs will generally be granted approval for a temporary period which is typically no greater than 6 months. After this, the sign is to be removed.

Council will not support applications for advertisements that, in the opinion of Council, detract from the aesthetic qualities of an area by virtue of inappropriate size, colour, illumination and location. Additional to this, Council will consider the existing number of signs placed in an area and/or on the building to ensure visual cluttering does not occur.

Generally, Council does not support signs located on a light pole or power pole unless associated with a community event. Additionally, for roads managed by Main Roads Western Australia (MRWA), the agency does not allow a sign or advertising device to be attached to existing signs, structures and roadside items including a light/power pole.

The use of vehicles, trailers, and trucks for display or exhibiting of signage will not be permitted except for special events as approved by Council.

The “onus of proof” rests with the advertiser to justify their Planning Application and variations to this policy.

#### 7.6.1 Third party advertising signs adjacent to primary regional roads

The Kwinana Freeway / Forrest Highway, South Western Highway and Old Coast Road are the primary road transport corridors linking the Shire with the rest of the Peel Region, the Perth Metropolitan Area and the State’s South West. In order to continue to attract investment in the Shire and provide an attractive landscape for locals and regional visitors, it is imperative to maintain and preserve the existing and proposed character of areas along primary regional roads.

Advertisers seeking to optimise the advantage of passing traffic along primary regional roads are increasingly targeting these roads with applications for third party advertising signage. Although advertising signage has an appropriate commercial purpose in portraying information to motorists, inappropriate signage could distract drivers or adversely affect the amenity of an area.

This section seeks to provide a framework for the location and design of third party advertising signs along primary regional roads. The intent is to carefully control signage in these locations in order to ensure driver safety, protect visual landscape quality and amenity and avoid the proliferation of signs.

##### 7.6.1.1 Application

Section 7.6.1 applies to all proposals for third party signs adjacent to a Primary Regional Road (Forrest Highway, South Western Highway and the Old Coast Road). This section does not apply to signs displaying information in relation to the use of the land such as land development signs or Main Roads Traffic, Directional or other Main Roads Signage (i.e. Main Roads road safety signs).

##### 7.6.1.2 Planning Consent and other approvals

All proposed third party signs adjacent to Primary Regional Roads require the approval of Council prior to the commencement of construction of such signs. All changes to sign messages require the separate written approval of the Shire.

Applicants need to clearly demonstrate the proposed sign meets all the requirements of section 7.6.1.3, the Signage performance criteria at section 7.3 as well as the Sign development standards detailed at section 7.5. Applicants also need to meet the requirements of relevant legislation (including the Shire’s Town Planning Scheme and Local Laws), Local Planning Strategy, Structure Plan, Outline Development Plan and Planning Policies.

In addition to the Planning Consent in terms of the Town Planning Scheme, separate approval from Main Roads Western Australia is required in terms of the Main Road (Control of Advertisement) Regulations.

Signs will generally require separate building approval including structural engineering certification.



### 7.6.1.3 Requirements

1. Signs are to be restricted to locations adjacent the Forrest Highway only.
2. No Third Party Advertising will be permitted along the South Western Highway and Old Coast Road.
3. A maximum of four (4) Third Party signs are to be located along the Forrest Highway. This number includes existing signs.
4. Signs must be located at least one kilometre from any other third party sign in the Rural zone.
5. Where possible signs are to be co-located near other infrastructure such as bridges, mobile phone towers or high voltage electrical lines in order to minimise the impact on the skyline and the general landscape.
6. Signs to be in general accordance with Main Roads Western Australia's Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves.
7. No sign is to be located within 650m of a Main Roads directional sign.
8. Signage applications will have to comply with the requirements of Main Roads Western Australia and other relevant Authorities
9. Signs are to be located between 2m and 5m from the highway reserve in order to:
  - a. Be within safe sightlines of motorists.
  - b. Be contained within the transport corridor.
  - c. Minimise visual impact on surrounding land.
11. Signs must be located and designed so that they do not dominate or protrude above the skyline.
12. Signs must be located and designed so that they do not obscure or compromise significant view sheds as seen from either the highway or from properties adjacent to the highway.
13. The location and positioning of signs are not to result in the removal of vegetation. Where absolutely necessary and where no alternative sight can be found, the removal of vegetation is to be minimised and the vegetation removed is to be replaced on a suitable location on site.
14. Access platforms, safety or lighting devices should be designed and constructed as an integrated part of the sign structure so that these devices do not visually dominate the design of the sign when viewed from the highway.
15. Sign are to be designed, erected and maintained to the highest Advertising Industry Standards.
16. Any sign illumination to be designed so that it does not result in overspill or glare to vehicles on the highway or buildings on land in close proximity to the sign.
17. Any sign illumination is not to include flashing or moving lights.
18. The sign face is to be designed in a clear, easily read manner that will not distract driver attention.
19. Signs on the primary regional roads must serve a specific function such as providing a point of visual interest for regional travellers to aid with driver fatigue or to inform motorists of business or places of interest within the Shire.
20. Sign messages should be focussed on community based messages targeted towards regional travellers, with ancillary display general third party material permissible.
21. The design of signs shall be consistent with existing third party signs approved by Council with regard to size, height and advertising area.

## 7.7 Town Centre Zone

In the Town Centre Zone, the following will apply:

- be compatible with existing development, any Heritage Area, any adopted design/townscape guidelines with signage to be respectful of the area's scale, form and style;
- the use of under verandah signs and "shingles" is encouraged;
- signage is contained to the building walls and parapets. No additional structures will be permitted for roof mounted, signs over roofs or above parapets;
- signs are allowed on verandah fronts provided they are no higher than half of the parapet behind;
- stand-alone pylon signs, such as petrol station signs, may be acceptable where they are on, or close to, the front boundary and do not exceed the height or the proposed building;
- external illuminated signs are supported, however flashing illuminated or reflective signs are not supported; and
- advertising for franchises/corporate images are not supported where they affect the town's established character or subdue its rural image.

## 7.8 Home business (Including Home Occupation, Home Office and Cottage Industry) signs

Permanent signs for home businesses in urban zones are to be:

- associated with the occupation of persons living on the property;
- a maximum of 0.2m<sup>2</sup>;
- constructed of materials and in colours which are complementary to area; and
- restricted to the approved business name and not advertise any commercial product.

## 7.9 Signs in other zones

Unless appropriately justified by the advertiser, Council will not approve the erection of signs within the Industrial and Special Industry Zones and in rural zones for an advertising device for a service or commodity which is not produced, offered or sold on the lot where the advertising device is erected. Unless appropriately justified by the advertiser, the maximum size of a permanent sign is:

- Industry and Special Industry Zones: 15m<sup>2</sup>; and
- Rural Zones: 9m<sup>2</sup>.

#### 7.10 Signs within road reserves and on Shire managed land

Generally, Council does not support signs being located in road reserves and on Shire managed land. Exceptions to this are moveable signs, real estate signs outside of townsites and adjacent to urban zones and directional signs.

Public open space and reserves within the municipality on land managed by the Shire, shall not be used for the erection of signage except for purposes as approved by Council.

Council does not support the erection of signage on trees with the road reserve.

Council will consider signs supporting the sale of locally produced rural produce, adjacent to rural zones, within a road reserve managed by the Shire. Council will support the erection of a seasonal signage, to bona fide rural producers, who provide for the sale of produce on an incidental basis subject to meeting other requirements of this policy including safety considerations.

#### 7.11 Siting restrictions near highways, main roads and key tourist routes

Council will generally not permit the siting of advertising signs on or in the vicinity of highways, major roads and key tourist routes when they provide vistas for the surrounding landscape. The protection of these vistas is important from a tourism and amenity viewpoint.

Council may consider the erection of suitable advertising signs near highways, major roads and key tourist routes where the signs are:

- on freehold land; and
- located on land or buildings on which the business or profession relates; or
- for new business and limited to a temporary period (as outlined in section 7.6);
- able to meet the approval requirements for a third party advertising sign (as outlined in 7.6.1.3) or
- for community development or advertising road safety.

Council will require that signs are sited to minimise the impact upon surrounding vistas and to minimise impacts on the area's amenity.

If an advertising sign is deemed to be in conflict with its surrounding environment and will detrimentally reduce the amenity of the area, then Council will not support the proposed sign.

#### 7.12 Signs within places of heritage value

Council will have regard to the placement of signage on or within places of heritage value and buildings set out in Council's Heritage List, National Trust list, National Estate register or within a Heritage Area. Further, Council will consider:

- the historic appropriateness of the materials;
- style design and lettering of the sign; and
- whether it is affixed in such a way that it causes no damage to the building and may be removed without leaving evidence of it having been affixed.

### 7.13 Temporary signs for events and traffic management

There is no requirement to submit a Planning Application for signs associated with traffic management for events. This is subject to signage and the event being undertaken in accordance with MRWA's *Traffic Management for Events Code of Practice* (or any updates).

There is no requirement to submit a Planning Application for signs to publicise a forthcoming event subject to the following:

- temporary signs are not to be placed on the road reserve, unless it is a directional sign;
- the temporary sign must be removed after the forthcoming event has passed and must not be displayed longer than 8 weeks;
- located to promote the safety of motorists, pedestrians and cyclists;
- if Council considers the temporary signs are inappropriate or unsuitable they will be removed.

While noting the above, MRWA requires approval for any signage in, or in the vicinity of the road reserve of a declared highway or major (main) road which is the responsibility of MRWA. A written application is required.

There is no requirement to submit a Planning Application for signs associated with traffic management for works on roads. This is subject to signage and works being undertaken in accordance with the *Traffic Management for Works on Roads Code of Practice* (or any updates).

### 7.14 Real estate signs

No Planning Application is required for advertising signs for property transactions including sale and leasing where the sign complies with Attachment 1 and where the property is not on Council's Heritage List or within a Heritage Area. This is subject to the sign being:

- located to promote the safety of motorists, pedestrians and cyclists;
- located on freehold land which is subject to the property transaction; and
- removed within 7 days of the completion of the property transaction.

No real estate advertising signs will be permitted on road reserves or on Shire controlled land in the Waroona townsite and on land adjacent to sites zoned urban. For these areas, real estate advertising signs are to be located on freehold land.

Council will determine the merits of real estate signs in road reserves adjacent to rural zones where they cannot be located on freehold land and they are appropriately located which promote the safety of motorists. Real estate agents will be responsible for "Dial before you dig" and avoiding services/infrastructure, with any costs payable to rectify services met by the real estate agency.

The Shire may remove real estate signs located within road reserves or on Shire controlled land throughout the municipality without necessary approvals and/or for signs which may create safety concerns.

#### 7.15 Signage regimes for significant development proposals and residential estates

Council will require a comprehensive signage format/signs regime to be produced by the applicant for significant development proposals such as shopping centres, showrooms or office complexes. A signs regime should also be prepared for new residential estate developments, where estate signage is proposed.

The signs regime for a significant development proposal should demonstrate a consistent theme for proposed signage that will be located on the site that is consistent with the Signage Performance Criteria. The provision of pre-allocated positions or frames for the placement of signs on buildings is recommended. Where framing is not considered necessary, additional cut-out / 3-D lettering directly attached to the building could be considered.

The signs regime for a new estate development should make provision for:

- a consistent theme for the estate;
- signs to be generally confined to the estate to which they relate;
- off-site signs, with approval of relevant landowners, to be within 1 km of the estate and to be predominantly for directional purposes;
- full explanation of the design and location of any entry statements within a new estate and their ongoing maintenance;
- a strategy for sign removal when a reasonable portion of lots are sold;
- the avoidance of a proliferation of estate signs; and
- include the suburb name, where appropriate.

#### 7.16 Directional signs and tourist signs

While not subject to the need for a planning approval, local government approval is required for directional signs and tourist signs as set out in Council's *Activities and Trading in Thoroughfares and Public Places Local Law* and any other matters they deem applicable).

Council will assess, on its merits, the use of directional signs on roads to direct traffic to emergency services, community groups, businesses or other entities. Council will assess, on its merits, the use of tourist signs for tourist attractions and services. For both directional signs and tourist signs, key considerations include the safety of road users and minimising clutter.

The advertiser is responsible for meeting the costs of directional and tourist signage (supply and erection costs) with costs set out in Council's fees and charges.

Council will generally support the use of composite/generic signs to remove the need for separate signs.

The width and depth of directional signs shall be determined by Council, with the lettering to be white on a blue background.

The width and depth of tourist signs shall be determined by Council, with the lettering to be white on a brown background.

Generally, Council will limit the number of directional signs at any intersection or other location to three (3). Priority for directional signs is given to emergency services, then community groups and last to businesses.

Generally, Council will issue approval for directional signs for a maximum of 5 years. Following this, a separate application (and approval) is required or the sign may be removed. Council may remove the directional sign where the entity is no longer operating or if the entity has relocated their premises.

Where more than one direction sign is required for a particular street junction, then they may be required to be incorporated into a stack sign structure which will be funded by the various sign owners. Should there be a request for multiple signs, Council may require the installation of a “generic” sign e.g. directing to the industrial estate.

Neither directional nor tourist signs should not resemble an official traffic sign.

MRWA has authority over directional and tourist signs on the State road network. Where the local government is asked to comment, Council will recommend that a limit of one fingerboard sign for the entity is provided at the junction of a highway or main road indicating the most direct route to the facility.

Tourist signs may be installed for tourist establishments endorsed by the Department of Planning or Tourism WA (or the agency responsible for tourism planning).

#### 7.17 Main Roads Western Australia

The erection of signs near a highway or main/major road under the control of Main Roads Western Australia (MRWA) requires the approval of both Council and MRWA.

MRWA require approval for any signage in, or in the vicinity of the road reserve of a declared highway or main road. A written application is required.

Council does not generally support signs within road reserves managed by MRWA for reasons including visual impact and detrimentally impacting the amenity of the area. Council will consider, on its merits, signs within road reserves managed on MRWA as set out in this policy. Additionally, Council will consider, on its merits, signs on adjoining freehold land as set out in this policy.

#### 7.18 Fixing of signs

A sign shall be securely fixed to the structure by which it is supported, to the satisfaction of Council and shall be maintained in a safe condition.

#### 7.19 Public liability insurance and indemnity

Where a sign / advertisement will be placed in, or overhang, a public place or street, the owner of the property / applicant will be required where appropriate, to provide a public liability insurance policy indemnifying the Shire against all actions, suits, claims, damages, losses and expenses made against or incurred by the Shire arising from the approval. The applicant and/or landowner may be required by the Shire to:

- take out a public liability insurance policy in the name of the owner or applicant and the Shire, for a minimum value of \$10 million or such other amount as considered appropriate to the risk involved;
- keep that insurance policy current for the duration of the approval;
- include a clause in the policy which prevents the policy from being cancelled without the written consent of the Shire;
- include a clause in the public liability insurance policy, which requires the landowner and/or applicant and the insurance company, to advise the Shire if the policy lapses, is cancelled or is no longer in operation;
- on the request of an authorised person, provide for the inspection of a certificate of currency for the required insurance policy.

#### 7.20 Existing signs

There is no presumption that any existing sign has an approval from Council. All signs will be treated according to this policy unless the owner of the sign is able to demonstrate that Council has previously issued approval for that sign.

#### 7.21 Signs to be kept clean

All signs shall be kept clean and free from unsightly matter and shall be maintained by the applicant and/or landowner in good order and repair to the satisfaction of Council, whether requiring approval or otherwise.

#### 7.22 Derelict or poorly maintained signs

Where, in the opinion of Council, an approved sign has been permitted to deteriorate to a point where it conflicts with the objectives of the Local Planning Scheme or it ceases to be effective for the purpose for which it was erected or displayed, Council may by notice (consistent with clauses 11.2.5, 11.2.6 and 11.2.7 the Local Planning Scheme) in writing require the advertiser to:

- repair, repaint or otherwise restore the advertisement to a standard specified by Council in the notice; or
- remove the advertisement.

#### 7.23 Non-compliance

Should any sign (other than exempt signs which are consistent with this policy) be erected without gaining Planning Approval, Council may, without incurring any liability, remove and dispose of the sign. The sign may be removed may incur a retrieval fee and may be detained for a period of 2 weeks where this occurs for the first "offence". Any sign not claimed within 2 weeks may be disposed of for the first offence. For the second and possible multiple offences, any non-compliant sign may be disposed of immediately.

Should any sign that has gained Planning Approval not comply with the conditions of the Planning Approval, Council may serve a notice on the advertiser, including a Planning Infringement Notice.

Where an exempt sign conflicts with the provisions of clauses 11.2.5 and 11.2.6 of the Local Planning Scheme, Council may serve a notice on the advertiser consistent with clause 11.2.7 of the Local Planning Scheme.

#### 7.24 Building Permit

In addition to the requirement to obtain Planning Consent for a sign, a Building Permit may also be required prior to the erection of the sign.



<b>TABLE 1</b>		
<b>SIGNAGE DEFINITIONS AND DISCRETIONARY DEVELOPMENT STANDARDS</b>		
<b>SIGN</b>	<b>DEFINITION</b>	<b>DISCRETIONARY DEVELOPMENT STANDARD</b>
<b>BANNER SIGN</b>	A vertical or horizontal sign made of light weight, non-rigid material, such as cloth, canvas or similar fabric attached at one or both ends.	<ul style="list-style-type: none"> <li>• Maximum height: 1.0m</li> <li>• Maximum length: 2.0m</li> <li>• May be placed on the face of a building at street level providing it can be demonstrated that it will not create safety concerns or inconvenience for pedestrians.</li> <li>• Must not project beyond the face of the building.</li> <li>• Shall not be erected for a period of more than 30 days.</li> </ul>
<b>ENTRY STATEMENT SIGN</b>	A fence or wall constructed of masonry or other materials to identify the entrance of an estate and may include, but not limited to, a sign promoting the estate name.	<ul style="list-style-type: none"> <li>• The size, form and design are at the discretion of Council and will be assessed having regard to the Signage Performance Criteria and policy objectives.</li> <li>• Signs shall be located entirely within private property.</li> <li>• Where an Entry Statement Sign contains an estate name, it shall also include the locality.</li> </ul>
<b>ESTATE DEVELOPMENT SIGN</b>	A sign mounted on one or more support poles, erected on a lot within a subdivision or development estate, displaying information about the estate such as the estate name, the plan of subdivision or development, the estate features, sales and real estate agency contact details.	<ul style="list-style-type: none"> <li>• Maximum height: 6.0 metres</li> <li>• Maximum length: 3.0 metres</li> <li>• Minimum clearance from the ground: 2.4 metres, unless the sign is designed as such that the underside of the face area is located at the ground level.</li> <li>• Minimum land area to be developed: 1ha</li> <li>• Maximum display period: Generally 2 years.</li> <li>• Shall be removed within 30 days of 95% of lots or buildings within the estate or applicable stage being sold.</li> <li>• Content is predominately for directional purposes.</li> <li>• Is generally located within 1km of the land development estate or subdivision and is in close proximity to the-nearest road intersection.</li> </ul>
<b>HOARDING (BILLBOARD)</b>	A detached structure, other than a pylon sign, that is erected for the sole purpose of displaying a sign or signs and does not include a hoarding within the meaning of Section 377 of the <i>Local Government Act 1995</i> , as amended.	<ul style="list-style-type: none"> <li>• Only permitted in restricted locations at the discretion of Council and must include information that is of community interest. See Section 7.6.1 of this Policy</li> <li>• The size, form and design are at Council's discretion.</li> <li>• A hoarding shall not: <ul style="list-style-type: none"> <li>a) be erected on land that is zoned for residential purposes by a Local Planning Scheme;</li> <li>b) except with the approval of Council be erected within 15 metres of a street or other public place and in any case not closer than its own height to a street or public place;</li> </ul> </li> <li>• An approval issued in respect of a hoarding is valid for the period specified in the Permit but not exceeding 5 years.</li> </ul>

		<ul style="list-style-type: none"> <li>The permit fee for a hoarding is the annual Permit fee prescribed by Council from time to time and is payable annually so long as the hoarding is maintained with the approval of Council.</li> </ul>
<b>HORIZONTAL SIGN</b>	A sign affixed or painted on a building or structure where its largest horizontal dimension exceeds its vertical dimension.	<p>When not attached to an awning or verandah:</p> <ul style="list-style-type: none"> <li>Maximum height: 1.5m</li> <li>Maximum width: 300mm (the proposed width shall not encroach public areas or road reserves in an adverse manner)</li> <li>Maximum length: 5.0m</li> <li>Minimum Clearance to Ground Level: 2.4m</li> <li>May be illuminated in accordance with Note C below.</li> </ul> <p>When attached to an awning or verandah:</p> <ul style="list-style-type: none"> <li>Maximum height: 500mm or if attached to a fascia the sign shall not project beyond the height of the fascia whichever is shorter.</li> <li>Maximum width: 300mm (if attached to a fascia, the proposed width shall not encroach public areas or road reserves in an adverse manner).</li> <li>Maximum length: Shall not project beyond the width of the awning/verandah or exceed 2.7m whichever is the shorter.</li> <li>Minimum distance from any other Awning/Verandah sign or Horizontal Wall Sign: 2.4m</li> <li>Minimum distance from side boundary of the lot: 1.2m</li> <li>Minimum Clearance to Ground Level: 2.4m</li> <li>May be illuminated in accordance with Note C below.</li> </ul> <p>a)</p>
<b>ILLUMINATED SIGNS</b>	Means a posted or painted advertisement externally illuminated by artificial source of light.	<p>An illuminated sign shall:</p> <ul style="list-style-type: none"> <li>have any boxing or casing in which it is enclosed constructed of incombustible material;</li> <li>have its electrical installation constructed and maintained to the satisfaction of the appropriate electricity supply authority;</li> <li>be maintained to operate as an illuminated sign;</li> <li>not have a light of such intensity as to cause annoyance to the public; and</li> <li>not reflect the illuminated sign with a flickering frequency which would impact on a residential area.</li> </ul>

<b>INFORMATION PANELS</b>	Means a panel used for displaying government and local government notices, functional and dated announcements of a religious, educational, cultural, recreational or similar character, general information for the benefit of the public and travellers and general commercial advertising.	Council may provide information panels and permit the inclusion of advertisements in such panels upon any conditions it thinks fit.
<b>MOVEABLE SIGN</b>	A sign that can be moved and or is attached to a structure that is capable of being moved under its own power or with assistance.	<p>Movable signs are not supported where, in Council's opinion, the sign would obstruct pedestrian, cyclist or vehicle movements or sightlines or obstruct access or views from any other premises.</p> <p>Moveable signs may be supported by Council where relevant safety and other planning considerations are suitably met. This is subject to:</p> <ul style="list-style-type: none"> <li>• any moveable sign should typically be located as close as possible to the premises to which it relates, unless Council is satisfied that there are circumstances which make this difficult and that an alternative location has been identified, which is to the satisfaction of Council;</li> <li>• the advertiser/operator is required to maintain an appropriate Public Liability Insurance covering the placement of the moveable sign on the footpath within the Waroona town centre that indemnifies Council to the satisfaction of Council;</li> <li>• moveable signs shall only remain in public places while the shop or business is open for trading; and</li> <li>• moveable signs within road reserves are to be removed at the close of trading each trading day.</li> </ul>
<b>PYLON SIGN</b>	Means a sign supported by one or more supports and not attached to a building and includes a detached sign framework supported by one or more support posts to which sign infill's may be added. Includes a monolith sign (a pylon sign which is infilled from the ground level to the top of the sign to appear as a solid wall and where the supporting columns cannot be seen).	<ul style="list-style-type: none"> <li>• Maximum height: 6.0m</li> <li>• Maximum length across the face of the sign: 2.5m</li> <li>• Maximum width: 500mm</li> <li>• Minimum clearance from ground level: 2.4m, unless the sign is designed as such that the underside of the face area is located at the ground level.</li> <li>• Minimum distance from any other pylon sign: 10m</li> <li>• One pylon sign per road frontage or one for every 50m of linear road frontage.</li> <li>• Be geometrically two sided (i.e. not "v" shaped).</li> <li>• Individual pylon signs in close proximity to each other will not be supported for individual tenancies where multiple units/tenancies exist or are proposed to exist on a lot. The pylon sign/s shall be designed to provide one infill</li> </ul>

		<p>panel for each unit/tenancy on the lot and where this occurs the maximum height may be increased to 7.0m.</p> <ul style="list-style-type: none"> <li>• May be illuminated in accordance with Note C below.</li> </ul>
<b>ROOF SIGN</b>	Means a sign or advertising device erected on or attached to the roof of a building.	<ul style="list-style-type: none"> <li>• Maximum height: 750mm</li> <li>• Maximum length: 4.5m</li> <li>• Maximum distance between top of sign and roof: 750mm</li> <li>• Maximum height of building: 7.5 metres</li> <li>• May be illuminated in accordance with Note C below.</li> <li>• When ascertaining the height of the main building above ground level for the purpose of this section, any part of the roof at the point where the sign is to be erected that is provided solely for the purpose of architectural decoration shall be disregarded.</li> </ul>
<b>SEMAPHORE SIGN</b>	Means a sign affixed to a building or wall and supported at, or by, one of its ends only.	<p>A semaphore sign shall:</p> <ul style="list-style-type: none"> <li>• afford a minimum headway of 2.7 metres;</li> <li>• be fixed at right angles to the wall to which it is attached;</li> <li>• not project more than 1 metre from the point of attachment nor be of greater height at any point than 1 metre;</li> <li>• be fixed over or adjacent to the entrance to a building; and</li> <li>• not be fixed under or over any verandah.</li> </ul> <p>Not more than one semaphore sign shall be fixed over or adjacent to any one entrance to a building.</p>
<b>TETHERED SIGN</b>	A sign which is suspended from, tethered or tied to any structure including poles or other object (with or without supporting framework). The term includes flags (moveable or permanent) and lighter-than-air and inflatable devices such as balloons and blimps.	<ul style="list-style-type: none"> <li>• Maximum height: Flags: 900mm Inflatable devices: 7.0 metres</li> <li>• Maximum diameter: Flags: N/A Inflatable devices: 4.0m</li> <li>• Maximum Length: Flags: 1.6m Inflatable devices: If applicable, at Council's discretion.</li> <li>• Minimum height from ground: 2.7 metres</li> <li>• Maximum height from ground: 8.0 metres</li> <li>• Minimum distance from any pylon sign: 10 metres</li> <li>• Shall be located wholly within the boundaries of the subject lot.</li> <li>• Inflatable devices and moveable flags shall only be erected for a maximum period of 2 weeks at a time and may only be erected on the property no more than 3 times in each calendar year. A minimum of 4 weeks must elapse between displays of an inflatable sign or moveable flags.</li> <li>• A maximum of one inflatable device or two moveable flags may be erected at a property or tenancy for a limited period at any one time for larger showroom and/or retail outlets to promote a special event/sale.</li> </ul>

		<ul style="list-style-type: none"> <li>• Shall not contain fluorescent, reflective or retro reflective colours.</li> <li>• Where applicable, engineer's certificate is required confirming that the integrity of the roof will not be adversely affected.</li> </ul>
<b>TEMPORARY SPORTING &amp; COMMUNITY SIGN</b>	Means a temporary advertisement erected by a sporting or community group for the purpose of advertising a sporting or community event (e.g. cultural activities, sporting registration days, arts & crafts fairs and market days or other events of public interest).	<ul style="list-style-type: none"> <li>• Maximum height: 1.5m</li> <li>• Maximum length: 3.0m</li> <li>• Maximum width: 300mm</li> <li>• Shall not be illuminated or contain fluorescent, reflective or retro reflective colours.</li> <li>• Shall be limited to show the name, location and date of the event.</li> <li>• Shall be limited to one sign per road frontage.</li> <li>• Shall be exhibited for not more than 20 days before the event and shall be removed no later than 2 days after the conclusion of the event.</li> <li>• The sign writing shall be of a professional standard and quality, to the satisfaction of Council.</li> <li>• Shall not be within road reserves or other public land without prior approval from the relevant authority.</li> </ul>

<b>TOWER SIGNS</b>	Means a sign affixed to, or placed on a chimney stack or an open structural mast or tower.	<p>A tower sign shall not, unless otherwise approved by Council:</p> <ul style="list-style-type: none"> <li>• indicate or display any matter other than the name of the owner or occupier of the land or premises on which the mast, tower or chimney stack is erected;</li> <li>• if illuminated, be a flashing sign;</li> <li>• exceed in height one-sixth of the height of the mast, tower or chimney stack on which it is placed; and</li> <li>• exceed in width the width or diameter of the mast, tower or chimney stack on which it is placed.</li> </ul>
<b>VERANDAH SIGN</b>	Includes a sign above a verandah fascia, a sign on a verandah fascia and a sign under a verandah.	<p>A sign comprising free-standing lettering only may be erected above the outer fascia of a verandah parallel to the kerb if the lettering does not exceed 400 millimetres in height and is mounted on a base of at least 75 millimetres in width.</p> <p>A sign fixed to the outer or return fascia of a verandah:</p> <ul style="list-style-type: none"> <li>• shall not project beyond the outer metal frame or surround of the fascia; and</li> <li>• if it is an illuminated sign may be of changing colours but shall not emit a flashing light.</li> </ul> <p>A sign under a verandah shall:</p> <ul style="list-style-type: none"> <li>• not weigh more than 50 kilograms;</li> <li>• not, if it exceeds 300 millimetres in width be within 1.4 metres, or where it does not exceed 300 millimetres in width be within 1 metre, of the side wall of the building, measured along the front of the building before which it is erected;</li> <li>• not, if it exceeds 300 millimetres in width, be within 2.7 metres, or where it does not exceed 300 millimetres in width be within 1.75 metres, or another sign under that verandah;</li> <li>• be fixed at right angles to the front wall of the building before which it is erected except on a corner of a building at a street intersection when the sign may be placed at an angle with the wall so as to be visible from both streets; and</li> <li>• be so placed that the centre of its base longitudinally is equidistant from the outer edge of the verandah and the vertical plane of the shop front directly opposite the end of the sign.</li> </ul>
<b>VERTICAL SIGN</b>	Means a sign affixed or painted on a building or other structure with its largest dimension being vertical.	<p>When not attached to an awning or verandah:</p> <ul style="list-style-type: none"> <li>• Maximum height: 3.0m</li> <li>• Maximum length: 1.5m</li> <li>• Maximum width: 300mm (the proposed width shall not encroach public areas or road reserves in an adverse manner)</li> <li>• Minimum Clearance to Ground Level: 2.4m</li> <li>• May be illuminated in accordance with Note C below.</li> <li>• Not be within 1.5 metres of either end of the wall to which it is attached.</li> <li>• Not project more than 1 metre above the top of</li> </ul>

		<p>the wall to which it is attached nor more than 1 metre back from the face of that wall.</p> <ul style="list-style-type: none"> <li>• Not be placed on a corner of a building, except at a street intersection when it may be placed at an angle with the wall so as to be visible from both streets.</li> <li>• Where a building to which a vertical sign is to be affixed is set back from the boundary or abuts on an intersecting street or right of way, Council may authorise the affixing of a sign at a lesser distance from the end of the wall.</li> </ul> <p>When attached to an awning or verandah:</p> <ul style="list-style-type: none"> <li>• Maximum height: 500mm or if attached to a fascia the sign shall not project beyond the height of the fascia whichever is shorter.</li> <li>• Maximum width: 300mm (If attached to a fascia, the proposed width shall not encroach public areas or road reserves in an adverse manner).</li> <li>• Maximum length: Shall not project beyond the width of the awning/verandah or exceed 1.5m whichever is the shorter.</li> <li>• Minimum distance from any other Awning/Verandah sign or Vertical Wall Sign: 2.4m</li> <li>• Minimum distance from side boundary of the lot: 1.2m</li> <li>• Minimum Clearance to Ground Level: 2.4m</li> <li>• May be illuminated in accordance with Note C below</li> </ul>
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<b>DISPLAY HOME SIGNS</b>	Means a sign erected on a lot on which a house is erected and which notifies members of the public that the house is open for inspection.	For non-exempt signs: <ul style="list-style-type: none"> <li>• not be illuminated after 9.00pm; and</li> <li>• not be erected or maintained after the cessation of the display home activity.</li> </ul>
<b>ELECTORAL SIGN</b>	A sign erected to encourage persons to vote for a candidate, political party or issue which may be for a forthcoming election of the Parliament of the Commonwealth or State or Local Government or a referendum.	<ul style="list-style-type: none"> <li>• Supported within the grounds of a polling place on the voting day and removed within 48 hours of the close of polls on the voting day.</li> <li>• Temporary signs considered in advance of the election/referendum if located on freehold land, not a traffic hazard and consistent with this policy. The signs to be removed within 48 hours of the close of polls on the voting day.</li> </ul>
<b>RURAL PRODUCERS' SIGN</b>	Means a sign erected on land lawfully used for rural purposes which advertise goods or products produced, grown or lawfully manufactured on the land within the boundaries of which the sign is located.	A rural producer's sign shall: <ul style="list-style-type: none"> <li>• show only the name and address of the occupier of the land or the name of the property or both and only advertise goods or products produced, grown or lawfully manufactured upon the land; and</li> <li>• not exceed 1 square metre in area or 3 metres in height.</li> </ul>
<b>SALE SIGNS</b>	Means a sign indicating that the premises whereon it is affixed are for sale, for letting or to be auctioned.	A person shall not erect or maintain a sale sign: <ul style="list-style-type: none"> <li>• greater than 2m<sup>2</sup> in respect of a dwelling;</li> <li>• greater than 5m<sup>2</sup> in respect of multiple dwellings, shops, commercial and industrial properties;</li> <li>• 10m<sup>2</sup> in respect of large properties comprised of shopping centres, buildings in excess of four storeys and rural properties in excess of 5 hectares; and</li> <li>• not be erected prior to the issue of a Building Permit for any such development.</li> </ul> <p>Also refer to section 7.14.</p>
<b>SANDWICH BOARD</b>	A sign not permanently fixed to a building, wall, fence, structure or the ground and consisting of two sign boards attached to each other at the top by hinges or other means.	Refer to "Moveable Sign".
<p>Notes:</p> <p>a) Unless a sign is categorized as "Exempt" in the Local Planning Scheme, an application must be submitted to the Shire for approval.</p> <p>b) Where a sign is to be located on a place that is a Heritage Area or included in the Heritage List, an application for such signage must be submitted to the Shire for approval, notwithstanding that the sign type may be categorised as "Exempt" under the Local Planning Scheme.</p> <p>c) A sign being illuminated means that is so arranged as to be capable of being illuminated, either from the inside or outside by artificial light provided for that purpose but shall not emit flashing, intermittent or sequential light. The following standards apply to the illumination of signs:</p>		



- the boxing, casing or framing shall be constructed of incombustible material;
  - electrical installation shall be to the satisfaction of the appropriate electrical supply company and in accordance with *AS/NZS 3000:2007* (as amended);
  - light emission must be of a low-level not exceeding 300cd/2 and not flash, pulsate, move or rotate; and
  - light emission is not to be of such intensity or colour as to cause annoyance to the public, constitute a traffic hazard or interfere with traffic lights.
- d) All Advertisements (Signage) will be assessed against the Signage Performance Criteria whether listed in Table 1 or not.
- e) Also refer to Appendices.

<b>TABLE 2 SIGNAGE THAT IS NOT PERMITTED (INCLUDING DEFINITIONS)</b>	
<b>SIGN</b>	<b>DEFINITION</b>
<b>BUNTING AND BANNERS</b>	<p>A string of flags, streamers and the like strung in a line(s) from or otherwise attached to a building or other structure.*</p> <p>*(Council will consider for specific short term community events provided they are:</p> <ul style="list-style-type: none"> <li>• exhibited for not more than 7 days before the event and shall be removed no later than 2 days after the conclusion of the event;</li> <li>• not within road reserves or other public land without prior approval from the relevant authority).</li> </ul>
<b>PROJECTION SIGN</b>	A sign that is made by the projection of light onto a canvas, wall or similar structure.

**APPENDIX 1; SIGNAGE SELF ASSESSMENT SHEET**  
**SIGNAGE PERFORMANCE CRITERIA SELF ASSESSMENT SHEET**

**This self-assessment sheet needs to be completed and submitted by applicants as part of their signage application.**

Please tick "yes" or "no" in response to each question and where you answer "yes", written justification/reasoning for your yes response needs to also be included in the space provided (justifications/reasoning can be attached to the assessment sheet if more space is required – dot points can be used). If you answer "no" to any of the questions, you may need to review/amend your application and ensure it is acceptable paying regard to the policy requirements, prior to submitting it to the Shire for assessment.

1. Does the signage avoid clutter and the need for multiple inconsistent and adhoc signs on buildings and along street frontages?       Yes  No

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2. Is the signage in keeping with the form, scale and character of a building and the locality?

Yes  No

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3. Is the signage incorporated into the overall design of a building?

Yes  No

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4. Does the signage relate to the approved use/s taking place at the land or building on which it is located?

Yes  No

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5. Does the signage not cause a nuisance (e.g. light spillage or obstruction of views of significance etc.)?

Yes  No

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6. Does the signage not create public safety concerns, cause driver distraction or confusion or obstruct sightlines or accesses for vehicles or pedestrians?

Yes  No

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## Attachment 1 – Exempted Advertising Signage

LAND USE AND/OR DEVELOPMENT REQUIRING ADVERTISEMENT	EXEMPTED SIGN TYPE AND NUMBER(All non-illuminated unless otherwise stated)	MAXIMUM AREA OF EXEMPTED SIGN
Dwellings	One professional name-plate as appropriate.	0.2m <sup>2</sup>
Home Occupation Cottage Industry	One advertisement describing the nature of the home occupation or cottage industry.	0.2m <sup>2</sup>
Places of Worship, Meeting Halls and Places of Public Assembly	One advertisement detailing the function and/or the activities of the institution concerned.	0.2m <sup>2</sup>
Cinemas, Theatres and Drive-in Theatres	Two signs (illuminated or non-illuminated) detailing the entertainment being presented from time to time at the venue upon which the signs are displayed.	Each advertisement sign not to exceed 5m <sup>2</sup> .
Shops, showrooms and other uses appropriate to a Shopping Area	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 subject to compliance with the requirements of the Signs Hoarding and Bill Posting Bylaws.	Not Applicable
Industrial and Warehouse Premises	<p>A maximum of 4 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 whether or not those signs are connected to a pole, wall or other building.</p> <p>A maximum of two free-standing advertisement signs not exceeding 5m in height above ground level.</p>	<p>Total area of any such advertisements shall not exceed 15m<sup>2</sup>.</p> <p>Maximum permissible total area shall not exceed 10m<sup>2</sup> &amp; individual advertisement signs shall not exceed 6m<sup>2</sup>.</p>
Showroom, race courses, major racing tracks, sports stadia, major sporting grounds and 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.	N/A
Public Places and Reserves	<p>a) Advertisement signs (illuminated and non-illuminated) relating to the functions of Government, a public authority or Council of municipality excluding those of a promotional nature constructed or exhibited by, or on behalf of such body, and</p> <p>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 Council of a municipality, and</p> <p>c) Advertisement signs (illuminated and 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.</p>	<p>N/A</p> <p>N/A</p> <p>N/A</p>
Railway Property and Reserves.	Advertisement signs exhibited on such land provided that each such advertisement is directed only at persons at or upon a railway station.	No sign shall exceed 2m <sup>2</sup> in area.

TEMPORARY SIGNS	EXEMPTED SIGN TYPE AND NUMBER (All non-illuminated unless otherwise stated)	MAXIMUM AREA OF EXEMPTED SIGN
Advertisements within Buildings.	All advertisements placed or displayed within a building which cannot ordinarily be seen by a person outside of those buildings.	N/A
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.	0.2m <sup>2</sup>
Building Construction Sites (advertisement signs displayed only for the duration of the construction) as follows:		
i) Dwellings	One advertisement per street frontage containing details of the project and the contractors undertaking the construction work.	2m <sup>2</sup>
ii) Multiple Dwellings, Shops Commercial & Industrial projects.	One sign as for (i) above.	5m <sup>2</sup>
iii) Large development or redevelopment projects involving shopping centres, office or other buildings exceeding 3 storeys in height.	One sign as for (i) above. One additional sign showing the name of the project builder.	10m <sup>2</sup> 5m <sup>2</sup>
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 or within any building upon which the sign is exhibited provided that the land is not normally used for that purpose.	2m <sup>2</sup>
Property Transactions. Advertisement signs displayed for the duration of a period over which property transactions are offered and negotiated as follows:		
a) Dwellings	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	Each sign shall not exceed an area of 2m <sup>2</sup> .
b) Multiple dwellings, shops Commercial & Industrial Properties.	One sign as for (a) above.	Each sign shall not exceed an area of 5m <sup>2</sup> .
c) Large properties comprised of shopping centres, buildings in excess of four storeys and rural properties in excess of 5ha.	One sign as for (a) above.	Each sign shall not exceed an area of 10m <sup>2</sup> .
Display Homes Advertisement signs displayed for the period over which the homes are on display for public inspection.	i) One sign for each dwelling on display. ii) In addition to (i) 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.	2m <sup>2</sup> 5m <sup>2</sup>