



## **LOCAL PLANNING POLICY 2 - SIGNAGE**

### **Related Management Practice**

No

### **Relevant Delegation**

No

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### **POLICY INTENTION:**

1. To ensure signage relates to the approved use taking place at the building or land on which it is located.
2. To ensure that signs are designed to be sympathetic and harmonious with the area's amenity, streetscape and surrounding environment.
3. Encourage advertising which complements the natural and urban environment whilst minimising any negative impacts.
4. Promote a high standard of design and presentation.
5. Minimise clutter of advertising signs on any one property and along street frontages.
6. 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.
7. To ensure that the scale of a sign is appropriate to the size of buildings and the lot frontage.
8. Ensure that the visual quality and character of localities and transport corridors, particularly highways, major roads and tourist routes, are not eroded.
9. To provide preferred development standards for signs in terms of illumination, area, dimensions, text, graphics and images etc.

### **POLICY:**

#### **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.

“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.

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

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

“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.

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

### **Sign development standards (additional to the 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;
- permitted which is set out in Table 2 of this policy;
- be free standing sign above a roof;
- be attached to a tree that is living;

### **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.

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

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.
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. The location and positioning of signs are not to result in the removal of vegetation. Where absolutely necessary and where no alternative site 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.
7. 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.
8. 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.

9. The sign face is to be designed in a clear, easily read manner that will not distract driver attention.
10. The design of signs shall be consistent with existing third party signs approved by council with regard to size, height and advertising area.

**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 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.

| <b>TABLE 1<br/>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   | <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.</li> <li>• The size, form and design are at Council's discretion.</li> </ul>  |

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|                           | Section 377 of the <i>Local Government Act 1995</i> , as amended.  | <ul style="list-style-type: none"> <li>• A hoarding shall not: <ul style="list-style-type: none"> <li>• be erected on land that is zoned for residential purposes by a Local Planning Scheme;</li> <li>• 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> <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.</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.</li> </ul> |
| <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 | Council may provide information panels and permit the inclusion of advertisements in such panels upon any conditions it thinks fit.  |

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|                       | public and travellers and general commercial advertising.  |  |
| <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 panel for each unit/tenancy on the lot and where this occurs the maximum height may be increased to 7.0m.</li> <li>• May be illuminated.</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.</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> </ul>  |

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|  |  | <ul style="list-style-type: none"> <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>                           | <p>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.</p>        | <p>Maximum height:</p> <ul style="list-style-type: none"> <li>• Flags: 900mm</li> <li>• Inflatable devices: 7.0 metres</li> </ul> <p>Maximum diameter:</p> <ul style="list-style-type: none"> <li>• Flags: N/A</li> <li>• Inflatable devices: 4.0m</li> </ul> <p>Maximum Length:</p> <ul style="list-style-type: none"> <li>• Flags: 1.6m</li> <li>• Inflatable devices: If applicable, at Council's discretion.</li> </ul> <ul style="list-style-type: none"> <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> |
| <b>TEMPORARY SPORTING &amp; COMMUNITY SIGN</b> | <p>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 &amp; crafts fairs and market days or other events of public interest).</p> | <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</li> </ul>   |
| <b>TOWER SIGNS</b>                             | <p>Means a sign affixed to, or placed on a chimney stack or an open structural mast or tower.</p>  | <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> </ul>   |

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|                      |   | <ul style="list-style-type: none"> <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.</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 the wall to which it is attached nor more than 1 metre back from the face of that wall.</li> <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> </ul>   |

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|                              |  | <ul style="list-style-type: none"> <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> </ul>                          |
| <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.  | <p>For non-exempt signs:</p> <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>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. | <p>A rural producer's sign shall:</p> <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.  | <p>A person shall not erect or maintain a sale sign:</p> <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> |
| <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".   |

**TABLE 2  
EXEMPT SIGNAGE**

| <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. 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> |

**Policy Administration**

Responsible Directorate/Division: Strategic Development

Contact Officer Position: Senior Town Planner

Relevant Legislation: *Planning and Development (Local Planning Schemes) Regulations 2015*

Other Relevant Documents:

Date Adopted: 28 May 2019

Reviews/Amendments: