

Local Planning Policy

Signs

Prepared by Planning and Sustainability Services
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Background

Signs are important to local business, they add vitality to urban centres and promote an easy way of finding a business location. The effectiveness of signs is however compromised where they are not effectively designed or located and where they are allowed to proliferate. If not carefully managed, signs can also significantly detract from the Shire's character and amenity and also result in a compromised safety for both motorists and pedestrians.

This policy therefore seeks to adopt a managed approach to signage, encouraging signage which is of high quality, effectively designed and located, complementary to the development it is to which it is associated with and suitable to its context.

Objectives

The objectives of this policy are to:

- a) Encourage signs which are adequate and effective for business identification needs.
- b) Minimise visual clutter and rationalise the overall number of signs.
- c) Promote a high standard of design and presentation of signs that complement, are well integrated with and do not dominate built form.
- d) Ensure that the character and amenity of the Shire is not eroded by excessive or poorly designed or located signs.
- e) Ensure signs are designed to be sympathetic and harmonious with the site and surrounding environment.
- f) Ensure that signs are not located or designed in a manner that would be hazardous to pedestrians and motorists.

Application/Definitions

This policy applies to all proposals for signage within the Shire, except for third party signs adjacent to the Kwinana Freeway/Forrest Highway.

For the purposes of this policy, the following definition shall apply:

Sign has the same meaning as the term Advertisement under the Model Scheme Text, that is, 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.

Planning Approval Requirements

Signs which meet the general and specific requirements set out in the Exempt Signs section of this policy will generally be exempt from the need to obtain Planning Approval. Planning Approval is otherwise required for all signs within the Shire.

In addition to Planning Approval, signs may also require the separate approval of Main Roads Western Australia pursuant to the Main Roads (Control of Advertisements) Regulations where signs are proposed within or within close proximity to Main Roads WA controlled roads (including Pinjarra Road, Pinjarra-Williams Road, South Western Highway, Forrest Highway, Kwinana Freeway) and Building Approval under the Building Act.

Exempt Signs

A sign is exempt from the need to obtain Planning Approval where it meets the following general requirements and also the specific requirements relating to the particular sign type.

General requirements

Where the sign:

- is not animated, illuminated reflective or florescent and does not flash, pulsate or move;
- is not located within a heritage area or at a place of heritage significance;
- relates to an approved or otherwise authorised land use on the same property and in close proximity to that land use;
- would not exceed more than five signs for each business or tenancy;
- does not contain any glass;
- does not contain an offensive message;
- contains sign writing of a professional standard and quality; and
- meets all other requirements of the Shire's planning framework including any other relevant requirement set out in a Local Planning Scheme, Outline Development Plan, Local Planning Policy or Detailed Area Plan.

Specific requirements:

Verandah Sign

A verandah sign is a sign that is fixed to the outer or return fascia of a verandah or awning and includes signs on blinds, sunshades or similar structures.

Verandah signs are exempt where they do not:

- Exceed one sign per business per street frontage;
- Exceed 600mm in height; and
- Project beyond the edges of the verandah or awning.

Under Verandah Sign

An under verandah sign is a sign placed perpendicular to the facade of a building and located under the verandah.

Under verandah signs are exempt where they:

- Do not exceed one sign per business per street frontage;
- Do not exceed 2.4m in length;
- Do not exceed 500mm in height;
- Have a clearance of at least 2.4 metres from the footpath level;
- Have a clearance of five metres from another under verandah sign;
- Do not project beyond the edge of the verandah; and
- Are constructed and maintained in accordance with the recommendations of a practicing structural engineer.

Projecting Sign

A projecting sign is a sign which is fixed perpendicular to the façade of a building. Projecting signs are exempt where they do not:

- Exceed one sign per business per street frontage;
- Extend within 2.4 metres of the footpath level;
- Exceed 0.4m² in area;
- Project more than 0.5m from the face of the building;
- Extend within two metres of the end of the wall to which they are attached.
- Project above the top of the wall to which they are attached.

Window Sign

A window sign is a sign which is fixed to or painted on either the interior or exterior of the glazed area of a window, or located up to 0.6 metres behind a window. Window signs are exempt where they do not:

- Cover more than 30% of the glazed area of any one window; and
- Exceed a maximum area of 10m² in aggregate per business.

Internal Sign

An internal sign is a sign located within a building, showground, horse racing or trotting track, or other sports or recreation facility which is not clearly visible from a public place outside the building or facility.

Property Disposal Sign

A property disposal sign is a sign indicating that a premises, property or group of properties are for sale, letting or to be auctioned. Property disposal signs are exempt where they:

- Do not exceed one sign per street frontage;
- Do not exceed a maximum area of 2m² where the subject site is less than 1000m² in area, 4m² where the site is greater than 1000m² in area or a maximum height of 3m above ground level; and
- Are located entirely within the private property or, where this is not possible, immediately adjacent to the front boundary parallel to the thoroughfare.
- Are removed upon completion of the sale or lease of the building or site to which it relates.

Construction Site Sign

A construction site sign is a sign erected at a building site which informs the public about the development and the various companies involved in the development. Construction site signs are exempt where they:

- Do not exceed one sign per street frontage;
- Do not exceed a maximum area of 2m² where the subject site is less than 1000m² in area or 4m² where the site is greater than 1000m² in area;
- Are located entirely within the private property; and
- Are only in place only while construction is in progress.

Display Home Sign

A display home sign is a sign which draws attention to a dwelling which is available for inspection by the public to encourage the sale and construction of similar dwellings. Display home signs are exempt where they:

- Do not exceed one sign per street frontage; and
- Do not exceed 2m² in area; and
- Are located entirely within the private property.

Home Business Sign

A home business sign is a sign associated with a home occupation, home business, bed and breakfast, cottage industry or home based trade at a residential property. Home business signs are exempt where they:

- Do not exceed one sign per street frontage;
- Do not exceed 0.2m² in area or where associated with a home based trade 1m²;
- Are mounted flush against the ground floor facade of the subject dwelling or perimeter fence; and
- Are located entirely within the private property.

Election Sign

An election sign is a sign which encourages persons to vote for a candidate, political party or matter, relating to any federal, state or local government election.

Election signs are exempt where they:

- Are erected on private property with the approval of the landowner of that property;
- Do not exceed one such sign per street frontage;
- Do not exceed 0.75m² in area;

- Are erected no more than 28 days prior to the date of the election to which it relates; and
- Are removed within 7 days of the date of the election.

Signs Requiring Planning Approval

Where signs require approval applicants will need to clearly demonstrate that their proposal meets all of the objectives, general, and where relevant, specific requirements of this policy. Applications must also meet any other requirement of the Shire's planning framework that may be applicable for a particular site under a Town Planning Scheme or any applicable Outline Development Plan, Structure Plan, Local Planning Policy or Detailed Area Plan.

General Requirements

Context

The location, scale and design of signs must be appropriate to their context and to the predominant character of the area in which they are placed. In particular:

- Signs should not dominate but rather complement and integrate with the scale and design of the building or site in which they are to be located and be compatible with existing surrounding development and desired future character and amenity;
- Signs should not block important views of natural or built features and streetscapes or be detrimental to the amenity of nearby properties; and
- Signs or the associated means of fixing or electrical connections should not detrimentally impact on important elements of the building fabric, extend beyond the building structure, should not obscure architectural detailing or detract from the design of building facades.

Consolidation

Visual clutter results when too many signs are located within close proximity. This also reduces the effectiveness of the signs as the signs compete for the viewer's attention. The Shire therefore encourages the rationalisation of signs on a site where:

- Signs have been installed in an ad-hoc manner over an extended period of time; or
- Where several businesses are located in close proximity to one another and form part of a shopping centre or similar complex.

Design

Signs must be of high quality and well designed which will not only improve the character and amenity of an area but also the effectiveness of the signs, in particular:

- Signs should display a simple and clear message suitable to its context;
- Signs should be professionally designed, constructed and installed;
- The means of fixing the sign and any electrical fixtures should be neat and obscured from view as far as possible;
- Signs should be maintained, repainted, repaired or otherwise restored where they have deteriorated; and
- Signs should not contain an offensive material or message.

Safety

Signs must not in any way endanger the safety of the public, in particular signs are:

- Not to present a hazard or obstruction to pedestrians,
- Not to obscure motorists and cyclists views of road or rail traffic, pedestrians or features of the road or rail including traffic information signage, traffic signals, rail crossings, intersections, bends or changes in road width;
- To be well secured to the building or ground;
- Not to be highly illuminated so as to cause discomfort to, distract or inhibit the vision of an approaching driver, cyclist or pedestrian;
- Not to resemble or distract attention from any traffic signs or signals; and
- Be able to be clearly read by motorists if the context requires.

Signage Strategies

A Signage Strategy is an overall plan for the whole of the development site or area, showing the location, type, size and design of all existing and proposed signs, as well as the outline of any buildings, landscaping, car parking areas, vehicular access points etc.

For developments of any significance such as shopping centres, commercial or industrial complexes, service stations, take away food outlets and land development estates which often include multiple signs, a signage strategy for the whole development will be required as part of the application for planning approval. This will enable assessment of the integration of signage with the development design and layout and a holistic assessment of signage proposals against the objectives and provisions of this policy.

A Signage Strategy will be required to be submitted on application for planning approval for:

- All new buildings where multiple tenancies are proposed;
- Land development estates which propose more than ten new lots; and
- Other developments where the total number of signs (existing and proposed) on the site is likely to exceed a total of five.

The strategy should explain and demonstrate the need for the extent and design of signs proposed, having regard to the objectives and provisions of this policy and should seek to integrate the signage with the development design, particularly through the provision of signage panels within the building facades. Recognising that specific uses may not be known at the planning approval stage, it is not necessary to include specific signage content in the signage strategy.

Once approved, all subsequent sign applications will be assessed against previously approved signage strategies. Modifications to the signage strategy to permit additional signage will be subject to a further approval.

Signage Panels

New commercial and industrial buildings should be designed to incorporate defined areas for signage on the building façade, as part of an integrated building design, to enable signs to integrate with the building architectural design.

Places of Heritage Significance

For either individual places of heritage significance or within a heritage area, as identified in the Shire's Local Government Inventory, particular care is to be made to rationalise the number and extent of signs. Signs are to be integrated with the building design and not dominate the building architecture. Signs which extend the height of a building, dominate the building or screen parts of the building are not considered appropriate. Signs should be located on the gable end, parapet, verandah or awning edge or end, or above and below windows, and generally should not be fixed to windows.

The style and colour/s of signs should be consistent with the style and period of the building. Internally illuminated signs will not generally be permitted, except where the sign refers to the business name only. Where possible, any illumination should be external, and be suitably baffled so as not to adversely affect traffic and adjoining properties.

Specific Requirements

Signs must also meet the specific requirements for particular types of signs as set out below:

Wall Signs

A wall sign is a sign that is painted or affixed to the front, side or rear elevation of a building or structure but does not project more than 300mm from the wall.

Wall signs should not:

- Exceed one sign per business per street frontage;
- Extend laterally beyond either end of the wall or protrude above the top of the wall; and
- Exceed 2m² in aggregate area on any one wall or 25% of the wall area.

Pylon Sign

A pylon sign is a sign supported by one or more piers and not attached to a building.

Pylon signs shall:

- Not have any part less than 2.75m, or more than 6m, above natural ground level immediately below the sign;
- Have a maximum width of 2m measured horizontally across the face of the structure;
- Have a sign face area no greater than 4m²;
- Be limited to one sign on each property, per street frontage;
- Be at least 40m away from another pylon sign on either the same or adjacent site;
- Be as far as practicable centrally located along the frontage of the lot and no closer than 3m to a side boundary; and
- Where multiple tenancies exist on the same site the pylon sign should, as far as practicable, be designed to service the multiple tenancies.

Monolith Sign

A monolith sign is a sign similar to a pylon sign, but being the same width on its vertical face from ground level to its highest point.

Monolith signs shall:

- Have a maximum height of 6.0m above ground level;
- Have a maximum width of 2m measured horizontally across the face of the structure;
- Be limited to one sign on each property, per street frontage;
- Be at least 40m away from another monolith sign on either the same or adjacent property;
- Be as far as practicable centrally located along the frontage of the lot and no closer than 3m to a side boundary; and
- Where multiple tenancies exist on the same site the monolith sign should, as far as practicable, be designed to service multiple tenancies.

Land Development Estate Sign

A land development estate sign is a sign promoting a subdivision approved by the Western Australian Planning Commission, by 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.

Land Development signs shall:

- Only be considered in the context of a Signage Strategy except where less than 10 new lots are proposed;
- Except as otherwise provided below, be located within the boundaries of the land development estate;
- Where visible from the perimeter of the land development estate not exceed two signs, or in the case of an estate having more than 1000 lots four signs. Signs to be spaced at intervals of at least 200m or in the case of signs fronting the Kwinana Freeway/Forrest Highway, at least 500m;
- Where it is considered necessary to assist in directing the public towards a land development that is removed from the main distributor road network one sign may be located outside of the land development estate provided:
 - It is located entirely on private property, with the land owners consent;
 - Is within 2km of the land development estate and is in close proximity to the nearest main distributor road intersection;
 - The location does not conflict or compete with other land development or other approved signage or result in visual clutter;
 - Content of the sign is predominantly focused on direction to the land development estate;
 - Approval is first obtained from Main Roads Western Australia, where necessary.
- Have a maximum sign face of 35m²;
- The signs may comprise two faces in a 'V' formation of less than 90 degrees; and
- Be removed once the subdivision construction works have been completed and 95% of the lots within the estate have been sold.

Banner Sign

A banner sign is a temporary sign made of lightweight, non-rigid material, such as cloth, canvas or similar fabric and attached on at least two points.

Banner signs will only be considered where they:

- Relate to a promotional event and are not in place for a period exceeding 14 days in any six month period.
- Do not exceed one sign per business per street frontage;
- Do not exceed dimensions of 1.0m by 3.0m; and
- Are not located or do not extend beyond the private property boundary;

Portable Sign

A portable sign is a sign that is readily portable and not permanently fixed to the ground, a building, fence or other structure, and includes but is not limited to a sandwich board sign consisting of two sign boards attached to an A-frame structure or to each other at the top or elsewhere by hinges or other means.

Portable signs will only be considered where:

- They are located in a 'main street' town centre where the associated business is located within a building that directly abuts a public footpath;
- The sign is located on the public footpath immediately in front of the business premises which it relates;
- They do not exceed one sign per business per street frontage;
- They are located on an alignment 200mm from the kerb line, outside of corner truncations, formal or informal pedestrian crossing points and in a position that does not interfere with access to parked vehicles;
- They are not placed on or adjacent to median strips, traffic islands, roundabouts or similar infrastructure;
- The sign positioning retains an unobstructed footpath width of at least 2 metres;
- They have a maximum vertical dimension of 800mm and maximum horizontal dimension of 600mm;
- They are only displayed during business hours of the associated business;
- They are designed or otherwise placed so that they are not easily moved by the wind; and
- They do not contain any moving parts.

Signs not permitted

The following sign types will generally not be approved as they are considered to be inconsistent with the objectives of this policy.

Third Party Signs

Third party signs are signs that are used to display information about a good, service or use that does not relate to the site upon which it is located.

Third party signs tend to proliferate over time causing significant character, safety and amenity impacts, particularly along main transport routes if not strictly controlled. They are therefore not permitted except in the following limited circumstances and subject to the provisions of this policy:

- A consolidated signage structure at the entry to a town provided by or on behalf of the Shire. This will be a purpose-built facility advertising services, community and tourist information;
- Land Development Estate signs;
- Elections signs; and
- Signage on the Kwinana Freeway/Forrest Highway that is consistent with the Local Planning Policy specifically related to signage abutting these roads.

Roof Sign

A roof sign is a sign that is painted on or mounted flush to the roof of a building.

Above Roof Sign

An above-roof sign is a sign that protrudes above the normal roofline of a building.

Above Verandah Sign

An above verandah sign is a sign that is attached to or otherwise located on the top of a verandah of a building except where fixed flush to the building facade.

Panel Sign

A panel sign is an advertising sign that is attached to a panel and mounted onto an existing vertical structure such as a side fence.

Administration

Directorate		Officer Title	
Planning and Sustainability		Director Planning and Sustainability	
Version	Decision to Advertise	Decision to Adopt/Amend	Current Status
1	OCM12/184 – 30/8/2012	OCM12/233 – 29/11/2012	Adopted

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