Signage

Local Planning Policy 13

1.0 Citation

This is a Local Planning Policy prepared under Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015.* This policy may be cited as Local Planning Policy (LPP) 13 Signage.

2.0 Introduction

This Local Planning Policy seeks to provide a planning framework for the appropriate development of signage on private and public land, to ensure essential standards of public safety are maintained, and to limit the excessive and unnecessary proliferation of signage.

It has also been developed to complement the Local Government's Local Law which provides an annual permit process for signage on public land.

3.0 Objectives

In accordance with the aims of the Scheme and the objectives of the zone, development of signage in the Local Planning Policy Area should achieve the following:

(a) Provide for a reasonable level of marketing to support commercial activity without compromising amenity.
(b) Complement the Local Law and permit process for signage.
(c) Ensure that the siting, design and general appearance of advertising and signage does not detract from the landscape values, amenity and character of the locality.
(d) To ensure signs make a positive contribution to the streetscape and to streetscape interaction.
(e) To achieve rationalisation of signage across a façade and within a particular location.
(d) Ensure signs are constructed and maintained to essential standards of public safety.
(e) To ensure that the scale of the sign is appropriate to the size of the building or facade upon which it would be displayed.
(f) To protect the heritage values of any place included on a heritage list.

4.0 Application of this Policy

Temporary election signs are exempt from development approval as per the Deemed Provisions.

Further exemptions are specified at Schedule 6 of LPS2, subject to compliance with this policy.

This Local Planning Policy does not deal with:

(a) Warning signs and risk management signage installed by the Local Government on Local Government controlled land in accordance with the *Public Works Act 1902*; and
(b) Street parking signs, information signs, road signs, regulatory traffic signs and directional signs installed by the Local Government in local road reserves in accordance with the *Public Works Act 1902*.

(c) Signage should comply, with the acceptable development criteria in this Local Planning Policy.
(d) Signage not described by this policy is permitted only after assessment against the relevant performance criteria.
(e) Signage in the Urban Development Zone is to be in accordance with the land use zone identified on the relevant Structure Plan.

Restrictions

In accordance with this Local Planning Policy the following restrictions apply:

(a) Signage must not contain text or images that may be considered offensive or discriminatory; regard may be had to the *Australian Association of National Advertisers Code of Ethics*; and
(b) Third party signs and advertising devices are not permitted other than in designated strategic signage sites and with the planning approval of the Local Government.

Interpretation

Specific types of signs are defined in this Local Planning Policy in the Policy Measures. Words and expressions relevant to this Local Planning Policy are given below.

'**Animated Sign**' means a sign with a changing display, such as flashing or chasing bulbs, and any other non-static illuminated display.

'**Device**' means any object, sign, or thing, including an airborne object anchored to land; and a vehicle where its' primary purpose is advertising.

'**Directional Signage**' means signage installed by the Local Government on public land. Directional signage advertises the direction to be taken to a service, tourist attraction, or town site / locality and may include an information bay when displaying a large number of signs and associated maps.

'**Facade**' means the exterior surface of a wall enclosing a building and excludes the roof.

'**Local Law'** means the Shire of Augusta-Margaret River Activities in Thoroughfares and Public Places and Trading Local Law 2010.

'**Main Roads'** means Bussell Highway, Caves Road, Brockman Highway and Sues Road which are under the care and control of Mains Roads WA pursuant to the *Main Roads Act 1930* and the *Main Roads (Control of Advertisements) Regulations 1996*.

'**Permit'** means an approval granted by the Local Government for a sign under the *Activities in Thoroughfares and Public Places and Trading Local Law 2010.*

'**Sign'** means any notice, flag, mark, structure or device, on which words, numbers, expressions or symbols are shown and includes an advertisement.

'**Sign Face Area'** means the total area of the surface of a two dimensional portion of a sign on which words, numbers, pictures and motifs are displayed on any side of a sign, including any border.

'**Temporary Sign'** means a sign that is displayed for no longer than 48 hours, or such longer time as the Local Government agrees, up to a maximum of four (4) weeks in any 12 month period.

'**Third Party Sign'** means a non-site specific sign or advertisement displaying the name, logo, or symbol of an organisation that does not own or substantially occupy the premises, that advertises a good or service not available at the premises, or advertises an activity or event not occurring at the premises on which the sign is displayed. Third party signs advertise activities or products which are not subordinate to the activities carried on at the premises to which the sign is attached.

Information Required with Planning Applications

Applications for development approval should be submitted with:

(a) The name of the sign type, for example, 'Wall Sign', 'Roof Sign' etc or a full description of the sign.
(b) Dimensions of the sign including its height, width, depth and area.
(c) Details of the materials and construction method.
(d) Details of the location of the sign including the lot number, street number and street name and a description of the position of the sign on the property including a site plan to scale.
(e) Details of the inscription on the sign and the message to be displayed.
(f) Details of the business or land use conducted on the premises to which the sign relates including the business name, business owner/proprietor, business address and contact details.
(g) Approximate cost of the proposed sign.
(h) Details of any proposed illumination, the type of illumination device and the duration of the illuminated display each day.
(i) Any necessary justification for the proposal.
(j) Application forms are to be accompanied with a:
    (i) Site plan to scale and measurable;
    (ii) Elevations of the sign to scale and measurable; and
    (iii) Digital drawings of the proposal.

Measuring Signs

The area of a sign is the whole area of a rectangle within which an integrated sign is completely contained as illustrated in Figure 1. The area of an integrated sign includes logos, symbols and marks.

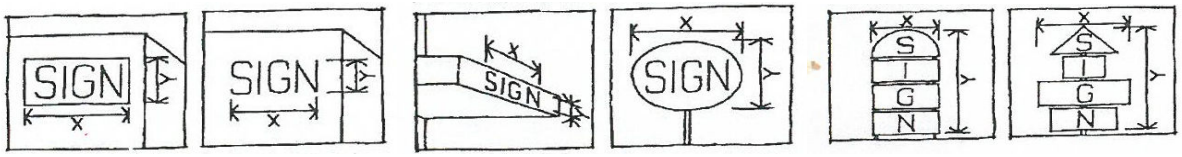


Figure 1: Measuring Signs

- Double faced signs do not apply to "V" shaped signs or to "A" framed signs unless specified in the Policy Measures.

Signs in Proximity to State Controlled Roads

Main Roads WA exercises control over signs in main roads reserves and signage visible from main roads to ensure the safety of main road users is not compromised and proposed signage does not create a traffic hazard on a main road.

Where the sign is proposed in a main road reserve or the Local Government is of the opinion that the sign could create a hazard on a main road, any planning application for signage will be referred to Main Roads WA for approval before determination.

The written approval of Main Roads WA must be granted for any application for illuminated signage in, or in proximity to, a main road.

Liability
The Local Government takes no responsibility for damage to, theft of or claims arising from any sign. It is the applicant's responsibility to ensure that signs on public land are appropriately insured.

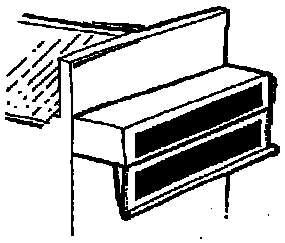
Clearances
- The absolute minimum vertical clearance to an obstruction including any sign as specified in AS 1742.2 – 2009, the *Austroads Guide to Road Design* and the Local Law, is 2.5m.
- Signs are to be installed to provide a minimum 1.0m separation distance from a kerb or road shoulder.

Illumination
The illumination of signage in accordance with this Local Planning Policy must be static and must not be animated, must not flash or pulsate.

5.0 Policy Provisions
Signage on any one building is limited to a maximum of three signage classifications specified in the following table:

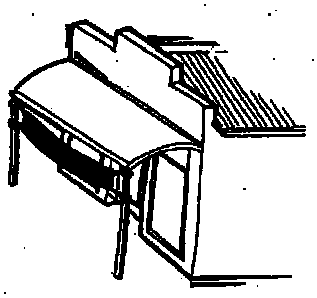
A1 Awning Sign - A sign displayed on the outer fascia of a veranda or awning and includes signs on blinds, sunshades and other devices attached to the awning.

Acceptable Development Criteria
- There is one sign per occupant.
- The site has a minimum 10m of street frontage.
- The sign is contained within the width of the veranda or awning.
- The sign is not more than 10m² in size.
- Is a single faced sign.
- Is not illuminated.



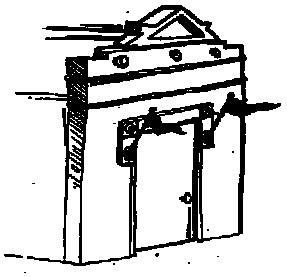
B1 Banner Sign - A temporary sign on non rigid material hung on a building under a veranda or eaves.

Acceptable Development Criteria
- Is not illuminated.
- May be a double faced sign.
- Has a maximum single face sign area of 4.0m².
- Is displayed for no longer than 4 weeks during any 12 month period.
- Has a minimum clearance of 2.75m from the ground to the any rigid part of the sign.
- Has a minimum clearance of 2.5m from the ground to any flexible part of the sign.



C1 Flag Sign - A sign printed on a flag and flown from a pole.
Acceptable Development Criteria

- Is attached to a building and is no higher than the building on which it is mounted.
- May be a double faced sign.
- Has a maximum single sign face area of 1.0m².
- Is not illuminated.
- Has a minimum clearance of 2.5m from the ground to any flexible part of the sign.
- Unlikely to be supported in the Residential Zone.



C3 Flag Sign - A plain or coloured flag without any advertising text, logos or images flown from a pole.
Acceptable Development Criteria

- Has a maximum single face sign area of 2.0m².
- Has a minimum boundary setback of 2.0m.
- Has a maximum height of 4.0m from the ground to the top of the sign/pole.
- Is not illuminated.
- Unlikely to be supported in the Residential Zone.

C6 Flag Sign Bunting(Temporary) - Small flags or strips of coloured material strung along a rope attached to a structure, sign or tree.
Acceptable Development Criteria

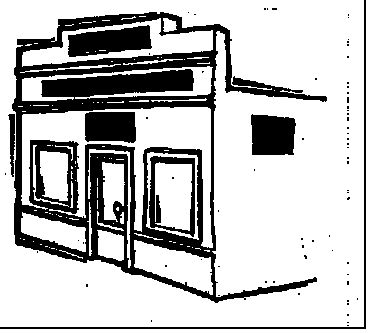
- Is not illuminated.
- May be a double faced sign.

D1 Wall Sign - A sign attached to or painted on the wall of a residential building that identifies the name of the building or business operating from the building.
Acceptable Development Criteria

- Is a single faced sign.
- Has a maximum area of 0.2m^2.
- Is not illuminated.

D2 Wall Sign - A sign attached to or painted on the wall of a building other than a residential building that identifies the name of the building or business operating from the building.
Acceptable Development Criteria

- Is not illuminated.
- Is a single faced sign.
- The total area of the sign is 5.0m² per wall.

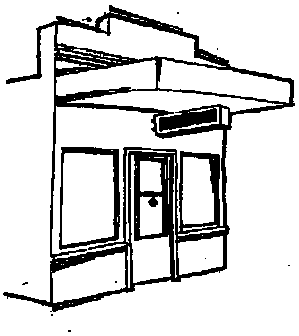


E1 Window Sign - A sign on or inside a window that is visible from the outside of the property.
Acceptable Development Criteria

- Provides a minimum of 25% of that frontage between 0.6 metres and 2.1 metres in height as glazing or unobscured openings.
- Unlikely to be supported in the Priority Agriculture, Residential and Rural Residential Zones.

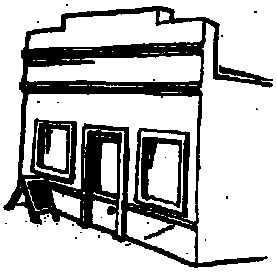
F1 Under Veranda Sign - A sign fixed under a veranda or awning facing pedestrians walking under the veranda or awning.
Acceptable Development Criteria

- Is not animated.
- May be a double faced sign.
- Has a maximum area of 1.2m².
- Has a minimum clearance of 2.75m from the ground.



G1 Portable Sign - A portable sign placed on the ground outside a shop or business.
Acceptable Development Criteria

- Is not illuminated.
- May be a double faced sign.
- Is no greater than 0.8m high and 0.6m wide.
- Should only be displayed in suitable weather conditions.
- Is located within private property.

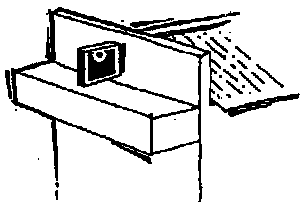


H3 Projected Image Sign - An illuminated message projected onto a display surface as a static or moving image.
Acceptable Development Criteria

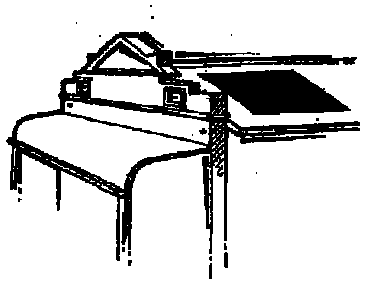
- The sign will be assessed on the basis of the image created (for example images projected onto a wall will be assessed as a Wall Sign and imaged projected on a freestanding structure will be assessed as a Freestanding Sign).
- Unlikely to be supported in the Priority Agriculture, Residential and Rural Residential Zones.

I1 Projecting Sign - A sign fixed to a building above an awning or veranda.
Acceptable Development Criteria

- Is not illuminated.
- May be a double faced sign.
- Unlikely to be supported in the Priority Agriculture, Residential and Rural Residential Zones.

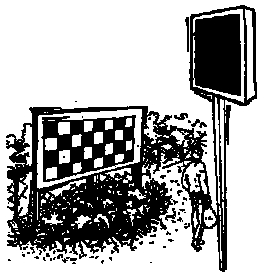


J1 Roof Sign - Any painted sign or sign that is fixed to the roof of a building that does not protrude ~~from~~ above the roof.
Acceptable Development Criteria



- Is not illuminated.
- Is a single faced sign.
- Unlikely to be supported in the Priority Agriculture, Residential and Rural Residential Zones.

M1 Freestanding Sign - A Freestanding Sign either on the ground or supported above ground level by one or more piers, not attached directly to any building or other structure.
Acceptable Development Criteria



- A maximum of one Freestanding Sign per lot may be permitted.
- Is not illuminated.
- May be a double faced sign.
- A maximum single sign face area of 2.5m².
- A total height of 5.0m from natural ground level.
- A minimum height above ground level of 2.6m.
- Must not protrude above the dominant skyline (including buildings, structures and tree canopies). within the immediate visual catchment (generally around 1km).
- A freestanding sign may only advertise a business or activity that is carried out on that lot.
- Unlikely to be supported in the Residential and Rural Residential Zones.

M2 Freestanding Sign Large - A Large Freestanding Sign either on the ground or supported above ground level by one or more piers, not attached directly to any building or other structure.
Acceptable Development Criteria

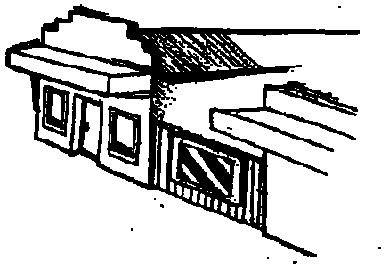
- A maximum of one Large Freestanding Sign may be permitted per lot.
- May be a double faced sign.
- A maximum area of 5.0m².
- A total height of 5.0m from natural ground level.
- Is not illuminated.
- A minimum height above ground level of 2.6m.
- Must not protrude above the dominant skyline (including buildings, structures and tree canopies) within the immediate visual catchment (generally around 1km).
- A freestanding sign may only advertise a business or activity that is carried out on that lot.
- Unlikely to be supported in the Priority Agriculture, Residential and Rural Residential Zones.

N1 Map Sign - A sign, not visible from the road or street, displaying a message, directions or a map or a combination of some or all of those features directing patrons of one site when leaving to another property or business.
Acceptable Development Criteria

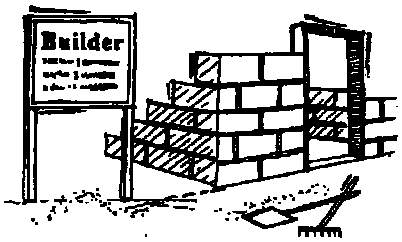
- A single faced sign.
- Is not illuminated.
- Unlikely to be supported in the, Residential and District / Neighbourhood and Local Centre Zones.

O1 Panel Sign - A sign attached to a vertical structure other than a building.
Acceptable Development Criteria

- Is not illuminated.
- A single faced sign.
- The sign is to be contained within the height and width of the structure on which it is displayed.
- The total area of signage is not greater than 5.0m² per wall.
- Unlikely to be supported in the Residential and Rural Residential Zones.



P1 Construction Site Sign - A sign erected at a building site that contains information about the development and companies involved in the development.
Acceptable Development Criteria



- A single faced sign.
- Is not illuminated.
- Must not exceed 1.1m² for sites up to 5000m².
- Must not exceed 2.9m² for sites exceeding 5000m².
- Must only be displayed while construction is in progress but not for a period greater than 2 years.

Q1 Real Estate Sign Large - A sign placed on or in front of a property advertising the sale or lease of a building, property or business.
Acceptable Development Criteria

- Is not illuminated.
- May be a double faced sign.
- Has a maximum single sign face area of 2.9m².
- Does not protrude above the surrounding elements of the landscape.



Q2 Real Estate Sign Standard - A sign placed on or in front of a property advertising the sale or lease of a building, property or business.
Acceptable Development Criteria

- Is not illuminated.
- May be a double faced sign.
- Is located on private property.
- Is no greater than 0.6m above the ground to its underside.
- Has a maximum single sign face area of 1.1m².

Z1 Portable Sign (Sandwich Board, A Frame) - A portable sign located on public land on the ground outside a shop or business.
Acceptable Development Criteria

- Is not illuminated.
- May be a double faced sign.
- Must be no greater than 1.0m high and 1.0m wide.
- Placed on the road reserve so that it does not impede a public path or visibility from or to traffic on a public road or crossover.
- Placed on the road verge on the same side of the road as the shop or business to which it relates and directly in front of the shop or business to which it relates.
- Must not be placed in a road median or within 1.0m of a carriageway or parking area.
- The sign shall be constructed and maintained to a high standard including quality materials, a high standard of sign writing and colours and designs sympathetic to the location or recognised themes.

Performance Criteria

Visual Impact Assessment

- Signage that is of a scale, proportion and form subservient to the building and appropriate to the streetscape.
- Signage that allows views into and out of the windows of a building and maintains passive surveillance of the street;
- Signage is designed as an integrated component of the development, and does not protrude beyond, obscure or detract from the architectural features of the building;
- Signage is rationalized with the overall development and coordinated across tenancies;
- Signage is consistent with the established character of the locality within which it is proposed.

Clearances

- Signage that provides sufficient clearance to ensure the safety of and accessibility for all potential users.
- Signage that provides an unobstructed line of sight for pedestrians and vehicular traffic.

Illumination

- Illumination using energy efficient equipment and light sources.
- Illuminated advertising setback more than 100m to a Residential Zone, Residential Use or Tourism Use

Document and version control table			
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Contact officer	Planning Department		
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1.0	25 September 2013	OM1309/23	Initial Adoption
2.0	29 July 2026	OM2026/89	Adopted