

9.5 Advertising Devices (Signage) Policy

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 9.5 Advertising Devices (Signage) Policy.

2.0 Introduction

This Policy provides a framework for the design, placement and assessment of outdoor advertising signs within the Shire of Dandaragan. This Policy intends to ensure that the display of outdoor advertising within the Shire of Dandaragan do not adversely impact on the amenity of surrounding land while providing appropriate exposure for businesses, activities or services.

This Policy should be read in conjunction with the Shire of Dandaragan Local Government Property Local Law and the Shire of Dandaragan Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law, both made pursuant to the Local Government Act 1995.

3.0 Objectives

- To promote a high standard of design and presentation in outdoor advertising.
- To ensure that the visual quality and character of particular localities and transport corridors are not eroded.
- To ensure outdoor advertising signs are not misleading or dangerous to vehicular or pedestrian traffic.
- To enable businesses and community groups to effectively advertise activities, goods and services while encouraging the rationalisation of outdoor advertising.
- To avoid a proliferation of outdoor advertising to reduce and minimise visual clutter.
- To prohibit outdoor advertising which is considered to be superfluous or unnecessary by virtue of their number, colours, height, prominence, visual impact, size, content and relevance to the premises on which they are located.

4.0 Applications Subject to this Policy

This Policy applies to the erection, placement and display of any outdoor advertisement other than those listed as exempt below.

4.1 Exemptions

The following types of advertisement signs are exempt from the need to obtain development approval:

- any sign which is classified as exempt under Schedule 5 of *Shire of Dandaragan Local Planning Scheme No.7*;
- any sign which is classified as exempt under clause 61(1) of the *Deemed Provisions for Local Planning Schemes*;
- any sign which is the subject of an existing approval made prior to the date of effect of this Policy;
- newspaper or magazine posters, provided they are displayed

against the outside wall of the business premises from which the newspapers or magazines are sold;

- freestanding event signage placed or erected only to direct attention to a place, activity or event for up to 24 hours prior and post that activity or event;
- garage sale signs, each not greater than 0.25m², advertising the sale of second-hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed for up to 24 hours prior and post the day of the sale and on no more than 2 occasions for the same lot in each 6-month period;
- a sign permanently affixed or painted on a vehicle to identify a company, business, service or product supplied or sold by that company, provided the vehicle is not parked in a fixed location.
- a sign placed on or in front of a property advertising the sale or lease of a building, property or business, providing;
 - the aggregate area of such onsite signage does not exceed 3m² in area;
 - the signage is contained within the property boundary, unless in the instance that the sign will be substantially obstructed, in which case the sign can be located on the road reserve providing it does not obstruct public visibility or access; and
 - the signage does not protrude above surrounding elements of the landscape.
- a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the Shire and the company responsible for those signs;
- a sign erected by the Shire, or with the approval of the Shire, on land under the care, control and management of the Shire.

4.2 Interpretations

- A sign that fits within the definition of more than one sign type shall be assessed against the criteria the Shire considers most applicable.
- The area of a sign is to be measured as the greatest horizontal dimension multiplied by the greatest vertical dimension, excluding any support structures.
- If a sign is not mentioned in this Policy or the Scheme, then the sign shall be assessed on its individual merits.
- Should any conflict arise between the provisions of this Policy and the Shire of Dandaragan's *Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law*, then the local law is to prevail.
- Where applicable, a signage permit may also be required under the *Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law*, in addition to development approval under this Policy.

4.3 State Road Reserves

All signs on or in the vicinity of any road under the care and control of Main Roads WA, will also require approval in accordance with the *Main Roads Act 1930*, in addition to the approval(s) from the Shire.

5.0 Application Requirements

5.1 An application for development approval for advertising signs shall be accompanied with the following documents:

- Completed development application form;
- Completed additional information for advertising signs form;
- Site plan showing the location of the sign(s), all buildings, lot boundaries, street names, north point;
- Elevations illustrating the location of the sign(s) in relation to the building / site;
- Illustration showing the contents, dimensions (including height above ground), surface areas and structural details of the sign; and
- Structural engineering certificate for pylon signs.

5.2 Signage Strategy

A signage strategy is an overall plan for a development site or precinct and shall be submitted with an application for development approval when:

- the sign/s relate to a shopping centre and/or commercial precinct;
- the sign/s relate to a subdivision or development estate which proposes more than ten lots;
- the sign/s relate to a display home or village; or
- the number of signs for a development site (existing and proposed) exceeds a total of two.

A signage strategy should incorporate the location, type, size and design of all existing and proposed signs, depicted on illustrations, site and elevation plans. Justification should be provided on the need for the number and design of signs proposed, having regard for the relevant Policy provisions and objectives.

6.0 Policy Statement

6.1 Design Amenity

All signs shall:

- not be injurious to the amenity, streetscape or natural beauty of the precinct;
- be simple, provide for instant recognition and relate to the site on which they are located;
- not contain any discriminatory or offensive material (objectionable, violent, insulting, obscene or defamatory to most people, or a particular group of people);
- have lettering and colouring that is clearly legible for the intended audience (i.e. whether the reader is a pedestrian, cyclist or motor vehicle occupant);
- be maintained in good order and clean condition; and
- be designed to utilise colour schemes and materials that fit in with the overall style of the surrounding development and/or precinct.

6.2 Safety

All signs shall:

- be structurally sound and capable of withstanding any forces to which it would be reasonably subjected to without collapsing,

deforming or moving from the position on which it was erected or displayed (this is the responsibility of the applicant to demonstrate where required); and

- not create a hazard for vehicles, pedestrians or building occupants.

6.3 Siting

Unless expressly permitted within this Policy, signs shall not be displayed:

- on land that is not associated with the goods and services advertised on the sign; and
- within the following particular locations and transport corridors, other than development approved by the Shire:
 - Catalonia Park, Cervantes;
 - Jurien Bay Foreshore (Dobbyn & Fauntleroy Parks); and
 - Bashford Street, Jurien Bay.

6.4 Illumination & Movement

All signs containing any: illumination or radio; animation or movement; retro-reflective or fluorescent materials in its design or structure requires development approval and will be assessed on its individual merits.

6.5 Mobile and Itinerant Vendors

Other than signage affixed to vehicles associated with the service, mobile and itinerant vendors are permitted to display one portable sign directly adjacent their service vehicle during operating hours.

6.6 Remote Advertising

The Shire will generally not support remote advertising or advance warning signs (other than a blue service or brown tourist sign), as this may lead to an undesirable precedent and proliferation of signage to the detriment of the amenity of the Shire.

The Shire will consider granting development approval for remote advertising, where the signage relates to a significant development, events or tourist attractions.

6.7 Requirements for Particular Signs

Portable Sign

A sign that is displayed on a moveable structure that is mounted on the ground on one or more supports. This includes sandwich board, A-frame and corflute signs.

Portable signs should:

- Not exceed one sign per tenancy.
- Only be displayed during normal operating hours of the business to which they relate and be removed thereafter.
- Not exceed dimensions of 1.2m in height or width, with an area of not more than 1m².
- Be located on private property or the immediately adjacent verge area.
- Be secured and stabilised.
- Not be placed so as to obstruct pedestrian walkways, car parking bays, motorists or pedestrians.
- Not be placed on Shire infrastructure and vegetation, including public turfed areas.

Exempted from development approval providing it complies with the requirements.

Development applications for variations to the above requirements are not encouraged as this advertising device creates visual clutter.



Wall Sign

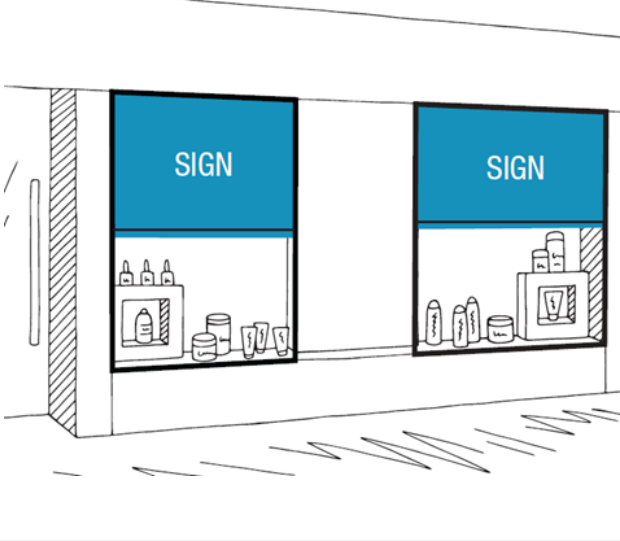
A sign that is painted or affixed on the front, side or rear elevation of a building or structure, but does not project more than 150mm out from the wall which it is attached.

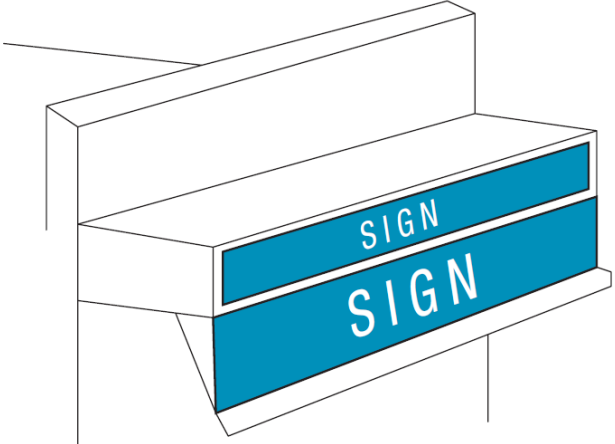
Wall signs should:

- Be limited to maximum of one sign per tenancy, per street frontage.
- Not extend laterally beyond either end of the wall or protrude above the top of the wall.
- Not exceed 25 percent in aggregate area on any one wall to a maximum of 8m².
- Be integrated with the building design.

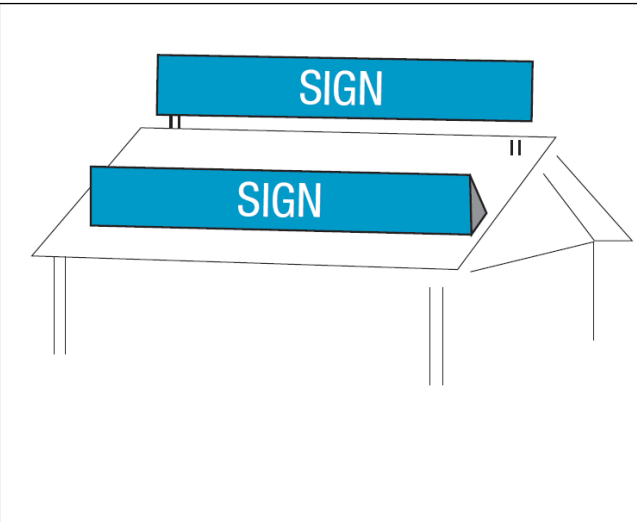
Exempted from development approval providing it complies with the requirements.



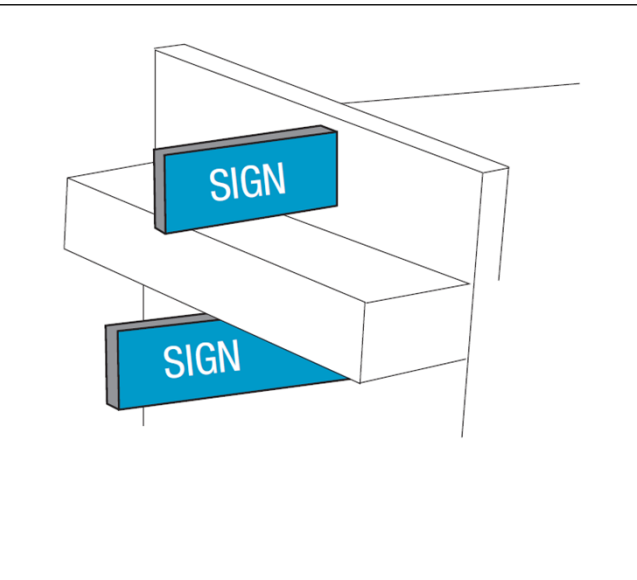
<p>Window Sign</p>	
<p>A sign which is fixed either to the interior or exterior of the glazed area of a window, any part of which is visible from outside the building.</p>	
<p>A window sign should not cover more than 50 percent of the glazed area of any one window or exceed 10m² in aggregate area per tenancy. Where a window sign is proposed, the balance of the window shall be constructed of permeable glazing to maintain an active building frontage and presentation to the street.</p>	
<p>Exempted from development approval providing it complies with the requirements.</p>	

<p>Verandah Sign</p>	
<p>A sign affixed on or under a verandah and includes signs affixed to cantilever awnings and balconies.</p>	
<p>Signs on the underside of a verandah should:</p> <ul style="list-style-type: none"> ▪ Not exceed 2.4m in length. ▪ Not exceed 400mm in height. ▪ Not be located within 1m of another such sign on the underside of the same verandah. ▪ Be positioned at right angles to the building façade. ▪ Provide a clear headway under the sign of not less than 2.7m measured from finished floor level. ▪ Not project beyond the edges of the verandah. 	
<p>Signs on the fascia of a verandah should not:</p> <ul style="list-style-type: none"> ▪ Exceed 400mm in height. ▪ Project beyond the edges of the verandah. <p>Signs affixed to the top of a verandah are generally not supported given the potential negative impact on visual amenity.</p>	
<p>Exempted from development approval providing it complies with the requirements.</p>	

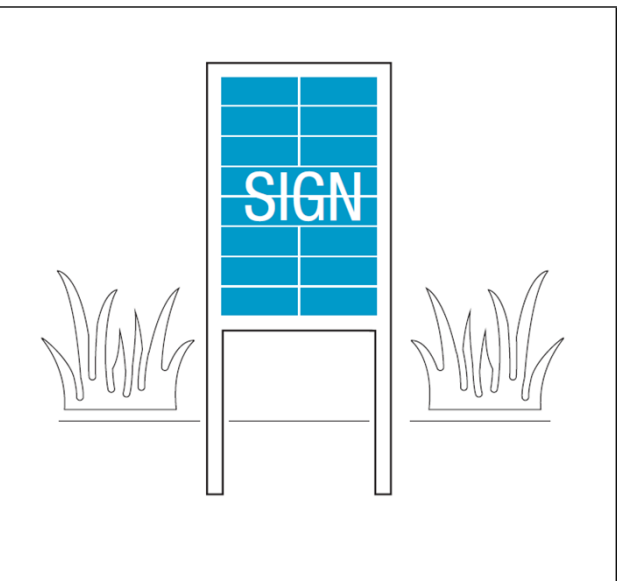
Roof Sign	
An advertising sign which is fixed to or painted on a fascia, or to the roof itself, or which forms part of a projection above the eaves, or ceiling of the subject building.	
A roof sign shall comply with the following:	
Height of building	Maximum sign height
Under 5m	1.2m
5m and under 6m	1.8
6m and under 12m	3m
Requires development approval.	



Projecting Sign	
A sign that projects 300mm or more from the wall of a building.	
Projecting signs should:	
<ul style="list-style-type: none"> ▪ Be limited to maximum of one sign per tenancy or one for every 40m of linear street frontage. ▪ Not project more than 1m from a wall and not exceed 1.5m² in area. ▪ Not be placed within 2m of either end of the wall to which they are attached. ▪ Not project above the top of the wall to which they are attached. ▪ Provide a clear headway under the sign of not less than 2.7m measured from finished floor level. 	
Requires development approval.	



Pylon Sign	
A sign supported on one or more poles to which infill panels may be added, that is not attached to a building.	
Pylon signs should:	
<ul style="list-style-type: none"> ▪ Be limited to a maximum of one per street frontage or one for every 40m of linear street frontage. ▪ Not exceed 8m in height or 15m² in area. 	
Individual pylon signs will not be supported for individual tenancies where multiple units exist or are proposed to exist on a lot. In this instance, a pylon sign shall be designed to provide one infill panel for each unit on the lot.	
Requires development approval.	



Tethered Signs

A sign which is suspended from, or tethered (tired) to any structure, or tree or pole (with or without supporting framework) and made of paper, plastic, fabric or of similar material. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites.

Not encouraged as this advertising device creates visual clutter.
Approvals will be on a temporary basis, no longer than 4-weeks in a 3-month period.

Requires development approval.



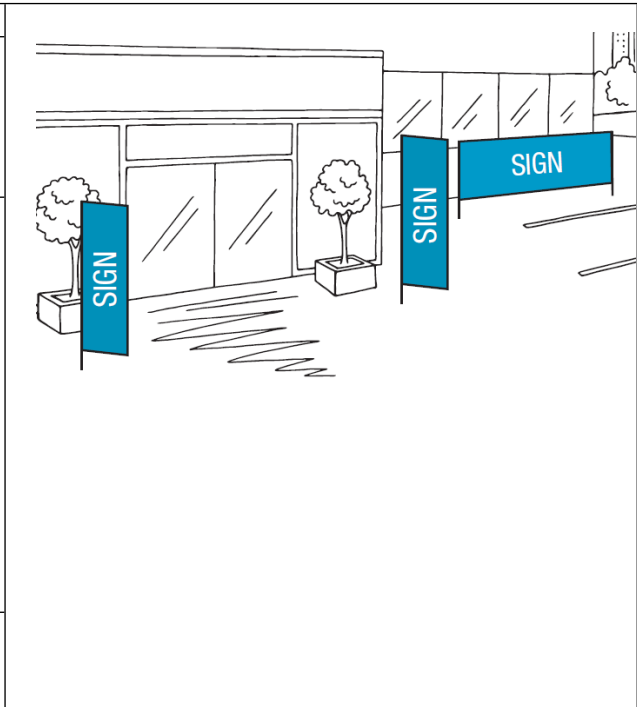
Banner Sign

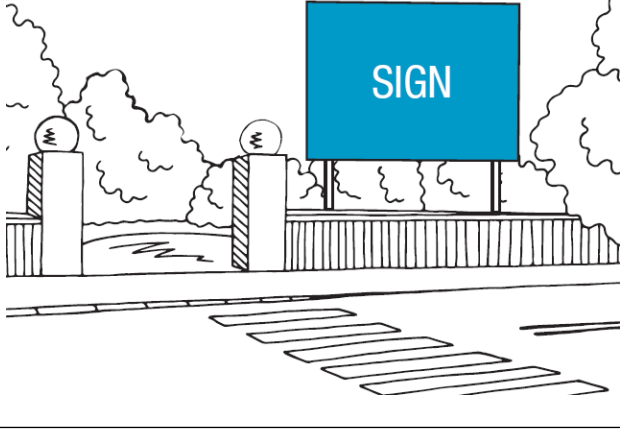

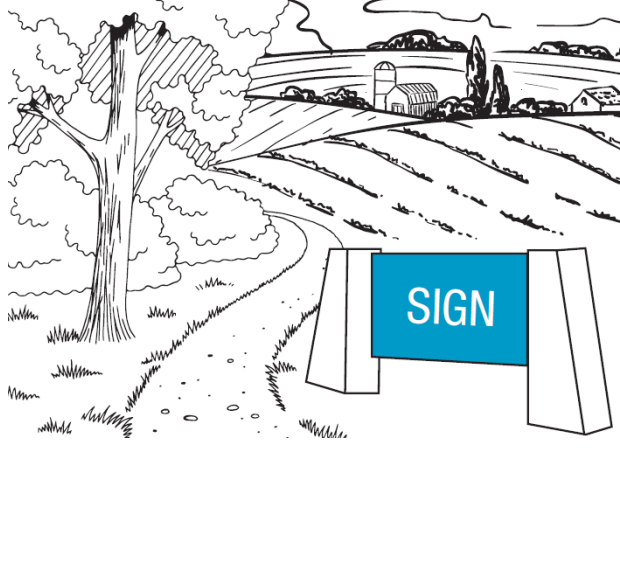
Any temporary sign in the form of a sign made of a light weight, non-rigid material, such as cloth, canvas or similar fabric that relates to the promotion of a specific event.

Banner signs should:

- Only be displayed for up to two weeks prior to a promotional event or offer.
- Be removed immediately following the promotional event or offer.
- Not exceed dimensions of 1m in height and 3m in length.
- Be restricted to promoting no more than four promotional events per year.
- Be limited to a maximum of one per site.

Exempted from development approval providing it complies with the requirements.



<p>Estate Signage</p>	
<p>A sign erected on a lot within an estate displaying information such as the estate name, the plan of subdivision or development, the estate features or sales and real estate agency contact details.</p>	
<ul style="list-style-type: none"> ▪ Estate signs should be located entirely within the estate to which they relate, at justified strategic points to avoid proliferation. ▪ A maximum of two signs up to 18m² are permitted. 	
<p>Requires development approval.</p>	
<p>Entry Statement</p>	
<p>A fence or wall constructed in masonry or other material, to identify the entrance of an estate and may include, but not be limited to, a sign indicating the estate name and locality, sculptures, flagpoles and flags.</p>	
<ul style="list-style-type: none"> ▪ Entry statements should be located entirely within private property. ▪ All ongoing maintenance of an entry statement shall be at the cost of the developer and shall be removed prior to completion of the estate, unless otherwise agreed by the Shire. 	
<p>Requires development approval.</p>	
<p>Rural Producer Sign</p>	
<p>A sign erected on land lawfully used for rural purposes which advertises goods or products produced, grown or lawfully manufactured on the land.</p>	
<p>Rural Producer signs should:</p> <ul style="list-style-type: none"> ▪ Be limited to a maximum of one per street frontage of any lot. ▪ Not exceed 3m² in area or 3m in height. ▪ Show only the name and address of the occupier of the land and name of the property. ▪ Only advertise goods or products produced, grown or lawfully manufactured upon the land. 	
<p>Exempted from development approval providing it complies with the requirements.</p>	

7.0 Sign Liability

Where a sign is proposed to be placed in, or overhang, a public place or street, the 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 of the sign.

The applicant 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 an amount considered appropriate to the risk involved;
- keep that insurance policy current for the duration of the approval;
- include a clause in the insurance 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 owner or applicant and the insurance company, to advise the Shire if the insurance policy lapses, is cancelled or is no longer in operation; and/or
- on the request of an authorised person, provide for the inspection of a certificate of currency for the required insurance policy.

Policy Number	9.5 - Advertising Devices (Signage) Policy
Adopted by Council	2 December 2010
Amended	22 June 2023