

Local Planning Policy – 9.2 – Signage and Advertising

1. Citation

This policy has been prepared under Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

2. Introduction

Signs are a significant element of the Shire's built and rural areas. Signage can add vitality to urban centres and help identify the location of businesses in rural settings. Inappropriate signage can impact the legibility and visual amenity of an area and compromise public safety.

This Local Planning Policy outlines the development requirements for advertising signs on all land. The Policy aims to ensure that advertising signs are in character with the streetscape or locality, the scale and form of the buildings they relate and do not cause an adverse impact on surrounding land.

3. Objectives

1. To ensure signs are adequate and effective for business identification needs.
2. To ensure a high standard of design and presentation of signs that are well integrated with the built form, harmonious with the site, surrounding environment and generally appropriate to their location
3. To avoid proliferation of advertising signs and encourage rationalising the overall number of signs in a streetscape or individual premises.
4. To ensure that signs are not located or designed in a manner that would be hazardous to the public or restrict opportunities for passive surveillance.
5. To ensure advertising signs protect the significance of heritage places or buildings.

4. Application

This policy applies to the display and/or erection of advertising signs on all reserved and zoned land under the Shire of Ashburton Local Planning Scheme No.8 unless:

- a) the requirement for signage is exempted under this policy and/or
- b) signs are located within road reserves (roads, verges, footpaths, etc.). In this case, these signs will be subject to the *Shire of Ashburton Public Places and Local Government Property Local Law 2023*.

Where there is any inconsistency between this policy and the Shire's Local Planning Scheme or Local Laws then the provisions within the Local Planning Scheme and Local Laws shall prevail.

4.1 Exemptions

Prior to the construction of any sign or advert, landowners and applicants are encouraged to discuss all development proposals with Shire officers to determine whether the terms and requirements of this policy apply.

A sign that is not included in Table 1 of this policy will require development approval and will be assessed on its merits against the objectives and provisions of this policy.

The following types of signs are exempt from the need for development approval subject to consistency with the identified requirements.

Table 1 – Exempt Signs and Adverts

All Signage	Requirements
	The signage is consistent with the Policy Provisions and Specific Requirements of this policy. All signs ensure suitable sight line clearances and do not obstruct pedestrian or vehicular access.
Temporary Signs	Requirements
Construction sites (displayed for the duration of construction)	Signage as required under the Building Services (Registration) Regulations and WHS Regulations Dwellings - One Advertisement per street frontage containing details of the project and the contractors undertaking the construction work. - Maximise size 2m². - Signage is to be attached to a fence or posts.
	Multiple dwellings, shops, commercial and industrial Projects - One Advertisement per street frontage containing details of the project and the contractors undertaking the construction work - Maximise size 5m². - Signage is to be attached to a fence or posts.
	Large Development or redevelopment projects involving commercial centres, office or other buildings exceeding 3 stories in height - One Advertisement per street frontage containing details of the project and the contractors undertaking the construction work consistent with building services registration legislation to a maximum size of 10m². - One additional sign showing the name of the project builder with a maximum size of 5m².

Home open	- The sign shall not exceed an area of 1m² on any side and may be double sided; - Be limited to a maximum of one sign per business per lot and shall relate only to the business activity on the site; - Be placed so as not to obstruct lines of sight along a thoroughfare or cause any danger to persons using the thoroughfare; and - Shall not be illuminated. - Shall only be placed on display the day of the home open, after 7 am.
Sales of goods or livestock	One sign per lot displayed for a period not exceeding 3 months advertising the sale of goods or livestock upon any land or within any building which the sign is exhibited provided that the land is not normally used for that purpose.
Property disposal	Dwellings - One sign per street frontage advertising for sale, lease or rent the property on which the sign is situated; - Do not exceed a maximum area of 2m² erected on a private property; and - Are removed (within 28 days) upon completion of the sale or lease of the building or site to which it relates. Multiple Dwellings, Shops, Commercial and Industrial properties - One sign per street frontage advertising for sale, lease or rent the property on which the sign is situated; - Do not exceed a maximum area of 5m² erected on a private property; and - Are removed (within 28 days) upon completion of the sale or lease of the building or site to which it relates. Large properties comprised of commercial centres, buildings in excess of four storeys and rural properties in excess of 5ha - One sign per street frontage advertising for sale, lease or rent the property on which the sign is situated; - Do not exceed a maximum area of 10m² erected on a private property; and - Are removed (within 28 days) upon completion of the sale or lease of the building or site to which it relates.
Display Homes Centres	- One sign for each dwelling on display – maximum of 2m². - An additional sign for each group of dwellings displayed by a single project building giving details of the project building company and details of the range of dwellings on display – maximum of 5m².

Land Use and/or Development	Requirements
Local reserves	Signs erected by a public authority, (Illuminated or non-illuminated) or on its behalf for the purpose of public safety or information and/or the direction and control of people, animals or vehicles.
Dwellings	- One professional name plate as appropriate; - Maximum size 0.2m².
Home Business	- One advertisement describing the nature of the home business; - Maximum size 0.2m².
Places of Public Meeting, assembly or Worship	- One advertisement detailing the function and/or the activities of the institution concerned. - Maximum size of 0.2m².
Shops, Showrooms and other uses appropriate to commercial development	All advertisement affixed to the building below the top of the awning or, in the absence of an awning, below a line measured at 5 metres from the ground floor level of the building subject to compliance with the requirements of the Signs Hoarding and Bill Posting Bylaws.
Industrial and warehouse Premises	- A maximum of 4 advertisements applied to or affixed to the walls of the building but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projecting from a building whether or not those signs are connected to a pole, wall or other building. - Total area of any advertisements, shall not exceed 15m² affixed to buildings
Advertisements within buildings	- All advertisements placed or displayed within buildings, which cannot ordinarily be seen by a person outside of those buildings. - No size limits.
All classes of buildings other than single houses	- One advertisement sign contained the name, number and address of the building, the purpose of which the building is used or the name and address of the managing agent thereof. - A maximum of 0.2m².

5. Policy Provisions

The following provisions apply to all signage.

5.1 Safety

5.1.1 Signs must:

- a) not impede pedestrian, vehicle movements or obstruct visual sightlines of vehicles and/or pedestrians.
- b) not be located within 1.5 metres of any part of a street truncation or where vehicle access points meet the lot boundary, unless attached to an authorised building or solid fence;
- c) have a minimum ground clearance of 2.75 metres where projecting over or encroaching on a public thoroughfare, unless attached flush to an authorised structure.
- d) Signs should complement and integrate with the scale and architectural design of the building to which they relate.

5.2 Design and Content

5.2.1 Signs must:

- a) not conceal architectural features of a building located in the Heritage Protection Area or impact the integrity of heritage fabric of a heritage listed building,
- b) not extend beyond any boundary of a lot unless otherwise stated in the 'Specific Sign Type Standards' requirements;
- c) comply with the Australian Association of National Advertisers Code of Ethics in respect to content of the advertising sign;
- d) not contain any discriminatory, offensive, obscene or vulgar material, including but not limited to adult-only related industries; and
- e) display a simple and clear message suitable to its context. Signs may contain the name or nature of the business, a logo and/or information that relates directly to the business.

5.3 Installation and Maintenance

5.3.1 Signs must:

- a) be kept clean and in a good, safe working condition;
- b) be maintained to operate as an illuminated sign;
- c) be securely fixed to the structure by which it is supported; and
- d) where relevant, be covered under the public liability insurance of the business to which it relates if located on or over a thoroughfare.

5.3.2 Before carrying out any development, any other licences, permits or approvals required must be obtained in accordance with any other law. In particular:

- a) Signs may also require the separate approval from other government authorities such as Main Roads WA. Unless signage is of a type and size exempted from the need to obtain approval, signs proposed within or which are visible from a primary regional road are required to meet the standards of Main Roads' 'Policy and Application Guidelines for Advertising Signs within and beyond State Roads Reserves'. Proponents are encouraged to liaise with Main Roads in regard to advertising signage requirements prior to applying for development approval.
- b) A building permit may be required for the structural aspects of a sign
- c) Be consistent with the Shire's local laws in the regulation of development and the use of land within the Scheme area. The Activities in Thoroughfares and Public Places and Trading Local Law 2013 deals specifically with signage and advertisements on public and reserved land

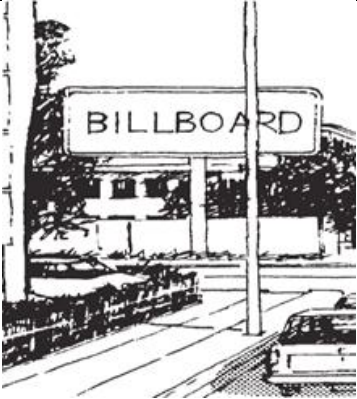
5.4 Specific Requirements for Signs Considered Suitable

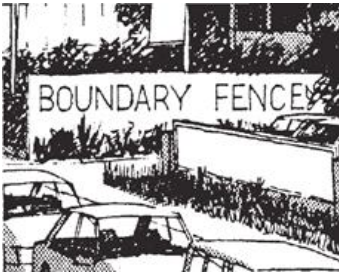
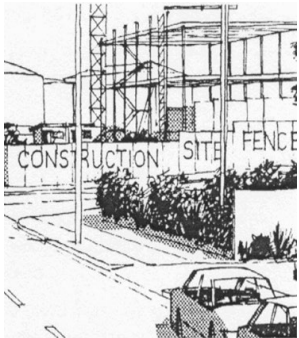
Table 2 defines specific advertising sign types and the development standards that apply.

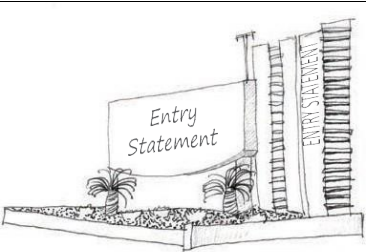
Table 2 – Types of Signs and Adverts

Type	Requirements	Example
Awning fascia sign	- Is a single faced sign. - Must not extend more than 600mm above the fascia to which it is attached. - Must have a minimum clearance of 2.75m between the lowest part of the sign and the footpath pavement. - A maximum of one sign per tenancy/occupant of a building, or a maximum of two signs for tenancies/occupancies with a primary and secondary frontage.	

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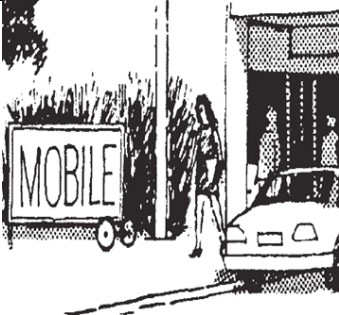
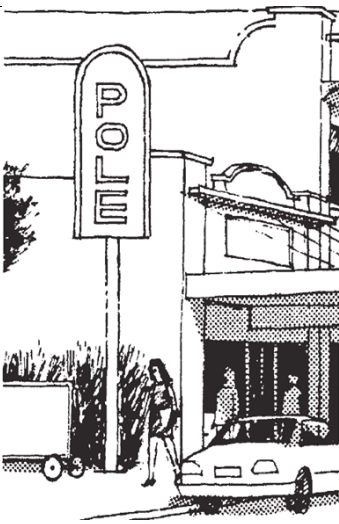
Billboard sign	• The maximum total sign face area is 20m² per face, for a maximum of two faces. • The maximum height above the ground is to be 6.5m or the height of a building in proximity, whichever is the greater, but is not to exceed 10m. • Must be mounted as a freestanding structure. • Shall be subject to engineering certification of the structural adequacy of the billboard sign and its supporting structure. • Must not be located less than 3.0m from the front property boundary (including the primary and secondary street frontages of a corner lot) and must not project beyond the alignment of any property boundary. • Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary. • Must not be erected to expose an unsightly back view of the sign to a road or other public place. • Must not be located on a street frontage of a premises along which is located another billboard sign, ground sign, pole sign, pylon sign or pylon sign- large.	
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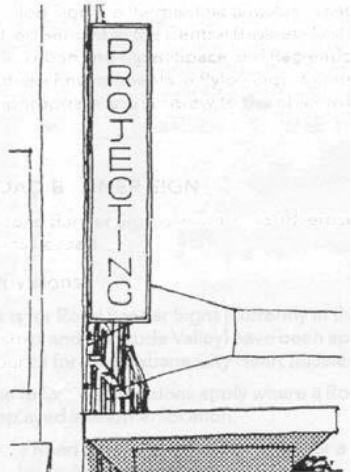
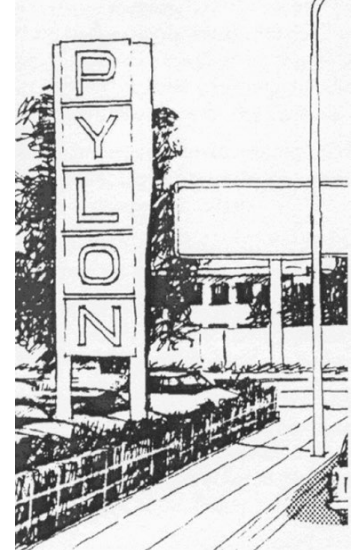
Boundary fence sign	- A boundary fence sign is not to be affixed to a fence unless the fence is constructed to withstand the consequent wind or other loads. - Is a single faced sign. - The maximum sign face area is 45m². - Only one boundary fence sign is proposed	
Changeable message sign	- Has a maximum height of 1.8m above natural ground level; - No more than one double faced, changeable message sign having a maximum area of 2.8m² per face is to be displayed per street frontage.	
Tethered Signs	- May be double faced. - The maximum single face area is 2.4m² per face, for a maximum of two faces. - Must be displayed less than 6.5m from the ground (measured from the top of the sign).	
Construction site fence sign	- Is a single faced sign. - The sign has a maximum area of one square metre for each metre of the length of the fence to which it is affixed. - Must only display the name or logo of the owner or developer of the construction project or of the construction company. - Must not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads.	

Display Home sign	• A double-faced sign having a maximum area of 6.0m² per face, or a single faced sign having a maximum area of 12m², may be erected where a number of contiguous dwellings are being marketed concurrently. • Not more than one such sign is to be displayed per 100m of street frontage.	
Entry statement sign	• Must be fully contained within the boundaries of the lot on which the entry statement is proposed. • Must not be distracting to motorised road users. • The structure or wall shall be located and designed to ensure that vehicular and pedestrian sightlines are not compromised. • Entry statements that extend beyond a height of 1.20m above natural ground level will require engineering certification and/or building approval. • Approval will be subject to a Landscaping Plan to the specification and satisfaction of the local government.	
Footway sign	• A business must not erect more than one footway sign having a maximum height of 0.9m and a maximum width of 0.6m. • Must be positioned on private property so as to leave clear passage for pedestrians along the footpath particularly the visually disadvantaged who rely on clear passage along the frontage of shops. • Must not be positioned so as to obstruct, clutter or detract from street landscaping, furniture or artwork.	

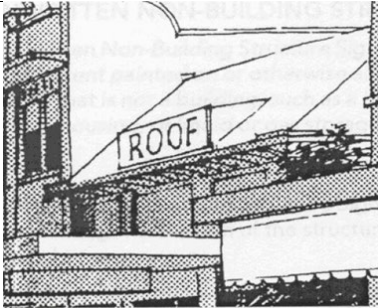


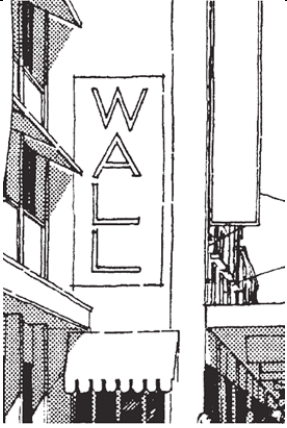
	• Must not have moving, rotating or animated parts, such as a spinner sign. • Must be displayed only during trading hours and is not to be used for the display of merchandise.	
Ground sign	• Is a single faced sign. • Must be generally displayed within a developed landscaped environment. • The maximum sign face area is 5.0 m². • Has a maximum height of 1.2m above natural ground level. • Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary. • Must not be displayed in a manner that results in an unsightly view of the back of the sign from a road or other public place. • Must be complementary to the design of the building or place to which it relates. • Not more than one ground sign is to be displayed on a premises unless the street frontage of the property exceeds 100m and any such signs are not located closer than 50m to each other	

Mobile sign	• Must be positioned on private property and does not project into the thoroughfare reserve; • Must be displayed only during normal business hours of the business to which it relates; • Has a maximum height of 900mm above natural ground level; • Must not have any mechanically or wind driven rotating component part; • The maximum single sign face area is 1.4m² or where double-sided the maximum total sign face area is 2.8m²; Must not be located closer than 1.5m to the kerb.	
Pole sign	• Not more than one pole sign must be displayed per street frontage of a property. • The maximum sign face area is 2.4 m² per face. • Has a maximum height of 5.0m above natural ground level. • Must not be located less than 1.5m from the front property boundary (including the primary and secondary street frontages of a corner lot) and must not project beyond the alignment of any property boundary. • Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises consents to the sign being a lesser distance from the boundary. • Must not be located on a street frontage of a premises along which is located another pole sign, billboard sign, ground sign, pylon sign or pylon sign-large.	

Projecting Sign	• The projecting sign must not be wider than 750mm and must not have a vertical dimension of more than 7.5m. • Must not project further than 1.0m from the face of the wall to which it is attached nor be within 6.0m of another projecting sign on the same lot. • Must have a minimum 2.75m clearance between the lowest part of a projecting sign and the pavement. • Must not extend more than 10m above the ground, or extend above the wall to which it is attached.	
Pylon Sign	• The maximum sign face area is 20m² per face, for a maximum of two faces. • The maximum height above the ground is to be 6.5m or the height of a building in close proximity, whichever is the greater, but is not to exceed 10m. The height of a building is defined as the height of the uppermost part of the building above ground level. • Must be mounted as a free-standing structure. • Shall be subject to engineering certification of the structural adequacy of the billboard sign and its supporting structure. • Must not be located less than 2.0m from the front property boundary (including the primary and secondary street frontages of a corner lot) and must not project beyond the alignment of any property boundary. • Must not face adjoining premises unless the sign is a minimum of 3.0m from the property boundary of that premises, or unless the landowner of the adjoining premises	



	consents to the sign being a lesser distance from the boundary. • Must not expose an unsightly back view of the sign to a road or other public place. • Must not to be located on a street frontage of a premises along which is located another pylon sign, billboard sign, billboard sign- large, ground sign or pole sign.	
Roof sign	• A roof sign is to be contained within an existing outline of a building, and the size and form of a roof sign are to be appropriate to the scale and character of both the building on which it is displayed and other development within the locality. • Must not extend horizontally beyond the edge of the roof of the building and must not at any point be within 4.0m of the ground. • Where there are several roof signs on a building for different tenancies, such as at a shopping centre, such signs shall match, align, or otherwise be compatible with each other. • Is a single faced sign. • Is not inflatable. • The light source for an illuminated roof sign is to be internal, neon, or directed to avoid excessive 'light spillage'.	

Wall Sign	• A wall sign is to only to display the name, logo or slogan of the business premises to which the sign is applied. • The maximum single face area is 45m² and must not extend beyond 12.0m above the ground. • Must not project more than 300mm from the wall and/or fascia to which it is affixed. • Must not to project beyond the edges of a wall and/or fascia. • A wall sign, which extends above a wall, may be considered as a roof sign.	
Window sign	• A window sign must not exceed 30% of the area of the glass panel or panels on which it is exhibited	

5.5 Signs and adverts in heritage places

5.5.1 Signs must:

- Not have a detrimental impact on the heritage significance of the site or building
- Be integrated with the building design and not dominate the building architecture
- Not cover any significant architectural features or detailing of a building
- Not significantly obstruct the view between the building and the street; and
- Have a style and colour/s that is consistent with the style and period of the building.



5.6 Illuminated, Variable Digital and Animated Signage Requirements

5.6.1 Illuminated and animated signage shall comply with the maximum luminance levels in accordance with Table 4: Maximum Luminance Levels or satisfy the following requirements:

- Flashing, pulsating or transitional effects such as fade, zoom, fly-in/out and scrolling effects are not permitted except where proposed as an animated sign which is compliant with the requirements of this local planning policy
- Illuminated and animated signage is not considered appropriate within the Residential zone
- Illuminated and animated signs are to be designed to make the best possible use of the most energy efficient equipment and light sources available.

5.6.2 All illuminated signage (including animated signs and variable digital signs) is to comply with Table 4: Maximum Luminance Levels (candelas per square metre), unless a variation is sought for consideration by the local government. Where a variation is proposed, the application is to be accompanied by a Lighting Impact Assessment. The assessment is to demonstrate to the local government's satisfaction that the signage is compliant with AS 4282-1997 and AS 4852.1:2009 (as amended) and will not have an adverse effect on the occupants of nearby buildings or the safety of road users.

Table 4: Maximum Luminance Levels

Zone / Reserve	Maximum Permitted Luminance (candelas per square metre)
District Centre Zone	500 cd/m ²
Commercial Zone	
Service Commercial Zone	
Light Industry Zone	
General Industry Zone	
Mixed Use - Residential Zone	300 cd/m ²
Private Community Purpose Zone	
Urban Development Zone ¹	

Notes:

¹ except where identified as residential in an approved Local Structure Plan.

5.6.3 Where an illuminated or animated sign or advertisement is visible from and is located within 100 metres of residential premises or land included in the 'Residential zone', the sign or advertisement is to-

- have a maximum luminance of 300 cd/m²; and
- be switched off between 11.00 pm and sunrise on the following day.

5.6.4 Illuminated signs and advertisements are to be designed so that the light is channelled or funnelled to ensure no light spillage onto neighbouring premises.

5.6.5 Animated signs shall only be considered in the Centre and Tourism zones subject to addressing the following criteria-

- a) the sign is to face or be within a public space
- b) the viewing area is designed and intended for pedestrians to linger for an extended period of time
- c) the sign is oriented for viewing within the public space and not from adjacent streets and is not directly viewable by road users
- d) the sign will enhance the visual quality of the public space; and
- e) is compatible with the desired character of the public space and will enhance its activation.

5.6.6 Where a sign listed in Table 2 is proposed to be a variable digital sign, development approval of the local government is required, irrespective of the permissibility of the sign in Table 3.

5.6.7 Variable digital signs may only display consecutive static messages in either text or pictographic format only (i.e. no video or animation) which are to have a 'dwell' duration of not less than those given in Table 5: Minimum Dwell times of Variable Digital Signage.

5.6.8 Messages must change instantaneously with no blank screen between messages. Sequencing of messages is prohibited. The duration of transition between the full display of one message and the full display of the next message is not to exceed 0.1 seconds. Transitional effects such as fade, zoom, fly-in/out and scrolling effects are not permitted.

Table 5: Minimum Dwell Times of Variable Digital Signage

Road Speed Limit or Operating Speed (km/h)	Minimum Dwell Time (sec)
90	25
80	30
70	35
60	40
<50	45

6. Relevant policies/documents

Nil

7. Relevant legislation/local laws

[Planning and Development Act 2005](#)

[Planning and Development \(Local Planning Schemes\) Regulations 2015](#)

[Shire of Ashburton Local Planning Scheme 8](#)

Responsible Business Unit/s	All
Responsible Officer	Coordinator Planning and Lands
Affected Business Unit/s	All

Document Control		
Previous Policy Title:		Next Review Date:
Date Previous Policy Revoked:		
Document Reference #:		
Ver	Date of Council Adoption/ Amendment and Council Decision #	Brief Details of Amendments
1.		N/A
2.		
3.		
4.		
5.		
6.		
WAPC Approval Required <i>If yes, include a brief reason (refer to clause 4(3A) of the Regulations).</i>		WAPC Approval Date <i>(if applicable)</i>