



Policy Name:	LPP03 Advertising Signs
File No:	LPP03 PS.SG
Policy Purpose:	Local Planning Policies are guidelines used to assist the local government in making decisions under the Scheme. The Scheme prevails should there be any conflict between this Policy and the Scheme.
Principles / Framework:	Shire of Ashburton 10 Year Community Plan 2012-2022 Goal 04 – Distinctive and Well Served Places Objective 03 – Well Planned Towns
Application:	Town Planning Scheme No.7
Statutory Environment:	Shire of Ashburton Local Planning Scheme No.7 Planning & Development Act 2005
Minute Number:	13.12.86
Approval Date:	Adopted at the Ordinary Meeting of Council held on 18 September 2013

1. SCOPE:

A Local Planning Policy is not part of the Scheme and does not bind the local government in respect of any application for planning approval but the local government is to have due regard to the provisions of the Policy and the objectives which the Policy is designed to achieve before making its determination.

2. OBJECTIVE:

- To minimise the proliferation of signs within the Shire of Ashburton by limiting the number and size of signs.
- To ensure that signs are appropriate to their location.
- To ensure that signs do not impact on the safety of traffic or pedestrians.
- To protect the amenity of residential areas, townscape areas and places of environmental and heritage/historic significance.
- To maintain a high development standard for signage.
- To encourage the use of materials and colours sympathetic to the surrounding natural and built environment.
- To ensure that signs are generally located on the land where the advertised business, product or service is being carried out.
- To advise which signs do not require Planning and/or Building Approval.

3. POLICY

Assessment

When assessing an application for signage, the following matters shall be taken into consideration:

- The objectives as stated within this Policy;
- The requirements of this Policy and any relevant Planning and Building Legislation;
- The amount of existing advertising and advertising proposed that is exempted;
- The professional quality of the signage, its colours and materials and how it relates to surrounding land uses.

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- The information contained on the signage proposed and the appropriateness of the details contained on the signage.

Exemption

Planning and/or Building Approval is generally required for any signage within the Shire of Ashburton.

A number of signs, however, are exempt from requiring Planning and/or Building approval as follows:-

- (i) **Appendix 1** – Signs that are exempt from Planning Approval, relating to signs on all land within the Shire of Ashburton, regardless of whether the land is subject to a Town Planning Scheme or Interim Development Order. Building approval may still be required (check Appendix 2).
- (ii) **Appendix 2** – Signs exempt from Building Approval, however, Planning Approval may still be required (Check Appendix 1).

The exemptions listed in Appendices 1 and 2 do not apply to buildings, conservation areas or landscape protection zones listed by the National Trust, listed on the register of the National Estate or included in Council's Municipal Heritage Inventory or Town Planning Schemes because of their heritage or landscape value. Regardless of whether a sign is exempt from Planning and/or Building Approval by this policy or the requirements of Council's various Town Planning Schemes, all signs shall also comply with the standards and requirements of this policy in all other regards.

Prohibited Signs

There are some signs that Council will not support for a number of reasons including safety and amenity issues. These prohibited signs are listed within Appendix 3.

Signs On or Near Main Roads

All signs on or directed towards a road under the control of Main Roads Western Australia (MRWA) are also required to be approved by MRWA. Persons wishing to apply for such signs shall obtain the necessary approvals from Council, prior to separate application being made to MRWA.

Signs on Land with Multiple Tenancies

Where there are two or more tenancies within a property, Council will require a composite sign to be erected in which all tenants have equal prominence. For the town site areas of Tom Price, Paraburdoo, Onslow or Pannawonica, Council may consider the preparation of signage strategies, to provide a coordinated approach to signage within the towns by providing guidelines of the style, colour and materials supported.

Maintenance

Every sign and advertising device (whether exempt or the subject of planning and/or building approval) shall be kept clean and maintained in good order and condition, by the owner, failure to do so may result in Council issuing the owner with a notice to repaint or restore the advertisement to a standard specified by Council or to remove the sign entirely from the site.

Requirements for Specific Signs

Unless otherwise stated within in this Policy, all signs:

- Are to provide a minimum headway distance of 2.7m or down to 2.4m if approved by Council; and
- Shall be site specific.

The following requirements relate to the more common signs for which approval is sought and provides a definition of each sign.

If requirements for particular signage are not mentioned within this Policy, then standards shall be set at Council's discretion.

Portable Signs

(Signs not attached to a structure and capable of being carried from one position to another)

A maximum of one portable sign may be permitted per shop or tenancy on a lot.

A portable sign shall:

- Be a maximum of 1.0m in height;

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- Be a maximum width of 0.5m;
- Not have more than two faces;
- Only refer to the owner or occupier of the premises to which it is related and the nature of the business or special event or activity carried on therein;
- Be located within 5m of the main entrance to the tenancy
- Not cause any interference or hazard to vehicular or pedestrian traffic;
- Be removed from the land in the event of high winds or a cyclone threat;
- Be removed at the close of business each day.

Projecting Signs

(Signs attached to, but projecting beyond the extremities of a building)

Council may permit one projecting sign per tenancy on a lot.

A projecting sign shall:

- Provide a minimum headway of 2.4m;
- Not exceed 1.5m in length;
- Not exceed 500mm in depth;
- Not extend beyond the boundaries of the lot on which the supporting building is located;
- Not be located on a roof.

Pylon Signs

(Signs supported by one or more piers and not attached to a building)

Generally, Council may permit only one pylon sign per lot. More than one may be considered however, depending on the size of the lot, the number of street frontages, the amount of existing signage and the different uses located on the site.

A pylon sign shall:

- Be located a minimum of 2m from any lot boundary;
- Not project over a street, walkway or any other public reserve;
- Not exceed 6m in height;
- Have a minimum headway of 2.7m from ground level;
- Have a maximum of two sides;
- Have no more than two support posts;
- Have a maximum face area of 4m² on each side, with a maximum horizontal dimension of 2m.
- Be located such that the sign does not present a hazard to pedestrians or obscure traffic sight lines.

Pylon signs on land supporting multiple (more than one) tenancies shall ensure that provision can be made within the sign for every tenancy to be displayed on the sign. All sign panels on the pylon sign shall match one another in width and alignment.

Rural Produce Signs

(Signs advertising goods for sale that were grown or produced on the site)

One rural produce sign may be erected or displayed on each landholding in the Rural and Special Rural Zones and on other land within the Shire used for rural purposes, provided that:

- The sign shall only advertise produce which has been grown or lawfully manufactured on the land where the sign is erected;
- The sign is withdrawn when the produce is not for sale;
- The area of the sign shall not exceed 2m² in area.
- The sign is not made of reflective materials.

Signs at Airports

(Signage associated with an airfield)

To minimise the proliferation of signage at airports, Council will permit signage within the terminal for airline carriers and associated services. No signage for products or services shall be permitted along the airstrip and the access road into the airport.



Signs at Public Reserves (Signs at ovals, recreational reserves etc)

A maximum of one “sponsor” sign will be permitted for each Shire authorised sporting organisation to be permanently erected comprising:

- A maximum area of 2m² ;
- Equitable access for those sporting or community groups using the facility;
- Located within the grounds in a position where the signage cannot be easily viewed from outside the venue.

Additional sponsorship signage for each Shire authorised sporting organisation may be considered by the Shire upon written application from the respective sporting organisation.

A maximum of one “sponsor” sign will be permitted for each organisation authorised sporting team comprising:

- A maximum area of 1m² ;
- Equitable access for those teams using the facility;
- Located within the grounds in a position where the signage cannot be easily viewed from outside the venue; and
- Erected for the season of the sporting organisation (plus one week either side of the sporting season).

Temporary sponsorship signage:

- May be located within the grounds in a position where the signage cannot be easily viewed from outside the venue; and
- Shall be removed within 24 hours of the completion of the event.

Signs Under Verandahs (Signs suspended from under a verandah)

Council may permit one sign per tenancy under a verandah.

A sign under a verandah shall:

- Provide a minimum headway of 2.7m, or down to 2.4m if approved by Council;
- Not exceed 2.4m in length or 500mm in depth;
- Shall not have any moving parts and shall be firmly affixed to the wall.
- Not be within 2.5m of another sign under that same verandah;
- Be affixed at right angles to the wall of the building to which the verandah is attached except on a corner of a building where the sign may be placed on such an angle as to be seen from both streets;
- Be placed such that the centreline of the sign corresponds with the centreline of the verandah.

Temporary Community and Sporting Signs (Temporary signs advertising an upcoming sporting, recreational or other community event)

Community and Sporting Groups may place signs on public or private land showing the name, location and date of a coming event.

A maximum of two (2) temporary community and sporting signs relating to the same event shall be permitted to be displayed off the premises where the event is to be held. In addition, one (1) sign may be erected at the actual premises or location on the day of the event provided each sign does not exceed the requirements for “Temporary Signs” as stated in this Policy.

Temporary Community and Sporting Signs shall:

- Not exceed 0.5m² in area; and
- Be removed within 2 days of the event being held.
- Shall be located at least 3 metres from the edge of the road.

Failure to comply with the above requirements may result in the sign being confiscated.

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Wall and Fascia Signs

(Signs fixed or painted on a wall or fascia of a building or fascia of a verandah)

One wall and/or fascia sign may be affixed to or painted on the frontage of a building for each profession, trade or business carried out within that building provided that:

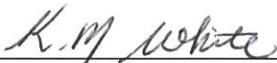
- A wall sign is not to exceed 4sqm in area;
- A fascia sign is not to exceed 2sqm in area;
- The sign shall not extend beyond the extremities of the building or fascia to which it is attached.


4. REFERENCE:

The Shire of Ashburton Town Planning Scheme No. 7 and the Planning & Development Act 2005.

5. RESPONSIBILITIES:

Register and further authority is delegated to the Chief Executive Officer.


(Signature)
Signed


(Print Name)
Shire President

Monitor and Review: Principal Town Planner

Last Review Date: Ordinary Meeting of Council held on 18 September 2013

Next Review Date: September 2017

This policy is to remain in force until otherwise determined by the Council or superseded.



APPENDIX 1

**SIGNS EXEMPTED FROM PLANNING APPROVAL
(Unless at a place of Heritage Significance)**

LAND USE AND/OR DEVELOPMENT	EXEMPTED SIGN ¹	MAXIMUM SIZE
Dwellings	One professional name-plate as appropriate.	0.2m ²
Home Business	One advertisement describing the nature of the home occupation.	0.2m ²
Places of Public Meeting, assembly or Worship.	One advertisement detailing the function and/or the activities of the institution concerned.	0.2m ²
Entertainment Venue	Two signs (illuminated or non-illuminated) detailing the entertainment being presented from time to time at the venue upon which the signs are displayed.	Each advertisement sign not to exceed 5m ² .
Shops, Showrooms and other uses appropriate to commercial development.	All advertisements 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. A maximum of one freestanding advertisement signs not exceeding 5m in height above ground level.	N/A Maximum permissible total area shall not exceed 10m ² and individual advertisement signs shall not exceed 6m ² .
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. A maximum of two freestanding advertisement signs not exceeding 5m in height above ground level.	Total area of any such advertisements, shall not exceed 15m ² . Maximum permissible total area shall not exceed 10m ² and individual advertisement signs shall not exceed 6m ² .
Public Places and Reserves	a) Advertisement signs (illuminated and non-illuminated) relating to the functions of government a public authority or council of a local government excluding those of a promotional nature constructed or exhibited by, or on behalf of any such	N/A

¹Includes the change of posters on poster signs and applies to non-illuminated signs unless otherwise stated.



	body, and	N/A
	b) Advertisement signs (illuminated and non-illuminated) required for the management or control of traffic on any public road, car park, cycle way, railway or waterway where such advertisement has been constructed or exhibited by or at the direction of a Government department, public authority or the council of a local government, and	N/A
	c) Advertisement signs (illuminated and non-illuminated) required to be exhibited by or pursuant to any statute or regulation or the like made pursuant to powers contained within a Statute provided that any such advertisement is constructed and/or exhibited strictly in accordance with the requirements specified therein.	
Railway Property and Reserves	Advertisement signs exhibited on such land provided that each such advertisement is directed only at persons at or upon a railway station.	No sign shall exceed 2m ² in area.
Advertisements within buildings	All advertisements placed or displayed within buildings, which cannot ordinarily be seen by a person outside of those buildings.	N/A
All classes of buildings other than single houses.	One advertisement sign containing the name, number and address of the building, the purpose for which the building is used or the name and address of the managing agent thereof.	0.2m ²
TEMPORARY SIGNS	EXEMPTED SIGN² TYPE AND NUMBER (All non-illuminated unless otherwise stated)	MAXIMUM AREA
Building Construction Sites (advertisement signs displayed only for the duration of the construction as follows:		
a) Dwellings.	One Advertisement per street frontage containing details of the project and the contractors undertaking the construction work.	2m ²
b) Multiple Dwellings, Shops, Commercial and Industrial projects.	One sign as for (i) above	5m ²
c) Large Development or redevelopment projects involving	One sign as for (i) above One additional sign showing the name of the	10m ² 5m ²

²Includes the change of posters on poster signs and applies to non-illuminated signs unless otherwise stated.



commercial centres, office or other buildings exceeding 3 storeys in height.	project builder.	
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 upon which the sign is exhibited provided that the land is not normally used for that purpose.	2m ²
Property Transactions.		
Advertisement signs displayed for the duration of the period over which property transactions are offered and negotiated as follows:		
a) Dwellings	One sign per street frontage for each property relating to the sale, leading or impending auction of the property at or upon which the sign is or the signs are displayed.	Each sign shall not exceed an area of 2m ² .
b) Multiple Dwellings, Shops, Commercial and Industrial Properties.	One sign as for (a) above	Each sign shall not exceed an area of 5m ² .
c) Large properties comprised of commercial centres, buildings in excess of four storeys and rural properties in excess of 5ha.	One sign as for (a) above	Each sign shall not exceed an area of 10m ² .
Display Home Centres		
Advertisement signs displayed for the period over which homes are on display for public inspection.	i) One sign for each dwelling on display	2m ² .
	ii) In addition to (i) above one sign for each group of dwellings displayed by a single project builder giving details of the project building company and details of the range of dwellings on display.	5m ²

APPENDIX 2

SIGNS EXEMPTED FROM BUILDING APPROVAL

(Unless at a place of Heritage Significance)

In addition, building approval is not required for the following:

- o An advertisement or advertising device erected pursuant to any statutory obligation, whilst that statutory obligation continues;
- o A sale sign not exceeding 2.0m² in area erected on the land being sold or auctioned;

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- o A home occupation sign not exceeding 0.2m² in area erected or affixed on the street alignment or between that alignment and the building line of the building to which it relates, showing the name and occupation or profession of an occupier of those premises;
- o A sign affixed to or displayed in or through a shop window;
- o A sign or group of signs not exceeding 2m² in gross total area showing the name and occupation of any occupier of the premises subject to the requirements of this Policy ;
- o A building name sign on flats or home units where they are of a single line of letters not exceeding 300mm in height and fixed to or painted or otherwise displayed on a wall of the flats or home units;
- o A sign required by the Builders' Registration Board or other statutory authority and which is required to be erected on building sites during the operations if such sign is:
 - ◆ within the boundaries of the lot upon which the building operations are taking place;
 - ◆ no more than 1.5m²;
 - ◆ has no part more than 2.0m above the ground directly below it; and
 - ◆ is removed from the site within 7 days of completion of the building works.
- o A temporary community, residential and sporting sign subject to the requirements of this policy;
- o Temporary sponsorship signage subject to the requirements of this Policy;
- o A sign erected by Council on land under its care, control and management;
- o A club, association or other such body may with the approval of Council display a maximum of 4 unaffixed sporting/community signs on road reserves within the Shire for a period of 10 days prior to the event to which the sign relates;
- o A sign within a building.
- o A sign not exceeding 0.2m² at a church, hall or other place of public assembly detailing the function and/or activities of the institution concerned.

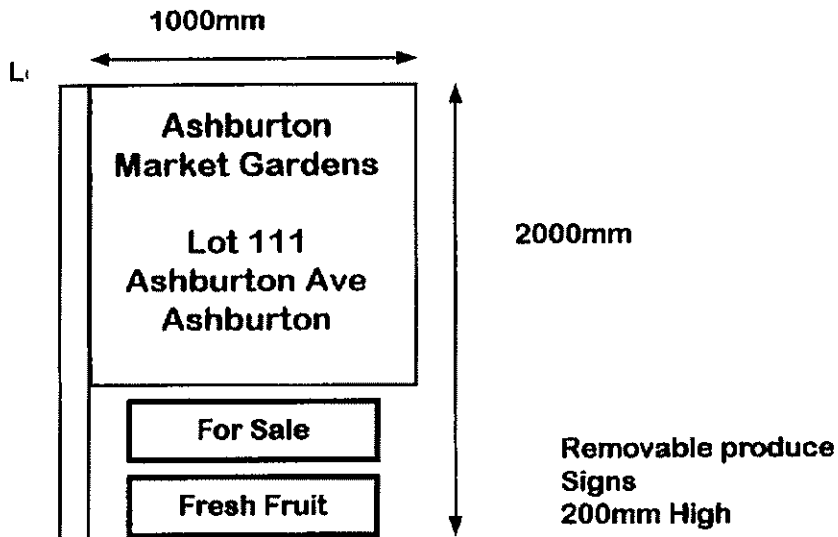


APPENDIX 3

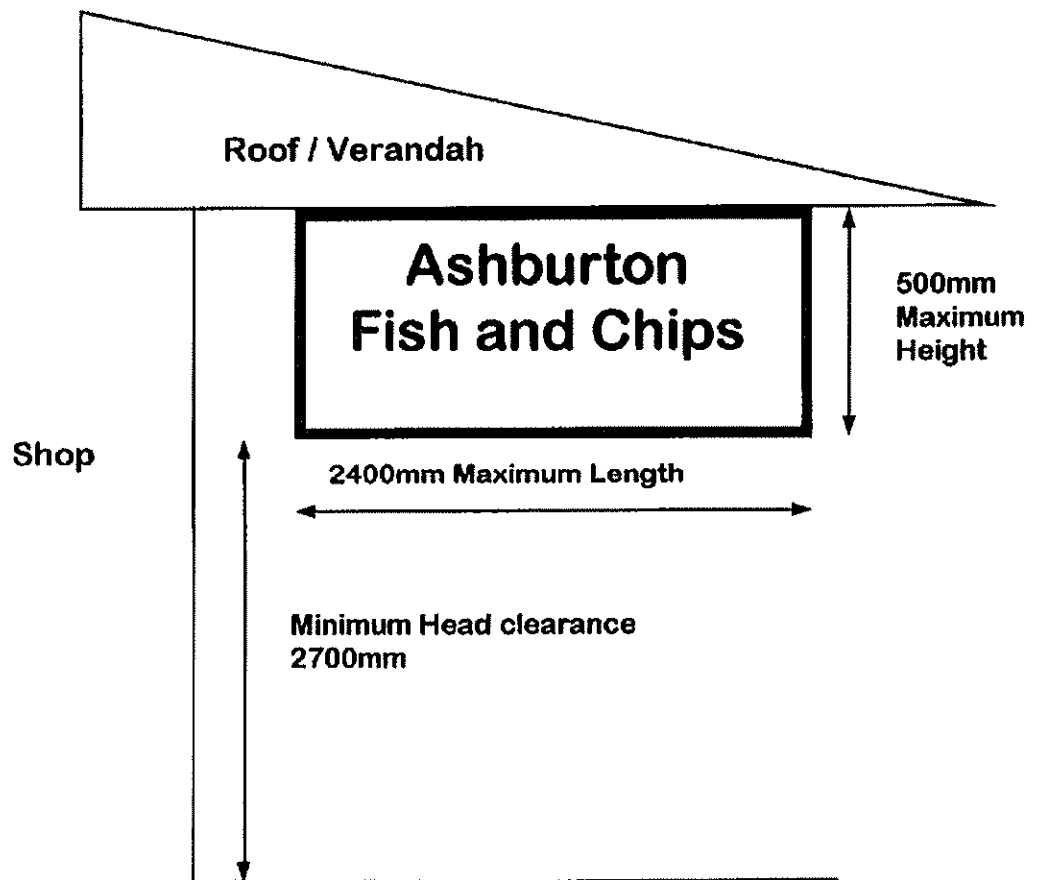
PROHIBITED SIGNS

No advertising device shall be erected or maintained:

- o So as to obstruct the view from a street or other public place of traffic, traffic signs or traffic devices;
- o If the sign is in the opinion of Council likely to be confused with or mistaken for a traffic device or traffic sign;
- o On any ornamental tower, spire, dome or similar architectural decoration or other super-structure above the main roof of a building;
- o Which is painted on the roof of any building;
- o If it involves a bill or fly posting;
- o So as to obstruct the access to or from any door, fire escape or window;
- o On any lot that is zoned residential or used for residential purposes unless it is listed as an exempted sign in Appendices 1 and 2, otherwise permitted by any other legislation, or specifically approved by Council;
- o On any building or structure the stability of which is in the opinion of Council's Building Surveyor likely to be adversely affected by the sign;
- o Is not structurally sound and capable of withstanding any forces to which it would be reasonably subjected without collapsing, deforming or moving from the position in which it was erected or displayed;
- o On a light pole or telephone pole or any other pole, structure or object used in connection therewith without the approval in writing of the relevant authority responsible for the erection or maintenance of such pole or other structure;
- o On any tree, shrub or vegetation of any kind;
- o In any position where in the opinion of Council the contents thereof will be unsuitable or out of harmony with the surroundings of the locality for which it is proposed;
- o In a position where in the opinion of Council it obstructs or impedes all or part of the view which may be enjoyed from a street, way, footpath, public place or private property of a place, feature or landscape of natural beauty;
- o Which in the opinion of Council contains crude or offensive graphics and text;
- o Which is not site specific, unless otherwise permitted under the provisions of this Policy;
- o If it is an illuminated pulsating sign;
- o If it incorporates animation or movement in its design or structure;
- o If it contains glass other than an electric light globe or tube;
- o If it comprises of paper, cardboard, cloth or other flammable material of any kind other than in respect of posters securely fixed to a signboard or to flags, bunting or pennants that are approved by Council;
- o If it is illuminated by flammable material;
- o Other than in conformity with the terms and conditions of the planning or building approval issued in respect thereof.



Produce Sign



Sign under Verandah



Portable Sign

