

Local Planning Policy 4.11: Advertising

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| Objectives: | Place |
| Outcome: | 2.1 - A diverse, well planned built environment. |
| Strategy: | 2.1.1 - Actively engage in the development and promotion of an effective planning framework. |

Purpose

1. The purpose of this Policy is to provide a planning framework for the appropriate development of signage on private and public land, to ensure that public safety is maintained and to ensure that the character and amenity of the area where signage may be proposed is maintained.
2. The Policy specifically identifies signage that is considered acceptable in particular zones as outlined under the Scheme and the acceptable development criteria that will be used to assess an application for signage where planning approval is required. The Policy also includes performance criteria, to be used for assessment where the acceptable development standards cannot be achieved.

Policy Objectives

The objectives of this Policy are:

- a) To ensure that the siting, design and general appearance of advertising and signage does not detract from the landscape values, amenity and character of the area.
- b) To ensure that advertising signs are not misleading, offensive or distracting for vehicular and pedestrian traffic.
- c) To ensure that signs make a positive contribution to the streetscape and streetscape interaction.
- d) To ensure that the scale of the sign is appropriate to the size of the building or façade upon which it will be displayed.
- e) To improve the quality of advertising signs and their overall visual impact.
- f) Ensure that signs are constructed and maintained to ensure public safety at all times.
- g) To rationalise signage across a building or façade so as to minimise the proliferation of signage in a particular location.
- h) To protect the heritage values of any place included on the heritage list.

Exemptions

The following signage is exempt from consideration under this Policy:

- Signage that is exempt from planning approval as outlined under Appendix 12 of the Scheme.
- Warning signs and risk management signage installed by the Local Government on public land vested in the Local Government in accordance with the *Public Works Act 1902*.
- 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*.
- Signage required under any other legislation.



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Definitions

The specific types of signage are defined under the Policy Measures. Other definitions that are considered integral to the interpretation of this Policy are outlined as follows:

“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.

“Façade” means the exterior surface of a wall enclosing a building and excludes the roof.

“Fence” is a freestanding structure put in place to mark a boundary and restrict movement across the property. It can be a permeable or solid structure. A fence may consist of several sections each section being defined by a clear edge at which angle of alignment of the adjoining fence changes.

“Heritage Building” is a building listed on the State Register of Heritage Places or the Shire of Serpentine-Jarrahdale's Municipal Inventory of Heritage Places.

“Main Roads” means Tonkin Highway, South Western Highway, Thomas Road and Nicholson 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 a local law.

“Primary Street” means unless otherwise designated by the local government, the sole or principal public road that provides access to the premise. Where a premise has two or more street frontages, the primary frontage is that to the most important road abutting a premise, as determined by the road hierarchy provisions of the Scheme.

“Public view point” means a point of view from a public location in which views of significance or views to identified landmarks are afforded.³

“Secondary street” means in the case of a premise that has access from more than one public road, a road that is not the primary street but which intersects with or adjoins that road, but does not include a laneway.

“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.

“Wall” is a vertical external face of a constructed building comprising solid building material and includes any openings (windows/ doors) but does not include a fence. A building may consist of several walls each wall being defined by a clear edge at which the angle of alignment of the adjoining wall changes.



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Information required with Planning Applications

Applications for planning approval must be pursuant to Part 8 of the Deemed Provisions of the Scheme. Applications specifically for signage or where signage is proposed as part of a broader proposal must be submitted with the following information:

- (a) The name of the sign type as described in this Policy, 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 scaled site plan.
- (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, the strength of illumination and the duration of the illuminated display each day.
- (i) Any necessary justification for the proposal including any assessment under the performance criteria.
- (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 advertising that will be applied to the sign.

Policy Measures – General

1. Signs in proximity to State Controlled Roads

Signage requires the approval of Main Roads WA in the following circumstances:

- (a) Illuminated or non-illuminated sign or advertisements visible from a highway or a main road; or
- (b) Illuminated sign or advertisements located within 50 metres of traffic signals on a highway or a main road.

2. Location of Signs

Signs proposed on private land are required to comply with Acceptable Development Criteria or Performance Criteria under Table 2 of this Policy for that particular sign. Signs must be directly related to the land or building in which the sign is located.

Where a sign is proposed on public land the following requirements shall apply as a minimum:

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

Notwithstanding the above, the Local Government may apply other standards to the location of signage to ensure that public safety is upheld at all times.

**Local Planning Policy 4.11: Advertising****3. Liability**

The Local Government takes no responsibility for damage to, theft of or claims arising from any approved sign located on public land.

4. Illuminated Signs

Any sign described under this Policy that is proposed to be illuminated shall require planning approval and must comply with the following:

- a) Can have a maximum luminance measured in candela per square metre, in accordance with the following table:

| | | |
|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------|
| District Centre, Rural Townsite, Local Centre, Service Commercial, Light Industry, General Industry, Industrial Development | Mixed Use, Rural Enterprise | Where the sign is within 100 m of Residential development |
| 500 cd/sqm | 350 cd/sqm | 300 cd/sqm |

- b) All conduits, wiring, switches or other electrical apparatus are to be concealed from view by the public; and
- c) For signage proposals that fall in column 2 and 3 of the table above, limited to one illuminated sign per tenancy.
- d) Where illumination is proposed, the Local Government may advertise the proposal where it is deemed to impact on surrounding properties or is within 100m of a residential development.

5. Content of Signs

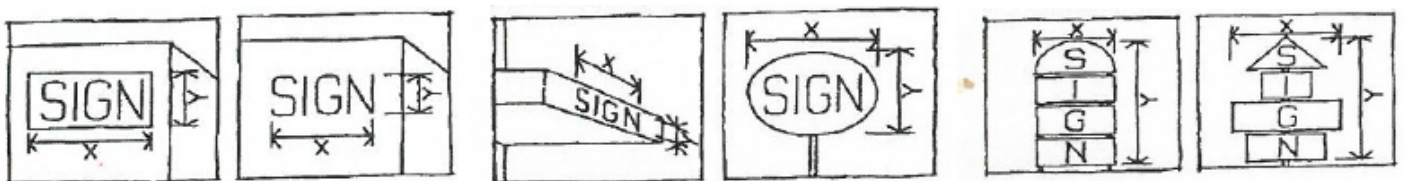
The content of any sign shall not contain any information that may be deemed by the Local Government to be misleading, offensive or derogatory in nature. Where a sign is deemed to fall into one or more of the categories above, the Local Government will request that revised content be provided.

6. Measuring Signs

The following provisions shall apply when measuring the face area of a sign(s):

- a) The sign face area of a premises, as determined by the local government, is the combined total area of each face of every sign located on a lot (including a strata or survey strata lot). The sign face area applies to the entire premises, including all street frontages and any signage, which can be seen from a public street/place.
- b) 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.

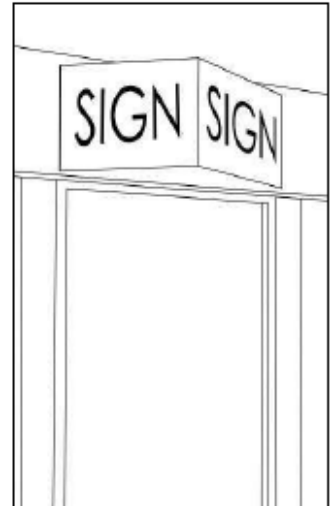
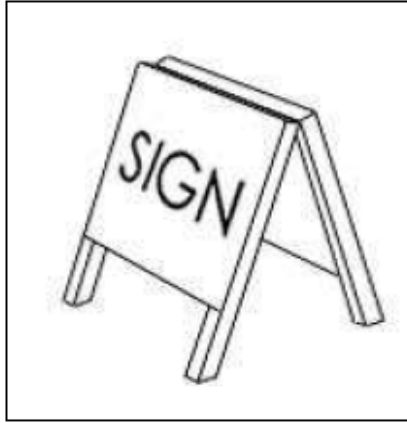
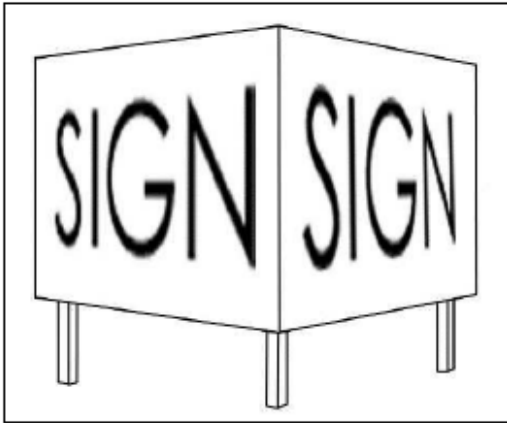
Figure 1: Measuring signs



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- c) The total sign face area may be applied to two faces of a sign where the faces are located front to back and the two surfaces of the sign are joined together across the total sign face area to form a single advertisement.
- d) The provisions which allow the sign face area to apply to two faces of a sign do not apply to the two faces of a 'V' shaped sign or to an 'A' shaped sign as illustrated in Figure 2.

Figure 2: 'V' and 'A' Shaped Signs



7. Sign Permissibility

Table 1 outlines the permissibility of each sign type against the zone that it is located in. Consideration of signage on Shire managed reserves (public land) will be assessed on a case by case basis and will require a planning application to be submitted as outlined in this Policy. The symbols used in the cross reference in Table 1 have the following meanings:

- P Do not require development approval if erected in accordance with the requirements contained in the Policy Measures - General provisions and the particular Acceptable Development Standards. Where assessment is required under the Performance Criteria, an application for planning approval will be required.
- A Require development approval and must comply with the requirements set out in the Policy Measures - General provisions and the particular Acceptable Development Standards or Performance Criteria.
- X Are not permitted.

Please note any signage proposing illumination will require planning approval.



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Table 1: Sign Permissibility

| TYPE OF SIGNS | ZONES | | | | | | | | | | | | | | | | |
|------------------------------|-------------|-------------------|----------------------------------------|----------------------------------------------|-------|-------------------------|------------------------------|-------------------|----------------|------------------|------------------------|-------------|----------------------|------------|-----------|--------------------------------------------------------|-------------|
| | Residential | Urban Development | Special Residential. Rural Residential | Rural Living A and B, Special Rural, Farmlet | Rural | Agricultural Protection | Rural Groundwater Protection | Conservation Zone | Light Industry | General Industry | Industrial Development | Town Centre | Neighbourhood Centre | Commercial | Mixed Use | Highway Commercial, Showroom/Warehouse, Mixed Business | Special Use |
| Awning fascia sign | A | A | A | A | A | A | A | X | P | P | P | P | P | P | A | P | A |
| Billboard sign | X | A | X | X | A | A | A | X | A | A | A | A | A | A | A | A | A |
| Billboard sign –large | X | A | X | X | A | A | A | X | A | A | A | A | A | A | A | A | A |
| Blackboard sign | A | A | A | A | A | A | A | A | P | P | P | P | P | P | P | P | A |
| Boundary fence sign | X | X | X | X | X | X | X | X | A | A | A | A | A | A | A | A | A |
| Canopy sign | X | X | X | X | X | X | X | X | A | A | A | A | A | A | A | A | A |
| Changeable message sign | A | A | X | X | A | A | A | X | P | P | P | P | P | P | P | P | A |
| Construction site sign | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A |
| Construction site fence sign | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A |
| Display home sign | P | P | P | P | P | P | P | P | X | X | X | P | P | X | P | X | P |
| Election sign | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P |
| Electronic sign | X | X | X | X | X | X | X | X | A | A | A | A | A | A | A | A | A |
| Fete sign * | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A |



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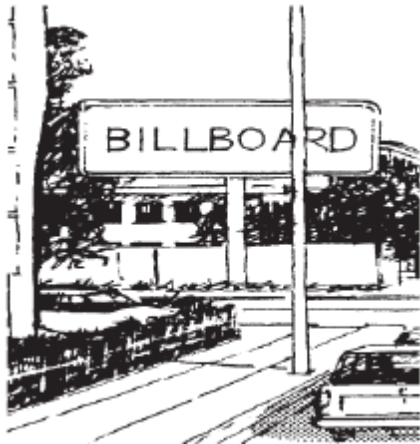
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|--------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Flag sign | X | A | X | X | X | X | X | X | P | P | P | P | P | P | P | P | A |
| Freestanding sign | X | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A |
| Gable sign | X | A | X | X | X | X | X | X | P | P | P | P | P | P | P | P | A |
| Garage sale sign | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P |
| Motor vehicle sign | X | X | X | X | X | X | X | X | A | A | A | A | A | A | A | A | A |
| Portable sign | X | P | P | P | P | P | P | X | P | P | P | P | P | P | P | P | P |
| Projecting sign | X | A | X | X | X | X | X | X | P | P | P | P | P | P | P | P | A |
| Pylon sign | X | X | X | X | X | X | X | X | A | A | A | A | A | A | A | A | A |
| Real Estate Sign | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P | P |
| Roof sign | X | X | X | X | X | X | X | X | A | A | A | A | A | A | A | A | A |
| Verandah sign | X | X | X | X | X | X | X | X | P | P | P | P | P | P | P | P | A |
| Wall sign | X | X | X | X | X | X | X | X | P | P | P | P | P | P | P | P | A |
| Any other sign | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A | A |

*May be approved through other Shire permit requirements.

**Local Planning Policy 4.11: Advertising****Policy Measures –Acceptable Development Standards and Performance Criteria**


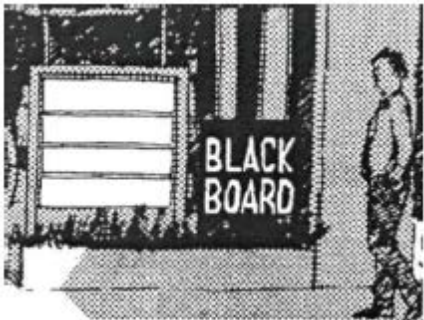
All sign proposals should aim to achieve the Acceptable Development Standards outlined in Table 2 below. Where the Acceptable Development Standards cannot be met, then assessment will be undertaken against the Performance Criteria outlined at the end of Table 2 below. Where proposals are requesting assessment under the Performance Criteria, appropriate justification should be provided with the application as to how each element has been addressed.

Table 2: Acceptable development standards and performance criteria

| SIGN TYPE | ACCEPTABLE DEVELOPMENT STANDARDS |
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| <p>Awning fascia 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.</p>  | <ul style="list-style-type: none"> • Is a single faced sign. • Must be contained within the outline of a fascia. • Does not exceed 1m in height. • Is not illuminated. • The sign is not greater than 10m² in area. |
| <p>Billboard sign - is a freestanding display surface, the width of which is greater than the height and which may be positioned on the ground or mounted on one or more vertical supports.</p>  | <ul style="list-style-type: none"> • The maximum total sign face area is 18m² 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 freestanding 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. |

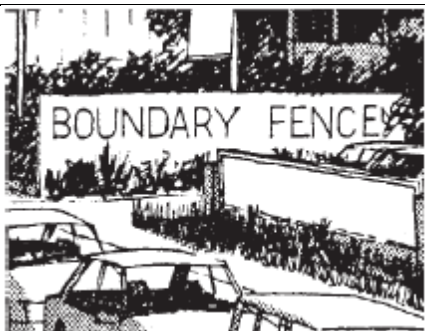





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| | <ul style="list-style-type: none"> • Must not be located on a street frontage of a premises along which is located another billboard sign, billboard sign - large, ground sign, pole sign, pylon sign or pylon sign - large. |
| <p>Billboard sign – large - is a large freestanding display surface, the width of which is greater than the height and which may be positioned on the ground or mounted on more than one vertical support.</p>  | <ul style="list-style-type: none"> • The maximum total sign face area is 36m² per face, for a maximum of two faces. • The maximum height above the ground is to 6.5m or the height of a building in close proximity, whichever is the greater, but should not exceed 8.4m. 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 freestanding 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, billboard sign - large, ground sign, pole sign, pylon sign or pylon sign - large. |
| <p>Blackboard sign - is a blackboard, whiteboard or the like with a hand written message.</p>  | <ul style="list-style-type: none"> • No more than one double faced blackboard sign, having a maximum sign face area of 0.6m² per face, is to be displayed per street frontage. • A single faced blackboard sign must be affixed to a structure within a property boundary in a way that minimises visual clutter. |
| <p>Boundary fence sign - is an advertisement painted or otherwise affixed to a fence along the property boundary of premises.</p> | <ul style="list-style-type: none"> • 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. |



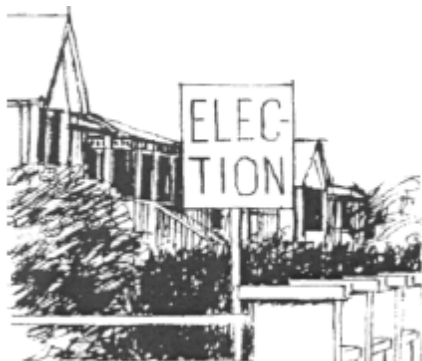


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|  | <ul style="list-style-type: none"> • Is a single faced sign. • The maximum sign face area is 36m². |
| <p>Canopy sign - is an advertisement painted on or otherwise affixed to a canopy, whether the canopy is constructed from flexible or solid material.</p>  | <ul style="list-style-type: none"> • Is a single faced sign. • Must be compatible with the canopy and building on which it is displayed. • Must not be illuminated unless the nature of the illumination and/or materials is such as to prevent combustion. • Must have a minimum clearance of 2.75m to any rigid part of the canopy, and 2.4m to any flexible part of the canopy, and a footpath pavement, where pedestrian access is to be maintained. |
| <p>Changeable message sign - is an advertisement that allows the message to be readily changed, such as those commonly used by petrol retail outlets.</p>  | <ul style="list-style-type: none"> • 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. • Has a maximum height of 1.8m above natural ground level. |
| <p>Construction site sign - is an advertisement affixed to a structure or building under construction or to on-site construction equipment such as a crane.</p>  | <ul style="list-style-type: none"> • Is a single faced sign. • The maximum sign face area is 20m². • Must only display the name or logo of the owner or developer of the construction project or of the construction company. |
| <p>Construction site fence sign - is an advertisement painted or otherwise affixed flat on a temporary safety</p> | <ul style="list-style-type: none"> • Must only display the name or logo of the owner or developer of the construction |



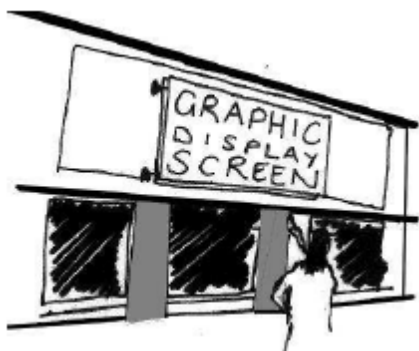
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| <p>fence of a construction site, usually along the boundary or boundaries of that premises.</p>  | <p>project and/or of the construction company, and those professionally involved in the design with contact numbers and addresses if required.</p> <ul style="list-style-type: none"> • Is a single faced sign. • Has a maximum area of one square metre for each metre of the length of the fence to which it is affixed (the area of a construction site fence sign excludes the area of any 'fly poster panel', which may have been designated by the local government for the posting of 'fly poster signs' and the area of any artworks on the fence such as murals). • Must not to be affixed to a fence unless the fence is constructed to withstand the consequent wind loads. |
| <p>Display home sign - is an advertisement sign displayed for the period over which homes are on display for public inspection to facilitate their sale, auction or leasing.</p>  | <ul style="list-style-type: none"> • 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. |
| <p>Election sign - is a temporary, non-illuminated advertisement advertising a political candidate(s), a registered political party, or a campaign for a Commonwealth, State, or local government election.</p>  | <ul style="list-style-type: none"> • The maximum sign face area is 1.2m² per face, for a maximum of two faces. • Must not be in the form of bunting and streamers. • Has a maximum height of 1.8m above natural ground level. • An election sign is to be: <ul style="list-style-type: none"> - Displayed in a location that is not a road or other public place. - Displayed no earlier than six (6) weeks before the day of an election. - Removed no later than seven (7) days after the day of an election. |
| <p>Electronic sign - is a digital format sign usually including Light Emitting Diode (LED) technology and associated technology and software, capable of producing still</p> | <ul style="list-style-type: none"> • Is a single faced sign. • The maximum sign face area is 4m². • Must not extend beyond a height of 4m above the ground. |



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images, video replay and live television broadcasts and animations as programmed.



- Must not project beyond the front alignment of a property.
- Must not expose an unsightly back view to a road or other public place.
- Must not be distracting to motorised road users.
- Must comply with maximum luminance levels as outlined in table under the illuminated signs section of this Policy.

Fete sign - is a temporary, non-illuminated advertisement advertising non-profit, short-term events such as a fete, fair or festival for charitable, religious, educational, child care, sporting organisations or the like.




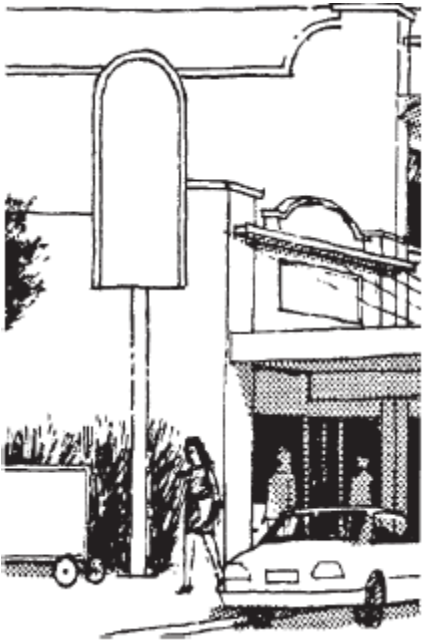

- Fete signs are single faced signs that are to be located on the premises of a fete or the premises of the organisation holding the fete or any other event outlined in the definition and may include:
 - A banner type sign of non-rigid material suspended at both ends and having a maximum single face area of 8.0m².
 - A rigid type sign which would otherwise be a pole sign, wall sign, boundary fence sign or ground sign having a maximum single face area of 2.4m².
 - A vertical banner building sign or vertical banner free standing sign having a maximum single face area of 2.4m².
 - Temporary bunting and streamers.
- No more than one of either a banner or rigid type fete sign is to be displayed for each frontage of a site.
- A fete sign on the premises of a fete or other event as outlined in the definition is to be displayed not more than two weeks prior to the event advertised and is to be removed by the end of the day following the event.

Flag sign - is a sign printed on a flag and flown from a pole and can include up to 4 separate flags, but does not include bunting (small triangular flags attached to rope).

- One flag sign per lot (consisted of a total of 4 separate flags).
- Each flag has a maximum area of 2m².
- There is a minimum separation of 1.5m between each flag.
- Is no higher than the building to which the sign relates.
- Is not placed in a way to be a hazard or safety risk to pedestrians, bicyclists or vehicular traffic.
- Is removed at the end of each business day.


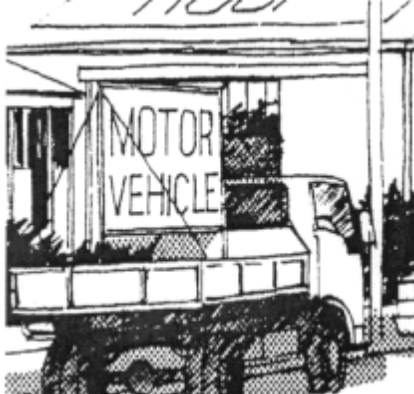
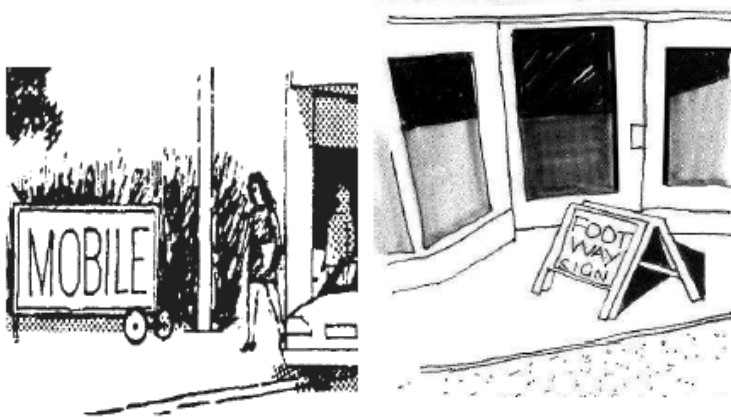


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| <p>Freestanding sign - is a sign that is not a 'Pylon Sign' supported above ground level by one or more piers and is not attached directly to any building or other structure.</p>  | <ul style="list-style-type: none"> • Not more than one pole sign must be displayed per street frontage of a property. • The maximum sign face area is 2.4m² 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 or pylon sign. |
| <p>Gable sign - is a sign attached to or painted on the gable of a roof.</p>  | <ul style="list-style-type: none"> • Fits within the gable feature. • The sign area is not greater than 1.2m². • Can be inclined no more than 10 degrees from the vertical. • Has a maximum depth of 300mm. |
| <p>Garage sale sign - is a notice stuck on an upturned and weighted down standard sized cardboard box or the like and placed on a road safety island advertising a garage sale for a private dwelling.</p> | <ul style="list-style-type: none"> • The sign is temporary, and is removed once the sale has concluded, usually within 24 hours. • The combined total area of all faces of each sign does not exceed 1.5m². |

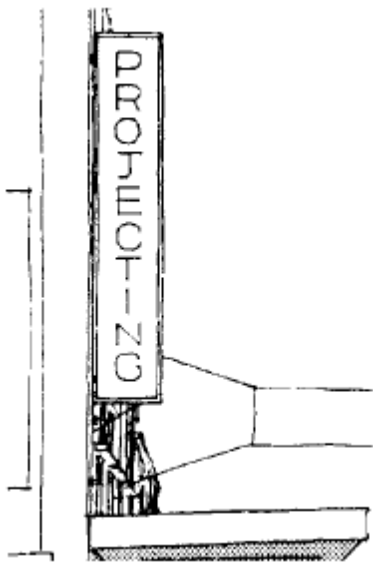
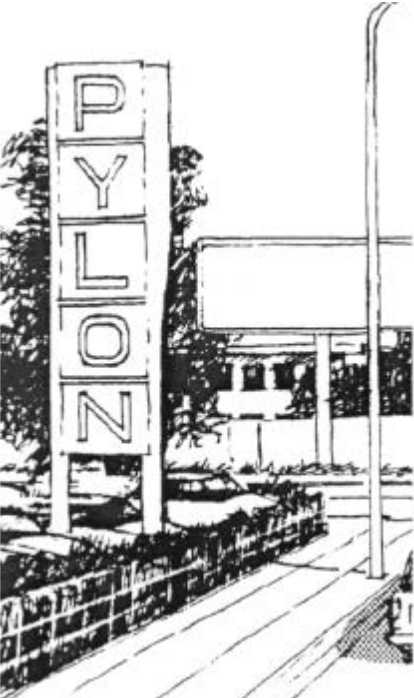


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|  | <ul style="list-style-type: none"> • The sign must be adequately fixed so as to not move or cause risk to road or footpath users. • The location of signage is within 3km of the lot that the sale will take place. |
| <p>Motor vehicle sign - is an advertisement display on a vehicle where the display of the advertisement is the primary use of the vehicle and located on the property permanently.</p>  | <ul style="list-style-type: none"> • Maximum horizontal or vertical dimension being 2.0m. • The sign is adequately secured so as to not cause risk to other road users. |
| <p>Portable sign - is a temporary sign placed on the ground outside a shop or business that has 2 panels on which advertising is displayed.</p>  | <ul style="list-style-type: none"> • Is located within the property of the business it is advertising. • Displays only the name of the owner or occupier of the premises to which it relates and the nature of the business. • Does not exceed 1m in height. • Size of each advertising panel is no greater than 0.8m². • Must not be located to impede pedestrian, bicycle or vehicular movement; • Is to be taken in each day at close of business. |
| <p>Projecting sign - is a double-faced advertisement projecting at right angles to a wall.</p> | <ul style="list-style-type: none"> • 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. |


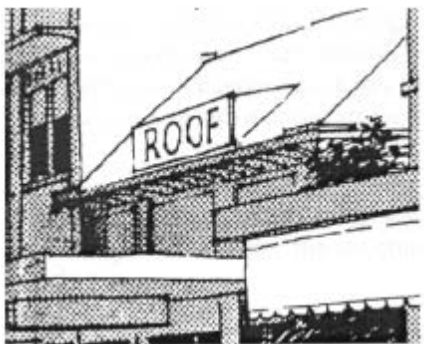
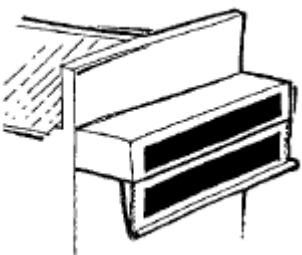


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|  | <ul style="list-style-type: none"> • Must have a minimum 2.75m clearance between the lowest part of a projecting sign and the pavement. • Must not extend more than 10m above the ground, or extend above the wall to which it is attached. |
| <p>Pylon sign - is a display surface the height of which is greater than the width and which may be positioned on the ground or mounted on one or more vertical supports.</p>  | <ul style="list-style-type: none"> • The maximum sign face area is 10m² 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. • 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 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 or pole sign. |
| <p>Real Estate Sign - is any sign advertising property transactions.</p> | <ul style="list-style-type: none"> • Real Estate Signs shall be limited to the standard sized property transaction sign is 900mm x 600mm in dimension (made of corflute material), but may include larger photo board signs that are a maximum 1.8m x 1.2m in dimension. |



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|  | <ul style="list-style-type: none"> No Real Estate sign is to interfere with the safe and convenient passage of pedestrians and vehicles. |
| <p>Roof sign - is an advertisement positioned at the top of a building (above an awning, verandah roof or the like) where the roof of that building would normally form the predominant backdrop to the sign when it is viewed from the ground.</p>  | <ul style="list-style-type: none"> A maximum area of 20% of the area of the roof panel on which it is located or 4m² whichever is the lesser. A maximum width of 2/3 of the width of the roof. Does not protrude above the roof ridge line. Does not project more than 300mm from the portion of the building to which it is attached. |
| <p>Verandah sign - is a sign displayed on the outer fascia of a verandah, canopy, blind or sunshade.</p>  | <ul style="list-style-type: none"> Maximum area of 1.2m². Provides a clearance of 2.75m from ground/pavement level. If located on the outer fascia has a maximum depth of 300mm. |
| <p>Wall sign - is an advertisement affixed flat to a building wall or painted onto a building wall and/or fascia.</p> | <ul style="list-style-type: none"> 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 10m², and must not extend beyond 12.0m above the ground even if the wall is higher than this. Must not project more than 300mm from the wall and/or fascia to which it is affixed. Must not project beyond the edges of a wall and/or fascia. |

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|  | <ul style="list-style-type: none">• A wall sign, which extends above a wall, may be considered as a roof sign. |
| Any other sign – Any other sign that does not reasonably fit into any of the categories above. | Will be assessed against the Performance Criteria. |
| Performance Criteria | |
| <p>Where the Acceptable Development Standards outlined above for a specific sign cannot be met. The proposal may be assessed under the Performance Criteria as follows:</p> <p>Size Is in keeping with scale of the development or site on which it is proposed.</p> <p>Colour and Shape Is complementary to the development and surrounding landscape.</p> <p>Number There is not an excess of signage that detrimentally impacts on the visual amenity and character of the area.</p> <p>Location The location is sympathetic to the existing landscape /streetscape and does not impede on the function of the approved use for the site.</p> <p>Design The scale and form of the sign complements the building /development and does not obstruct key architectural features.</p> <p>Safety The proposed signage does not pose an unacceptable risk to the public.</p> <p>In assessing a proposed sign against the above Performance Criteria the Shire in its discretion may advertise the proposal in accordance with Clause 64 of the Deemed Provisions.</p> | |

**Local Planning Policy 4.11: Advertising****References**

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| Name of Policy | Local Planning Policy 4.11: Advertising |
| Previous Policy | Local Planning Policy 05: Control of Advertisements |
| Date of Adoption and Resolution Number | 23 July 2018 - OCM063/07/18 |
| Review dates and Resolution Numbers | |
| Next review date | |
| Related documents | <p>Acts/Regulations <i>Local Government Act 1995</i> <i>Planning and Development Act 2005</i> <i>Planning and Development (Local Planning Schemes) Regulations 2015</i></p> <p>Plans/Strategies Strategic Community Plan 2017 - 2027</p> <p>Policies</p> <p>References</p> <p>Delegations</p> <p>Work Procedures</p> |

Note: changes to references may be made without the need to take the Policy to Council for review.