

LPP2.0 Commercial Signage Within Shire Road Reserves

Responsible Directorate	Development Services
Responsible Business Unit/s	Statutory Planning
Responsible Officer	Manager Statutory Planning and Compliance
Affected Business Units	Strategic Planning Infrastructure Services

Background

This policy relates to Clause 4.7 of the *Public Places and Local Government Property Local Law 2019* which provides authorisation for signs to be erected on Shire road reserves subject to the provisions detailed within this policy. Any development approval granted under this policy also constitutes authorisation under the Local Law for the erection of signage within Shire road reserves.

Objectives

1. Provide a framework for the effective regulation of commercial signage on Shire of Serpentine Jarrahdale (Shire) road reserves that ensures public safety is maintained.
2. Avoid the general proliferation of commercial signage and to focus commercial signage within town centre areas where they relate to promoting the range of businesses and services available.
3. Ensure commercial signage does not result in injurious damage to areas of high rural or natural amenity within the Shire.
4. Promote housing opportunities and community awareness relating to new major land estates within the Shire.

Definitions

Town centre areas – areas zoned as District Centre, Neighbourhood Centre, Rural Townsite, Mixed Use or Service Commercial under Local Planning Scheme 3 (LPS3) or otherwise designated under an approved structure plan.

Edge of carriageway - the face of a kerb or cycle lane or road carriage.

Frangible - able to be broken into fragments: brittle or fragile.

Land estate signage – signage promoting new major land estates within the Shire.

Major land estate – land sales resulting from a subdivision creating 20 or more lots.

Shire road reserves – land set aside by the Shire for the management of roads reserved as a Local Road, Primary Distributor Road, Local Distributor Road or District Distributor Road under LPS3.



Scope

1. General Policy Provisions apply to all commercial signage within Shire road reserves.
2. Land estate signage is required to comply with all General Policy Provisions and Special Provisions under the policy.

General Policy Provisions

General

1. Development approval is required for all commercial signage within Shire road reserves.
2. Commercial signs proposed on local government road reserves which are proximate to State Government Controlled Roads require a separate approval of Main Roads Western Australia (MRWA). This includes the following types of commercial signs:
 - a. Commercial signs which are visible from a highway or a MRWA main road; or
 - b. Commercial signs located within 50 metres of any traffic light signal.
3. The Shire will refer any proposal for commercial signage to MRWA where it considers there may be an impact on a road under the care/control of MRWA, or where it is unclear as to the potential for such impact on that road.
4. The applicant is responsible to maintain all commercial signage and ensure it is kept clean, free from stains, not permitted to deteriorate, not permitted to become unsightly and kept clean of graffiti at all times, to the satisfaction of the Shire.
5. Any permit granted for commercial signage should include a suitable performance bond, which covers the cost to remove such commercial signage at the end of the permit timeframe. An applicant will be required to remove such commercial signage and reinstate the verge at their cost at the end of the permit timeframe, or alternatively seek a new permit for such commercial signage. If:-
 - a. An applicant does not seek a new permit for the commercial signage; or
 - b. An applicant, in seeking a new permit for the commercial signage, has such permit refused by the Shire; and/or
 - c. An applicant does not remove the commercial signage;

The Shire will utilise the performance bond to complete such removal and verge reinstatement works.

Acceptable Sign Types

6. The following freestanding sign types may only be considered for a permit (as defined under Local Planning Policy 4.11):
 - a. Freestanding sign
 - b. Pylon sign.

Location, Display and Positioning



7. Commercial signage will only be considered on road reserves located within town centre areas. Specifically, commercial signage in areas of high rural or natural amenity within the Shire will not be supported, excluding land estate signage.
8. The scale of the commercial signage should not detract from the character of the streetscape, key landscapes or architectural values of buildings.
9. Commercial signage will not be permitted where it results in the removal of vegetation within the road reserve.
10. Commercial signage should not be located within 100m of other commercial signage on the same Shire road reserve. The commercial signage should not result in a proliferation of signage in the area, considering existing commercial signage located on either private land or road reserves.
11. Commercial signage should be positioned to not expose an unsightly back view to areas that are publicly visible.
12. Commercial signage should only display information of available commercial and/or retail services located within the town centre environment where the commercial sign is proposed.
13. Commercial signage will not be permitted with an illuminated display.

Safety

14. Commercial signage is required to be:
 - a. Manufactured from non-flammable and damage resistant materials.
 - b. Constructed in accordance with relevant current Australian standards.
 - c. Have a frangible level above the base plate and structural adequacy of the frangible support certified by a suitably qualified engineer.
15. Commercial signs will not be supported within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving. Commercial signage will not be permitted if it has the potential to obstruct safe intersection sight distances.
16. Commercial signs will not be permitted where it impedes pedestrian, bicycle or vehicular movement.
17. In assessing consideration of acceptable positioning of commercial signage, the following table will be given regard in respect of setbacks from the edge of the road carriageway curb:



Street Type	Design Speed Km/hr	Distance to edge of carriageway (Frangible sign)	Distance to edge of carriageway (Non frangible sign)
Integrator A and B	70	2.5m	2.75m
	60	2m	2.5m
Neighbourhood connectors and 50km/hr integrator B	50	0.75m	1.15m
Access street	50 or less	0.75m	0.75m

Administration

18. Any permit application will be subject to an applicant demonstrating suitable public liability insurance to indemnify the Shire against all claims or action arising as a result of the commercial sign. The owner should ensure the insurance is in force at the erection of the signage and is maintained throughout the duration of the signage.
19. An annual licence fee is required to be paid to the Shire for the commercial signage consistent with the adopted fees and charges:
 - a. Small scale sign = less than 2m² inclusive per face
 - b. Large scale sign = 2m² to 3m² per face
20. All commercial signage approvals should be limited to a period of 24 months, or otherwise an alternate timeframe agreed upon by the Shire. Following, the signs are required to be removed and the land to be reinstated to its original condition.

Special Policy Provisions for Land Estate Signage

1. Land estate signage will only be considered on Local Distributor Road, Primary Distributor Road and District Distributor Road reserves under LPS3 and the Western Australian Road Hierarchy. Land estate signage is only permitted within Local Road reserves where adjoining or leading to the major land estate.
2. Land estate signage will only be considered where it is associated with a new major land estate located within the Shire. No signage should be approved until the land estate has been granted subdivision approval by the WAPC.
3. Land estate signage should display information relating to the developer, marketed estate name, suitable directions/wayfinding, and contact details.
4. Land estate signage should be located no further than 5km away from the major land estate in which it is associated.



5. A maximum of nine land estate signs per major land estate are permitted within Shire road reserves unless otherwise agreed upon by the Shire. Additional signage may be considered where it is:
- Located within Shire road reserves directly adjoining the major land estate.
 - Located within Primary Regional Roads or Other Regional Roads reserved under the MRS, such as South Western Highway, Mundijong Road and Thomas Road.
6. Land estate signage should be limited to:
- A maximum height of 2.5m; and
 - A maximum area of 3m² for each sign face

Relevant Policies/Council Documents

- Planning and Development Act 2005
- Planning and Development (Local Planning Schemes) Regulations 2015
- Serpentine Jarrahdale Local Planning Scheme No. 3
- Public Places and Local Government Property Local Law 2019

Office Use Only				
Relevant Delegations				
EMG Adoption	Date			
Reviewed/Modified	Date			
Reviewed/Modified	Date			