

Local Planning Policy 3.3 Advertising Signage

VERSION 5

August 2026

town planning services

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1.0 CITATION

This is a local planning policy prepared under the *Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations)* and the City of Greater Geraldton Local Planning Scheme No. 1 ('the Scheme'). It may be cited as *Local Planning Policy 3.3 Advertising Signage*.

2.0 INTRODUCTION

Clause 61(1) of the Regulations 2015 confirms that the modification of existing signs, temporary signs and electoral signs are exempt from the need for development approval subject to meeting certain conditions. The Regulations also exempt signage from the need for approval where it meets the provisions of a local planning policy or local development plan.

This policy sets out the deemed to comply standard for various sign types. Where these standards are met the signage will be exempt from the need for approval. This policy also sets out the assessment criteria for signs which do not meet the deemed to comply standards.

3.0 APPLICABLE DEVELOPMENT

This policy applies to all advertising signage on zoned land under the local planning scheme within the City of Greater Geraldton (the City).

Where this policy is inconsistent with a local development plan, structure plan or other local planning policy that applies to a specific site or area, the provisions of that specific planning instrument shall prevail. Where a sign type is proposed that is not specifically identified in this policy, it will require development approval and will be assessed against the objectives of this policy.

4.0 PLANNING POLICY OBJECTIVES

- a) To encourage well designed signs which are compatible with the desired character of the area.
- b) To limit the number and size of advertising signs in order to safeguard the visual amenity of the district.
- c) To ensure signs do not create a hazard or obstruction for pedestrians or motorists.
- d) To set out standards which apply to different types of signs and the considerations the local government should have in determining applications.
- e) To specify what types of signs do not require the development approval of the local government.

5.0 DEVELOPMENT REQUIREMENTS

5.1 Exempt Advertising Signage

5.1.1 Advertising signs identified in Table 1 do not require the development approval of the local government, unless one or more of the following are applicable.

- a) The sign is to be erected or installed on a place included on a heritage list or on land located within a heritage area specified under the Scheme.
- b) The sign is artificially illuminated,
- c) Any part of the sign projects outside the property boundary, or
- d) The sign is not associated with the approved use of the building/property.

Table 1 Advertising Signs not requiring development approval

USE CLASS CATEGORY / LAND USE IN ZONING TABLE	EXEMPTION
Residential Uses	
Permanent Residential Accommodation <i>(Aged or Dependent Persons Dwelling, Caretaker's Dwelling, Family Day Care, Grouped Dwelling, Holiday House, Home Occupation, Multiple Dwelling, Residential Building, Single House)</i>	1 sign containing details of the development with an area of 0.2m ²
Home Based <i>(Bed and Breakfast, Home Business)</i>	
Commercial Uses	
Entertainment <i>(Night Club, Small Bar, Tavern)</i>	Any sign(s) affixed to the walls of the building not projecting above the eaves, roof or ridge line or 6m above ground floor level with a total combined area of 10m ²
Health Care and Medical <i>(Consulting Rooms, Medical Centre, Veterinary Centre)</i>	
Child Care Premises	
Office <i>(Office, Office – Small Scale)</i>	
Commercial <i>(Bulky Goods Showroom, Dry Cleaning Premises / Laundromat, Garden Centre, Machinery Sales, Motor Vehicle Wash, Motor Vehicle, Boat or Caravan Sales)</i>	

USE CLASS CATEGORY / LAND USE IN ZONING TABLE	EXEMPTION
Retail Uses	
Shopping <i>(Convenience Store, Discount Department Store, Liquor Store, Market, Shop, Shopping Centre, Supermarket)</i>	Any sign(s) affixed to the walls of the building not projecting above the eaves, roof or ridge line or 6m above ground floor level with a total combined area of 10m ²
Food and Beverage <i>(Reception Centre, Restaurant / Café, Winery)</i>	
<i>Fast Food Outlet</i>	
Tourism Uses	
Accommodation <i>(Holiday Accommodation, Hotel, Motel, Serviced Apartment, Tourist Development)</i>	Any sign(s) affixed to the walls of the building not projecting above the eaves, roof or ridge line or 6m above ground floor level with a total combined area of 10m ²
Civic, Cultural and Community Uses	
Exhibition and Entertainment <i>(Cinema / Theatre, Club Premises, Exhibition Centre, Place of Worship, Recreation – Private)</i>	Any sign(s) affixed to the walls of the building not projecting above the eaves, roof or ridge line or 6m above ground floor level with a total combined area of 10m ²
Industrial Uses	
General Industry <i>(Fuel Depot, Industry, Industry – Primary Production, Salvage Yard, Transport Depot)</i>	Any sign(s) affixed to the walls of the building not projecting above the eaves, roof or ridge line or 6m above ground floor level with a total combined area of 10m ²
Light Industry <i>(Funeral Parlour, Industry – Light, Motor Vehicle Repair, Motor Vehicle Wreckers, Service Station, Trade Supplies, Warehouse / Storage)</i>	
<i>Industry – Cottage</i>	1 sign containing details of the development with an area of 0.2m ²
Resources Industry <i>(Industry – Extractive, Mining Operations)</i>	1 sign containing details of the development with an area of 5m ²

USE CLASS CATEGORY / LAND USE IN ZONING TABLE	EXEMPTION
Rural Uses	
Agricultural (Abattoir, Agriculture – Intensive, Agroforestry, Animal Establishment, Animal Husbandry – Intensive, Rural Pursuit / Hobby Farm, Tree Farm)	1 sign containing details of the development with an area of 1m ²
Workforce Accommodation	1 sign containing details of the development with an area of 0.2m ²
Other Uses	
Other uses not listed	1 sign containing details of the development with an area of 0.2m ²
Internal Signs	
All uses	All signs placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings
Recreation and sporting ground / facility	All signs provided they are not visible from the outside of the ground or facility either from private/public land or streets
Temporary Signs	
Sale of goods or livestock provided the land is not normally used for that purpose	1 sign containing details of the sale with an area of 2m ²
Property transactions for a single house	1 sign per street frontage containing details of the property transaction with an area of 2m ²
Property transactions for grouped/multiple dwellings, commercial, rural and industrial projects	1 sign per street frontage containing details of the property transaction with an area of 5m ²
Property transactions for large developments/complexes, buildings in excess of 4 storeys	1 sign per street frontage containing details of the property transaction with an area of 10m ²
Display home	1 sign containing details of the development with an area of 5m ²

5.2 Matters to be Considered

5.2.1 The following matters will be considered to determine whether a development application achieves the objectives of this policy:

- a) The category of the sign;
- b) The relevant standards for the category of sign;
- c) The acceptable deviation from the standards;
- d) The matters which the local government is required to have consideration for under the Scheme or other local planning policy;
- e) The manner of and the position in which the sign is to be displayed; and
- f) The amenity of the locality and characteristics of the area or street.

5.3 Advertising Signage Standards

5.3.1 The standards within section 5.4 to 5.19 identify ways in which advertising signage is deemed to achieve the objectives of this policy.

5.3.2 The local government may exercise its discretion to approve a deviation from these standards, subject to the applicant demonstrating that the likely effect of the location, height, bulk, scale, orientation and appearance of the sign will not:

- a) Conflict with or detrimentally affect the amenity of the locality;
- b) Interfere with traffic safety; and
- c) Create visual pollution or an undesirable precedent.

5.4 Remote Advertising

5.4.1 Remote advertising is not supported as it may lead to proliferation of signage to the detriment of the amenity of the municipality.

5.5 Sign Location

5.5.1 A sign is not displayed:

- a) Where it would detract from the aesthetic environment of a park or other land used by the public for recreation;
- b) Where it would be likely to interfere with, or cause risk or danger to traffic on a thoroughfare by virtue of the fact that it;
- c) May be mistaken or confused with, or obstruct or reduce the effectiveness of any control device;
- d) Would invite traffic to turn and would be sited so close to the turning point that there would not be reasonable time for a driver of a vehicle to signal and turn safely;
- e) Would invite traffic to move contrary to any traffic control device;
- f) Would invite traffic to turn where there is fast moving traffic and no turning lane; or

- g) May obscure the vision of a person driving a vehicle.
- h) Where it would detrimentally affect the amenity of the area;
- i) Where it is not associated with the approved use of the property on which it is displayed;
- j) On a property which does not relate to the sign;
- k) On or adjacent to a footpath which results in the pedestrian access being less than 1.8m in width, however the local government may specify a greater width in certain cases;
- l) On or within 3m of a carriageway;
- m) Upon a dividing strip, round-about or traffic island; or
- n) Where it would detrimentally affect the significance and aesthetics of a heritage area, place or building.

5.6 Sign Illumination

5.6.1 No more than 1 illuminated sign is erected in relation to the one building or business.

5.6.2 An illuminated sign:

- a) Does not exceed 3m in height of 4m in length;
- b) Does not exceed 5m² in area;
- c) Does not have any part more than 6m above the level of the ground immediately below it;
- d) Does not have any boxing or casing in which it is enclosed, constructed of incombustible material;
- e) Where comprising glass (other than fluorescent tubing) has the glass so protected as to prevent its falling into a public place in the event of a breakage;
- f) Is maintained to operate as an illuminated sign;
- g) Does not have a light of such intensity as to cause annoyance to the public or be a traffic hazard;
- h) Does not emit a flashing light; and
- i) Is treated appropriately to minimise damage from vandalism and/or graffiti.

5.7 Banners, Flags and Pennons

5.7.1 No more than 2 (in total) banners, flags or pennons are erected in relation to the one building or business and they do not obstruct in any way the use of any thoroughfare.

5.8 Development Signs

5.8.1 A development sign is removed from the site within 2 years from the date of approval or when 80% of the lots by number in the subdivision (or stage of subdivision) have been sold, whichever is the sooner.

5.8.2 No more than 2 development signs are erected in relation to the one subdivision.

5.8.3 Development signs:

- a) Don't exceed 4m in height;
- b) Don't exceed 20m² in area;
- c) Don't have any part more than 6m above the level of the ground immediately below it; and
- d) Area displayed at the entrance to the subdivision and not remote from the lots being sold.

5.9 Fence Signs

5.9.1 Signs are painted on or attached to the inside of side or rear fences of a lot within an industrial or commercial area.

5.9.2 A sign on a fence:

- a) Is located behind the building line;
- b) Does not exceed 1m in height;
- c) Does not extend beyond the physical boundaries of the fence, and
- d) Is not within 3m of any street boundary.

5.10 Freestanding Signs

5.10.1 No more than 1 freestanding sign is erected in relation to the one building or business.

5.10.2 Freestanding signs:

- a) Don't exceed 1m in height;
- b) Don't exceed an area of 1m² on any side;
- c) Are not erected in any position other than immediately adjacent to the building or business to which the sign relates;
- d) Are removed each day at the close of the business to which it relates and not be erected again until the business next opens for trading; and
- e) Are covered under the public liability insurance of the business to which it relates, if located on a thoroughfare.

5.11 Inflatable Signs

5.11.1 Inflatable signs are displayed on a temporary basis, not exceeding 30 days in any 12 month period.

5.12 Property Transaction Signs

5.12.1 A property transaction sign advertising an auction is not be erected more than 28 days before the proposed auction date and is removed no later than 7 days after the auction.

5.12.2 A property transaction sign for a dwelling:

- a) Does not exceed 2m in height or 2m in length;
- b) Does not exceed 2m² in area; and
- c) Does not have any part more than 3m above the level of the ground immediately below it.

5.12.3 A property transaction sign for multiple dwellings, shops etc.:

- a) Does not exceed 4m in height or 4m in length;
- b) Does not exceed 5m² in area; and
- c) Does not have any part more than 5m above the level of the ground immediately below it.

5.12.4 A property transaction sign for large properties:

- a) Does not exceed 6m in height or 6m in length;
- b) Does not exceed 10m² in area; and
- c) Does not have any part more than 6m above the level of the ground immediately below it.

5.13 Pylon Signs

5.13.1 Where pylon signs are to be erected on a lot with multiple tenants/businesses all the pylon signs are incorporated into one sign that allows for each tenant/business to have one sign within it.

5.13.2 A pylon sign:

- a) Does not exceed 2.6m in width or 6m in height; and
- b) Does not exceed 8m² in area.

5.14 Roof Signs

5.14.1 A roof sign does not extend laterally beyond the external wall of the structure or building on which it is erected or displayed.

5.14.2 A roof sign does not project above the ridge line of the building on which it is erected or displayed.

5.14.3 No more than 1 roof sign is erected in relation to the one building.

5.14.4 A roof sign complies with the following:

Height of main building above ground level where sign is to be fixed	Maximum height of sign
5m and under	1.25m
Above 5m to 6m	1.5m
Above 6m to 12m	2.0m
Above 12m to 18m	2.5m
Above 18m to 24m	3.0m
Above 24m	3.5m

5.15 Rural Producer's Signs

5.15.1 A rural producer's sign:

- a) Does not advertise anything other than the sale of produce grown on the land on which the sign is erected;
- b) Does not exceed 1m² in area; and
- c) Does not exceed a height of 3m above the level of the ground immediately below it.

5.16 Verandah Signs

5.16.1 A verandah sign fixed to the outer or fascia of the verandah Does not project beyond the outer frame or surround of the fascia nor exceed 600mm in width.

5.16.2 A verandah sign under a verandah:

- a) Is positioned at right-angles to the front wall of the building, except on a corner of a building at a thoroughfare intersection where the sign may be placed at an angle with the wall so as to be visible from both thoroughfares;
- b) Affords a minimum headway of 2.75m; and
- c) Does not exceed 1.5m in length or 400mm in width.

5.17 Wall Signs

5.17.1 A wall sign:

- a) Where having a vertical configuration, does not exceed 4m in height or 3m in length;
- b) Where having a horizontal configuration, does not exceed 3m in height or 4m in length;

- c) Does not exceed 5m² in area;
- d) Does not project more than 1.5m from the wall to which it is attached;
- e) Does not project more than 1m above the top of the wall to which it is attached;
- f) Affords a minimum headway of 2.75m where the sign projects more than 12mm into a thoroughfare;
- g) Is not be within 450mm of the edge of a carriageway; and
- h) Is not within 600mm of either end of the wall to which it is attached.

6.0 ACCOMPANYING MATERIAL

6.1.1 Where development approval is required for advertising signs under the provisions of this policy, the following signage details should be provided in support of the development application:

- a) the location of all signs on site, including a site plan and elevation plan;
- b) dimensions;
- c) content and colours if available;
- d) illumination details including:
- e) nature of the illumination being internal, external or digital;
- f) hours of illumination;
- g) details of content;
- h) in the case of digital signage, information regarding transitions, dwell time and other relevant information should be provided.

6.1.2 The City may request additional plans or information in support of this policy if this is required to assist in the assessment of a proposal.

7.0 CONSULTATION

The City may exercise its discretion to consult with landowners and occupants prior to making a decision on a proposed advertising sign being considered under the provisions of this policy.

8.0 DEFINITIONS

Illuminated sign means a sign that is so arranged as to be capable of being lit either internally or externally by artificial light provided or mainly provided for that purpose.

Remote advertising means the placement of a sign advertising goods or services that are not available on the site on which the sign is located. Pylon signs on a rural road advertising a restaurant in a nearby town is an example of remote advertising.

Sign has the same meaning given in the Scheme for *advertisement*.

Thoroughfare means a road, street or the like allowing passage through and includes any thoroughfare or place which the public are allowed to use, whether or not the thoroughfare or place is on private property.

Categories of signs:

Category	Definition	Example
Banners, Flags and Pennons	flexible, lightweight signage elements typically made of fabric or similar materials, designed to be suspended, hung or displayed for the purposes of promotion.	
Development sign	a sign displayed on a lot, which has been approved by the WA Planning Commission for subdivision, advertising the lots for sale.	
Fence sign	a sign painted on or attached to a fence or similar structure.	
Freestanding sign	a sign not permanently attached to a structure or fixed to the ground and includes "A frame" or "sandwich board" advertisements consisting of 2 advertisement boards attached to each other by hinges or other means.	
Inflatable signs	a sign consisting of advertising printed on or attached to an inflated object, designed to attract attention when displayed outdoors, e.g. blimps and balloons.	

Category	Definition	Example
Property transaction sign	a sign indicating that the premises on which it is displayed are for sale, for lease or are to be auctioned.	 A black and white illustration of a single-story house with a paved driveway. A large 'FOR SALE' sign is placed in the front yard. The sign reads: 'FOR SALE', 'HOME FOR SALE!', '3 BEDROOMS - 2 BATHS', and 'CONTACT: 555-9876'.
Pylon sign	sign supported by one or more piers and which is not attached to a building, and includes a detached sign framework supported on one or more piers to which sign infills may be added.	 A black and white illustration of a commercial building labeled 'ELDER'S BANANA COMPANY'. A large, rectangular sign is supported by two tall piers. The sign reads 'PYLON SIGN'.
Roof sign	a sign displayed on the roof of a building.	 A black and white illustration of a two-story building. A sign is mounted on the flat roof of the building. The sign reads 'Roof Sign'.
Rural producer's sign	a sign displayed on agricultural land and which advertises products produced or manufactured upon the land.	 A black and white illustration of a rural landscape with a field and a small building in the background. A sign is placed in the field. The sign reads 'Rural Producer's Sign'.
Verandah sign	a sign above, on or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or private land.	 A black and white illustration of a building with a verandah. A sign is mounted above the verandah. The sign reads 'Verandah Sign'.

Category	Definition	Example
Wall sign	a sign that is attached to, or painted on, the wall of a building. It may project outward from the wall but does not project above the parapet or beyond the sides of the wall to which it is fixed.	