

# Signage

## Local Planning Policy

**VERSION 3**

December 2015

town planning services

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1	12 May 2009 Council Item SC069	Draft.
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3	15 December 2015 Council Item DRS242	Readopted under the new LPS No. 1.

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## 1.0 CITATION

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

The local government may prepare a local planning policy in respect of any matter related to the planning and development of the Scheme area. In making a determination under the Scheme the local government must have regard to each relevant local planning policy to the extent that the policy is consistent with the Scheme.

## 2.0 OBJECTIVES

- a) To control signs in order to safeguard the visual amenity of the district.
- b) To ensure signs do not compromise safety issues regarding thoroughfares.
- c) To set out standards which apply to different types of signs and the considerations the local government should have in determining applications.
- d) To specify what types of signs do not require the development approval of the local government.

## 3.0 POLICY MEASURES

### 3.1 Matters to be Considered

3.1.1 Considerations relevant to the determination of an application include:

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

3.1.2 The local government may exercise its discretion to approve a deviation from the specific 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.

### 3.2 Remote Advertising

The local government will generally not support remote or advance warning (business specific) advertising as this may lead to an undesirable precedent and proliferation of signage to the detriment of the amenity of the municipality.

### 3.3 Location of Signs

A sign should not be displayed:

- a) Where it would detract from the aesthetic environment of a park or other land used by the public for recreation;
- b) In the case of an internally illuminated sign, where its display would cause glare or dazzle or otherwise distract the drive of any vehicle;
- c) In the case of an externally illuminated sign, where the light would not be directed solely onto the device and its structural surround and the light source be so shielded that glare would not occur or extend beyond the sign and cause the driver of any vehicle to be distracted;
- d) 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;
  - i) May be mistaken or confused with, or obstruct or reduce the effectiveness of any control device;
  - ii) 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;
  - iii) Would invite traffic to move contrary to any traffic control device;
  - iv) Would invite traffic to turn where there is fast moving traffic and no turning lane;
  - v) May obscure the vision of a person driving a vehicle.
- e) In the case of an illuminated sign, where it may be confused with or mistaken for the stop or taillight of a vehicle(s);
- f) Where it significantly obstructs or obscures the view of a river, the sea or any other natural feature of beauty;
- g) Where it would detrimentally affect the amenity of the area;
- h) Where it is not associated with the approved use of the property on which it is displayed;
  - i) On a property which does not relate to the sign;
  - j) 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;
- k) On or within 3m of a carriageway;

- l) Upon a dividing strip, round-about or traffic island; or
- m) Where it would detrimentally affect the significance and aesthetics of a heritage area, place or building.

#### 3.4 Banners, Flags and Pennons

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

#### 3.5 Blimps or Balloons

Should not be permitted unless on temporary basis for a maximum of 30 days in any 12 month period.

#### 3.6 Development Signs

3.6.1 A development sign is to be 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.

3.6.2 No more than 2 development signs should be erected in relation to the one subdivision.

3.6.3 Development signs should:

- a) Not exceed 4m in height;
- b) Not exceed 20m<sup>2</sup> in area;
- c) Not have any part more than 6m above the level of the ground immediately below it; and
- d) Be displayed at the entrance to the subdivision and not remote from the lots being sold.

#### 3.7 Freestanding Signs

3.7.1 No more than 1 freestanding sign shall be erected in relation to the one building or business.

3.7.2 Freestanding signs should:

- a) Not exceed 1m in height;
- b) Not exceed an area of 1m<sup>2</sup> on any side;
- c) Not be erected in any position other than immediately adjacent to the building or business to which the sign relates;
- d) Be 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) Be covered under the public liability insurance of the business to which it relates, if located on a thoroughfare.

### 3.8 Horizontal Signs

A horizontal sign should:

- a) Not exceed 3m in height or 4m in length;
- b) Not exceed 5m<sup>2</sup> in area;
- c) Not project more than 1.5m from the wall to which it is attached;
- d) Not project more than 1m above the top of the wall to which it is attached;
- e) Afford a minimum headway of 2.75m where the sign projects more than 12mm into a thoroughfare;
- f) Not be within 450mm of the edge of a carriageway; and
- g) Not be within 600mm of either end of the wall to which it is attached.

### 3.9 Illuminated Signs

3.9.1 No more than 1 illuminated sign shall be erected in relation to the one building or business.

3.9.2 An illuminated sign should:

- a) Not exceed 3m in height or 4m in length;
- b) Not exceed 5m<sup>2</sup> in area;
- c) Not have any part more than 6m above the level of the ground immediately below it;
- d) Have any boxing or casing in which it is enclosed, constructed of incombustible material;
- e) Where comprising glass (other than fluorescent tubing) have the glass so protected as to prevent its falling into a public place in the event of a breakage;
- f) Be maintained to operate as an illuminated sign;
- g) Not have a light of such intensity as to cause annoyance to the public or be a traffic hazard;
- h) Not emit a flashing light; and
- i) Be treated appropriately to minimise damage from vandalism and/or graffiti.

### 3.10 Property Transaction Signs

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

3.10.2 A property transaction sign for a dwelling should:

- a) Not exceed 2m in height or 2m in length;
- b) Not exceed 2m<sup>2</sup> in area; and
- c) Not have any part more than 3m above the level of the ground immediately below it.

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

- a) Not exceed 4m in height or 4m in length;
- b) Not exceed 5m<sup>2</sup> in area; and
- c) Not have any part more than 5m above the level of the ground immediately below it.

3.10.4 A property transaction sign for large properties should:

- a) Not exceed 6m in height or 6m in length;
- b) Not exceed 10m<sup>2</sup> in area; and
- c) Not have any part more than 6m above the level of the ground immediately below it.

### 3.11 Pylon Signs

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

3.11.2 A pylon sign should:

- a) Not exceed 2.6m in width or 6m in height; and
- b) Not exceed 8m<sup>2</sup> in area.

### 3.12 Roof Signs

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

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

3.12.3 No more than 1 roof sign should be erected in relation to the one building.

3.12.4 A roof sign should comply with the following:

Height of main building above ground level where advertisement is to be fixed	Maximum height of advertisement
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

### 3.13 Rural Producer's Signs

A rural producer's sign should:

- a) Not advertise anything other than the sale of produce grown on the land on which the sign is erected.
- b) Not exceed 1m<sup>2</sup> in area; and
- c) Not exceed a height of 3m above the level of the ground immediately below it.

### 3.14 Signs on Fences

3.14.1 Signs may be painted on the inside of side or rear fences of a lot within an industrial or commercial area.

3.14.2 A sign on a fence should:

- a) Be located behind the building line;
- b) Not exceed 1m in height; and
- c) Not be within 3m of any street boundary.

### 3.15 Signs on Vehicles

No vehicle with an sign upon or inside, adapted and exhibited primarily to facilitate advertising should be permitted to park for any lengthy period of time (as determined by the local government) on any thoroughfare, with the exception of being parking at the owners residence.

### 3.16 Verandah Signs

3.16.1 A verandah sign fixed to the outer or facia of the verandah should not project beyond the outer fame or surround of the facia nor exceed 600mm in width.

3.16.2 A verandah sign under a verandah should:

- a) Be fixed a right-angles to the front wall of the building to which it is to be affixed 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) Afford a minimum headway of 2.75m; and
- c) Not exceed 1.5m in length or 400mm in width.



### 3.17 Vertical Signs

A vertical sign should:

- a) Not exceed 4m in height or 3m in length;
- b) Not exceed 5m<sup>2</sup> in area;
- c) Not project more than 1.5m from the wall to which it is attached;
- d) Not project more than 1m above the top of the wall to which it is attached;
- e) Afford a minimum headway of 2.75m where the advertisement projects more than 12mm into a thoroughfare;
- f) Not be within 450mm of the edge of a carriageway; and
- g) Not be within 600mm of either end of the wall to which it is attached.

### 3.18 Signs not requiring Development Approval

3.18.1 The following class of signs do not require the development approval of the local government unless 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.

3.18.2 Exemption is for non-illuminated signs, located entirely within the property boundary and associated with the approved use of the building/property.

USE CLASS CATEGORY / LAND USE IN ZONING TABLE	EXEMPTION
<b>Residential Uses</b>	
Permanent Residential Accommodation (Aged or Dependent Persons Dwelling, Caretaker's Dwelling, Family Day Care, Grouped Dwelling, Holiday House, Home Occupation, Multiple Dwelling, Residential Building, Single House)	1 sign containing details of the development with an area of 0.2m <sup>2</sup>
Home Based (Bed and Breakfast, Home Business)	
<b>Commercial Uses</b>	
Entertainment (Night Club, Small Bar, Tavern)	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 <sup>2</sup>
Health Care and Medical (Consulting Rooms, Medical Centre, Veterinary Centre)	
Child Care Premises	
Office (Office, Office – Small Scale)	
Commercial (Bulky Goods Showroom, Dry Cleaning Premises / Laundromat, Garden Centre, Machinery Sales, Motor Vehicle Wash, Motor Vehicle, Boat or Caravan Sales)	
<b>Retail Uses</b>	
Shopping (Convenience Store, Discount Department Store, Liquor Store, Market, Shop, Shopping Centre, Supermarket)	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 <sup>2</sup>
Food and Beverage (Reception Centre, Restaurant / Café, Winery)	
Fast Food Outlet	

<b>Tourism Uses</b>	
Accommodation (Holiday Accommodation, Hotel, Motel, Serviced Apartment, Tourist Development)	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 <sup>2</sup>
<b>Civic, Cultural and Community Uses</b>	
Exhibition and Entertainment (Cinema / Theatre, Club Premises, Exhibition Centre, Place of Worship, Recreation – Private)	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 <sup>2</sup>
<b>Industrial Uses</b>	
General Industry (Fuel Depot, Industry, Industry – Primary Production, Salvage Yard, Transport Depot)	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 <sup>2</sup>
Light Industry (Funeral Parlour, Industry – Light, Motor Vehicle Repair, Motor Vehicle Wreckers, Service Station, Trade Supplies, Warehouse / Storage)	
Industry – Cottage	1 sign containing details of the development with an area of 0.2m <sup>2</sup>
Resources Industry (Industry – Extractive, Mining Operations)	1 sign containing details of the development with an area of 5m <sup>2</sup>
<b>Rural Uses</b>	
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 <sup>2</sup>
Workforce Accommodation	1 sign containing details of the development with an area of 0.2m <sup>2</sup>
<b>Other Uses</b>	
Other uses not listed	1 sign containing details of the development with an area of 0.2m <sup>2</sup>
<b>Internal Signs</b>	
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
<b>Temporary Signs</b>	
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 <sup>2</sup>
Property transactions for a single house	1 sign per street frontage containing details of the property transaction with an area of 2m <sup>2</sup>
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 <sup>2</sup>
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 <sup>2</sup>
Display home	1 sign containing details of the development with an area of 5m <sup>2</sup>

## 4.0 DEFINITIONS

**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 advertisements:

**Development advertisement** means an advertisement displayed on a lot, which has been approved by the WA Planning Commission for subdivision, advertising the lots for sale.

**Freestanding advertisement** means an advertisement not permanently attached to a structure or fixed to the ground and includes “A frame” or “sandwich boards” advertisements consisting of 2 advertisement boards attached to each other by hinges or other means.

**Horizontal advertisement** means an advertisement attached to a building with its largest dimension horizontal.

**Illuminated advertisement** means an advertisement that is so arranged as to be capable of being lighted either from within or without the advertisement by artificial light provided or mainly provided for that purpose.

**Property transaction advertisement** means an advertisement indicating that the premises on which it is displayed are for sale, for lease or are to be auctioned.

**Pylon advertisement** means an advertisement supported by one or more piers and which is not attached to a building, and includes a detached advertisement framework supported on one or more piers to which advertisement infills may be added.

**Roof advertisement** means an advertisement displayed on the roof of a building.

**Rural producer’s advertisement** means an advertisement displayed on agricultural land and which advertises products produced or manufactured upon the land.

**Verandah advertisement** means an advertisement above, on or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or private land.

**Vertical advertisement** means an advertisement attached to a building with its largest dimension vertical.