

LPP002 – Local Planning Policy 2 – Signage

1. Citation

This is a Local Planning Policy prepared under schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015* (Regulations). This Policy may be cited as Local Planning Policy No. 2 *Signage*.

2. Purpose

The purpose of this policy is to provide guidance on signage and instances where development approval is not required from the Shire of Waroona (the Shire). This policy also clarifies what signage is considered suitable by the Shire for approval and specifications, to provide certainty and transparency.

3. Objectives

The objectives of this policy are to:

1. Ensure that signs do not dominate the landscape or built environment and remain an incidental feature.
2. Ensure that the display of signage does not adversely impact on the amenity of the land and surrounding areas.
3. Promote the display of signage for the purpose of public and community events.
4. Ensure that signage does not adversely impact the level of safety for motorists, cyclists and pedestrians.
5. Protect the significance of heritage places and buildings.
6. Ensure that signage is established and maintained to a high standard.
7. Protect the scenic amenity and qualities of places of landscape value with particular focus on land visible from the Forrest Highway, South Western Highway and Old Coast Road.
8. Prevent the proliferation of third party signage.

4. Application of this Policy

This policy applies to the entire municipality of the Shire and must be read in conjunction with the Shire of Waroona's Local Planning Scheme No. 7 (Scheme) and the *Planning and Development (Local Planning Schemes) Regulations 2015* (Regulations). If this policy is inconsistent with the Scheme, Regulations or any other Design Guidelines, the Scheme, Regulations and/or Design Guidelines prevail to the extent of the inconsistency.

Signage that meets all 'Exemption Criteria' outlined in **Table 1** is exempt from the need to obtain development approval. Signage not listed in **Table 1** or signage that does not meet all 'Exemption Criteria', must obtain development approval.

A development application will be assessed against the 'Development standards' of **Table 1** and the objectives and provisions of this Policy.

Signage on buildings or places listed in the Shire's Heritage List or registered by the Heritage Council is not exempt from development approval. The Shire will assess signage on heritage buildings or places on its merit considering, location, scale, materials, colour and the extent to which the signage respects the heritage values of the building or place.

Home business signage shall not exceed 0.2m² as per the Scheme.

5. Provisions

5.1 Non permitted signage

The following signage shall not be permitted:

1. Any signage, that in the opinion of the Shire is objectionable, dangerous or offensive.
2. Third party signage - signage located on land where the business or activity is not occurring. The Shire may grant exemptions where proposed by an incorporated sporting club, community organisation or community group for genuine community purposes and events.
3. Illuminated, animated, moving, pulsating, flashing or flickering signage or signage that, in the opinion of the Shire, is so intense or distracting as to cause nuisance or hazard to the public.
4. Advertisements located in the centre of any roundabout or within the minimum distance from any traffic signal or intersection as specified in the Main Roads Western Australia (MRWA) *Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves*.
5. Signage that obstructs sightlines or impedes motorists, cyclists, pedestrians or parking or that is placed in a hazardous way or presents an unacceptable risk.

The Shire will take action, with or without prior notification, to remove, cover up or stop the display of any sign erected, displayed or programmed that meets any of the above criteria for non-permitted signage.

5.2 Existing signage

Existing signs are those which were erected, placed or displayed lawfully prior to this policy coming into force will not be impacted. Modification to existing signs will be subject to this policy.

The Shire may require the removal or repair of existing signage where it is considered that the sign(s) has deteriorated to a point where they are illegible, dangerous or in poor condition.

Signs that have been erected without approval and where they do not meet the 'Development standards' outlined in **Table 1**, may be removed without notice.

5.3 Advertising signs in places of landscape value

The Shire has several areas which are highly valued for their natural landscapes and rural character. These include:

- The Darling Scarp;
- Land generally bounded by the Indian Ocean and Old Coast Road/Forrest Highway; and
- Land visible from the Forrest Highway, South Western Highway and Old Coast Road.

These are considered places of landscape value which should be maintained and enhanced by limiting man-made changes and encouraging the enhancement of natural attributes. To maintain the scenic landscape qualities and visual amenity the Shire will seek to prevent the proliferation of signage in these areas and maintain a strict emphasis on no third-party signage.

There are two third-party billboard signs currently located along the Forrest Highway at Lot 2 Forrest Highway, Lake Clifton and Lot 400 Coronation Road, Waroona. Their size, scale and nature is detrimental to the surrounding landscape qualities. Any additional signs would result in an undesirable proliferation which would further reduce the rural amenity of the transport corridor. No additional signs of this size, scale or nature will be supported or approved.



Above: Existing third-party signage along the Forrest Highway that detracts from the natural and rural scenic qualities.

5.4 Exemptions and development standards for signs

Table 1 below outlines signs, exemption criteria, and development standards that are applicable.

Exemption criteria

To be exempt from the need to obtain development approval, a sign is required to satisfy all exemption criteria contained within **Table 1**. This does not obviate the need for any other approvals or consents, such as the need for a building permit or landowner consent.

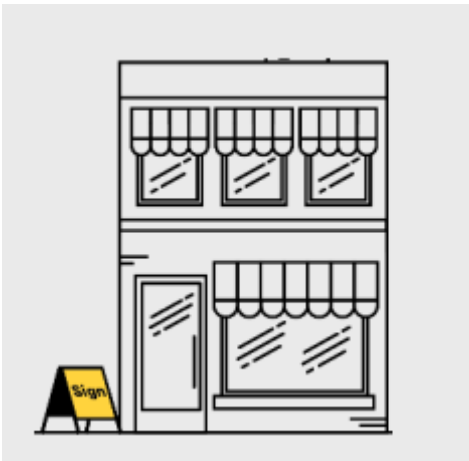
Non-exempt signage

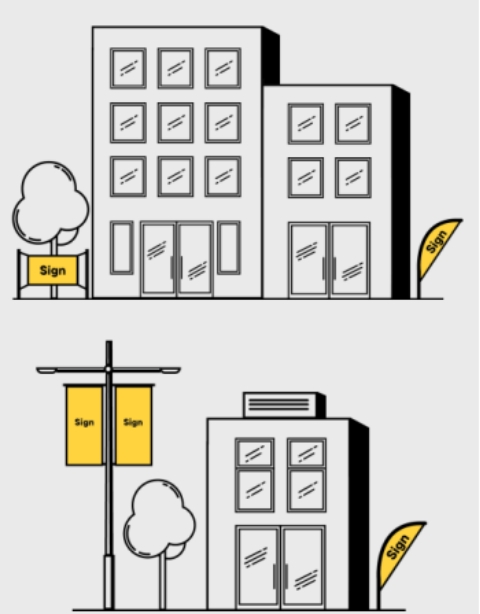

If all exemption criteria are not met, development approval is required. The Shire will assess an application against the Scheme provisions, any other policy that is applicable and the objectives, provisions and development standards of this policy.

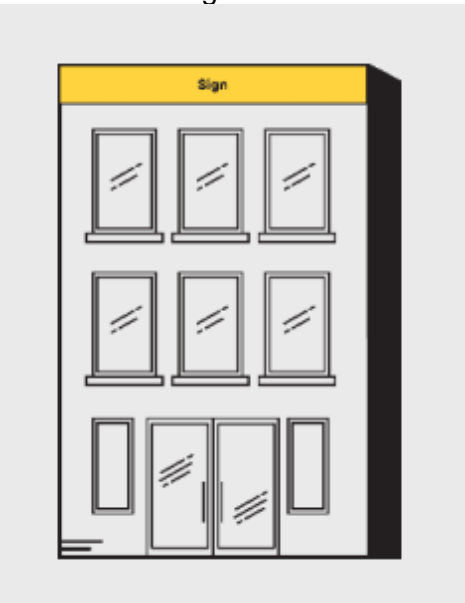
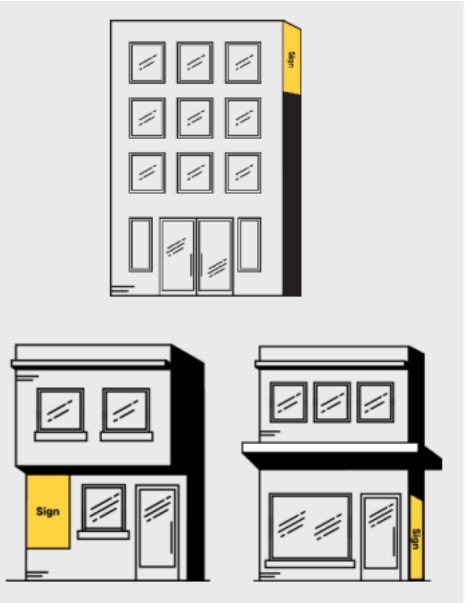
Other signs not listed in this policy



A sign that is not included in **Table 1** of this policy will require development approval and will be assessed on its merits against the objectives and provisions of this policy.


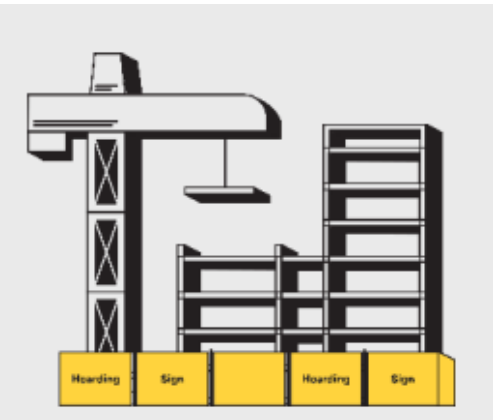
**TABLE 1
EXEMPTIONS AND DEVELOPMENT STANDARDS**




Sign type	Exemption criteria	Development standards
<p>Portable A-Frame and other small portable signage</p> <p>A free-standing portable sign not permanently attached to a structure or fixed to the ground or pavement.</p> 	<ul style="list-style-type: none"> i. Do not exceed a maximum height of 1m and width of 750mm. ii. Located entirely within the property boundary. iii. Removed at the end of each day. iv. A maximum of one sign per tenancy. 	



Sign type	Exemption criteria	Development standards
<p>Flag and/or banner</p> <p>A sign with advertising printed on a flag and flown from a pole.</p> <p>A vertical or horizontal sign affixed on a building, made of light weight, non-rigid material, such as cloth, canvas or similar fabric attached at one or both ends.</p> 	<ul style="list-style-type: none"> i. Do not exceed a maximum area of 2m² for each flag. ii. Achieve a minimum separation of 2m between the bases of each flag. iii. Located entirely within the property boundary. iv. Be removed at the end of each day (for flags). v. Only advertise the business located on the property. vi. Have a maximum of two (2) signs per tenancy. 	<ul style="list-style-type: none"> i. Do not exceed a combined area of 4m².
<p>Community display</p> <p>A temporary sign displaying information to notify the public of an upcoming non-for-profit community event.</p> 	<ul style="list-style-type: none"> i. Shall not exceed two metres at its highest point above natural ground level. ii. Maximum area of 4m² in aggregate area. iii. Shall be integrated with its surroundings. iv. Erected or installed no more than 14 days prior to the event. v. Removed no later than three days after the event. vi. Only to be used to promote non-for-profit community events. 	

Sign type	Exemption criteria	Development standards
<p>Roof A sign erected on or attached to the roof of a building.</p> 	<ul style="list-style-type: none"> i. A maximum of 2m² in aggregate area per property. ii. Shall not exceed 1m in height above the roofline. iii. Shall not exceed one sign. 	<ul style="list-style-type: none"> i. Integrated with the form of the building it relates to. ii. Only one roof sign per building elevation.
<p>Wall A sign which is affixed to the external part of a wall of the building but does not project more than 300mm from the wall.</p> 	<ul style="list-style-type: none"> i. Shall not exceed 20% of the wall to which it is affixed/painted or an area greater than 2m² in aggregate, whichever is the greater. ii. Shall not be located above ground floor level (signage on second story requires development approval). iii. Only advertise the business located within the building/tenancy the sign is located on. iv. Be limited to one (1) sign. 	<ul style="list-style-type: none"> i. Less than 4m² in area.

Sign type	Exemption criteria	Development standards
<p>Awning A sign displayed on the outer facia of an awning or eaves of a building, and include signs on blinds, sunshades and similar structures attached to an awning, veranda, balcony or eaves of a building.</p> 	<ul style="list-style-type: none"> i. Awning fascia sign does not project beyond the outer frame or edges of the awning. ii. Above awning does not exceed 1m². iii. Be located wholly within the face of the building in which the sign is being displayed. iv. Not located within/over a road reserve. v. Only advertise the business located on the property. vi. A maximum of one awning fascia sign per ground floor tenancy/ground floor occupant. vii. One above awning sign per elevation and where no other sign exists above the awning. viii. Above awning sign composed of free-standing lettering or logos only. 	<ul style="list-style-type: none"> i. Does not display animated or variable content. ii. Above awning sign does not exceed 2m².
<p>Window/door A sign which is affixed to either the interior or exterior of the glazed area of a window and /or door.</p> 	<ul style="list-style-type: none"> i. Shall not exceed 25% of the window area to which the sign is affixed. ii. Be located wholly on the windows or door(s) of a building. iii. Only advertise the business within the building or tenancy the window is part of. 	<ul style="list-style-type: none"> i. Not to exceed 50% of the window area. ii. Window sign is not located above the ground floor level.

Sign type	Exemption criteria	Development standards
<p>Variable Message Sign (VMS) An electronic sign positioned to notify members of the community of upcoming events and/or safety messages.</p> 	<ul style="list-style-type: none"> i. Shall not exceed a sign area greater than 4.2m² for each side. ii. Shall not impede traffic, pedestrians, affect car parking or be placed in a hazardous way. iii. Shall not be located within a road reserve. iv. Shall not be located within a local road reserve without approval from the Shire. v. Shall be used for community events or safety messages only. vi. Shall not be used for commercial purposes. 	<ul style="list-style-type: none"> i. No more than one per business or organisation. ii. Shall not be within a road reserve.
<p>Fence A Sign which is affixed to a panel/fence.</p> 	<ul style="list-style-type: none"> i. Shall not exceed 2m diagonally across the face. ii. Shall not exceed 2m at its highest point above natural ground level. iii. Located entirely within the property boundary and secured flat to a fence. iv. Shall not project over/within a road reserve or public place. v. Shall be no more than one sign per property. 	

Sign type	Exemption criteria	Development standards
<p>Real estate An erected sign, notifying the sale of a property.</p> 	<ul style="list-style-type: none"> i. Shall not exceed a height of 1.8m and 1.2m in width. ii. Shall be wholly located within the lot boundaries of the property which is for sale. iii. Be removed once a contract of sale/purchase has been signed. iv. Shall be limited to one (1) sign per lot. 	
<p>Street furniture A sign attached to or forming part of street furniture (such as bus shelters, telephone booths or public seating) usually within a road reserve or other public land but does not include an alfresco dining sign within an area licensed for dining.</p> 		<ul style="list-style-type: none"> i. Forms an incidental element to the street furniture. ii. Shall not be located within 50m of another furniture sign. iii. No animated content.
<p>Under awning A sign fixed to or suspended from the underside of a verandah, balcony or awning.</p> 	<ul style="list-style-type: none"> i. Does not project beyond the extent of the awning. ii. Provides a minimum clearance of 2.8m where it projects over a pedestrian thoroughfare on public or private property. iii. Provides a minimum clearance of 5m where projecting over a vehicle thoroughfare. iv. One per street frontage, per tenancy. v. Oriented at right angles to the wall of the building that the sign is erected upon. vi. No animated or variable content. 	<ul style="list-style-type: none"> i. Does not project beyond the extent of the awning. ii. Provides a minimum clearance of 5m where projecting over a vehicle thoroughfare.

Sign type	Exemption criteria	Development standards
<p>Home business sign An advertising sign associated with a home based business or occupation.</p> 	<ul style="list-style-type: none"> i. Does not exceed 0.2m² in area. ii. Where the home-based business or occupation operates from the dwelling only. iii. One per property, regardless of the number of street frontages. iv. Erected or fixed flush to the front fence or the façade of a dwelling. 	<ul style="list-style-type: none"> i. Does not display animated or variable content. ii. Is not illuminated.
<p>Ground based A sign that is fixed to a structure mounted on the ground and is not portable or attached to a building and includes pylon signs. May include a pylon or columns or a plinth and one or more sides or faces.</p> 	<ul style="list-style-type: none"> i. Maximum height of 1m. ii. Maximum width of 1m. iii. Maximum depth of 100mm. iv. Limited to one sign per lot. v. Not within the town centre. vi. Not visible from the Forrest Highway, South Western Highway or Old Coast Road. vii. Not within 200m of a place on the Shire's Heritage List. 	<ul style="list-style-type: none"> i. Maximum height of 6m. ii. Maximum width of 2.5m. iii. Maximum depth of 500mm. iv. Limited to one sign per lot. v. Not within the town centre. vi. Where multiple tenancies or users exist on a property, the sign shall be designed to accommodate each one. vii. Where a lot contains more than one street frontage, one sign per street frontage may be permitted. viii. A maximum of two faces.

Division	Regulatory & Development Services				
Policy Number	LPP 2				
Contact Officer	Coordinator Regulatory & Development Services				
Related Legislation	Planning and Development (Local Planning Schemes) Regulations 2015				
Related Shire Documents	Nil				
Risk Rating	Low	Review Frequency	Triennially	Next Review	
Date Adopted	26/03/2019			OCM19/03/017	

Amendments		
Date	Details of Amendment	Reference
22/06/2021	Updated as part of major review and reformatted.	OCM21/06/071
23/07/2021	Reviewed without modification	OCM24/07/105
Previous Policies		
PR007 - Signage		