

Council Policy No.:	<b>LPP</b>
Policy Name:	<b>SIGNS POLICY</b>
Objective:	<i>To provide a framework for the approval of Signs</i>
Key Words	<i>Sign, Signs</i>
Statutory Compliance	<i>Local Planning Scheme No. 24</i>

## **Policy**

### **1. OBJECTIVE**

The Shire of Esperance has many different land uses (commercial, industrial, rural and residential), which have differing levels of signage needs.

The Local Government will consider all applications for signage in accordance with the following objectives:

- To ensure that signs are appropriate for their location;
- To minimise the proliferation of signs;
- To ensure that signs do not adversely impact on traffic circulation and management, or pedestrian safety;
- To protect the amenity of residential areas, townscape areas and areas of environmental significance;
- To protect the significance of heritage places or buildings;
- To ensure that signs are constructed with quality materials and are maintained to a high standard;
- To encourage signs located within the Rural, Rural Smallholdings or Rural Residential Zone or in areas of environmental significance to be sympathetic with the natural environment in terms of size, materials and colours; and
- To ensure signs are generally erected on land where the advertised business, sale of goods or service is being carried out.

### **2. SCOPE**

The principal purpose of this Policy is to provide assistance to business operators who wish to erect a sign on private land. The Policy sets out the standards applicable to different types of signage, the considerations of the Local Government in determining an application and the conditions that may be appropriately imposed on the development approval for an advertisement.

### **3. DEFINITIONS**

An advertisement is to be classified according to the following categories –

**Billboard Sign** - A one or two sided advertisement which is:

- i) Supported by one or more piers which is not attached to a building, is greater than 6m<sup>2</sup> in size and has a minimum clearance of 2.7m from ground level, or.
- ii) Attached to the side of a building and is greater than 6m<sup>2</sup> in size.

**Development sign** – an advertisement displayed on a lot advertising units or lots for sale that complies with one of the following criteria:

- i) The lot has been approved by the Department of Planning and Infrastructure for subdivision.

- ii) The lot has been approved via planning scheme consent for residential development.

**Display Home sign** – means an advertisement sign which is displayed on a lot advertising a building company and inviting members of the public to inspect their dwelling on display.

**Election Sign** – means a sign which encourages persons to vote for a candidate, political party, referenda or matter relating to any federal, state or local government election, but excludes bumper stickers.

**Fly posting** – means advertising by means of posters placed on fences, walls, trees, rocks and any like places, or things without authority, and “fly-post” has a like meaning.

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

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

**Information panel** – a panel used for displaying a posted or painted advertisement.

**Institutional sign** – an advertisement displayed on any land or building used as a surgery, clinic, hospital, rest home, home for the aged, or other place of a similar nature.

**Monolith Sign** - means an advertisement sign which is not attached to a building or any other structure and with it's largest dimension being vertical. Such a sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.

**Other advertisement** – an advertisement, which is not described by any other category of advertisement referred to in Clause 3 of this Policy.

**Projection sign** – an advertisement that is made by projection of artificial light on a structure.

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

**Pylon sign** – an advertisement 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.

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

**Rural producer's sign** – an advertisement displayed on land used for horticultural purposes and which advertises products produced or manufactured upon the land and includes the property owner's or occupier's name.

**Semaphore sign** – A sign, which is at right angles to the adjacent street and which projects more than 300mm from the face of a building

**Sign infill** – a panel, which can be fitted into a pylon sign framework.

**Third Party Sign** – a sign on any building or site or premises where the services or goods so advertised are not available to the public within that building or site.

**Tower sign** – an advertisement displayed on a mast, tower, chimneystack or similar structure.

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

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

**Wall sign** – a sign attached to or painted on a wall or fascia of a building (including structures attached to the building) or on a structure that protrudes no more than 50mm from the wall, fascia or structure, but does not protrude into or over a road.

#### **4. POLICY STATEMENT**

In addition to the specifications contained in Table 1, the specifications and requirements for each category of advertisement referred to in clause 3 are stipulated below.

##### ***Overall Signage***

No more than four (4) signs shall be located on each property, or in the case of a multi-tenanted building no more than two (2) signs per tenancy up to an overall maximum of ten (10) signs, inclusive of signage attached to a building's roof, verandah or other architectural feature (does not include pylon signs or any other sign not attached to building).

Within the 'Residential' zone a sign of no greater than 0.2m<sup>2</sup> shall be permitted for approved home based businesses, and a sign of no greater than 1.0m<sup>2</sup> shall apply to approved consulting rooms, day care centres, medical centres or holiday accommodation units located in the 'Residential' zone.

##### ***Billboard sign***

No more than one (1) sign is permitted where a lot has a frontage of at least 100m and there is at least 100m to the next billboard sign. Outside of a townsite one (1) sign is permitted per 1km. Outside of a townsite billboard signs are only to be located on South Coast Highway or Coolgardie – Esperance Highway. More than one sign may be permitted subject to advertising the proposal to adjoining neighbours and no concerns being raised by Main Roads WA.

##### ***Development signs***

A development sign is to be removed from the site within 2 years of the grant of development approval for the sign or when all of the lots or units, by number, in the subdivision/development have been sold, whichever is the sooner.

A development sign located within an existing residential area and directly opposite established houses is to have a maximum face of 3.0m<sup>2</sup>. Where the sign is located internally

of a new subdivisional area, or is located on land used for commercial purposes a maximum area of 6m<sup>2</sup> applies.

Large development or redevelopment projects involving shopping centres, office or other buildings exceeding three (3) storeys in height a sign not exceeding 9.0m<sup>2</sup> may be permitted along with an additional sign showing the name of the project builder.

### ***Illuminated Signs***

An illuminated sign shall -

- (a) Have any boxing or casing in which it is enclosed constructed of non-combustible material;
- (b) Not have a light of such intensity or colour as to cause annoyance to the general public or to owners and patrons of adjacent land;
- (c) Not comprise flashing, intermittent or running lights.
- (d) Have a minimum clearance of 2.75 metres from finished ground level.
- (e) Not be located in a heritage precinct, if stipulated by a more specific planning policy, where illuminated signage is prohibited.

### ***Information panel***

A wall panel should comprise a framework surround with a lockable transparent cover behind which separate notices may be pinned affixed or painted.

### ***Monolith sign***

All monolith signs shall have infills, either translucent or opaque, filling the complete width and height of the sign. The monolith sign on a lot with multiple tenancies should be designed to allow all tenants to advertise in compliance with this Policy, and should not incorporate 'brand or product' advertising.

### ***Projection sign***

An application for approval for a projection sign should not be approved if, upon the sign being projected onto a structure, exceeds the specifications stated in columns 2 & 3 of Table 1.

### ***Property transaction sign***

- (a) A property transaction sign advertising an auction shall, if approved –
  - i) not be erected more than 28 days before the proposed date of the auction;
  - ii) be removed no later than 14 days after the auction, subject property has been sold, or at the direction of the local government whichever is the sooner; and
  - iii) where such a sign is erected on land having a frontage to a road that is a main road within the meaning of the *Main Roads Act 1982*, consists of letters not less than 150 mm in height.
- (b) A property transaction sign advertising grouped dwellings/commercial or industrial units in a building erected, or to be erected, are, or will be available for letting or for purchase shall, if approved –
  - i) not be erected before the issue of a planning scheme consent for any such building; and
  - ii) not be erected or maintained for a period exceeding three months following completion of any such building, without the prior approval of the local government.
- (c) Any property transaction sign of any description shall be erected on the land to which it relates and not elsewhere.

### ***Pylon sign***

The pylon sign on a lot with multiple tenancies should be designed to allow all tenants to advertise in compliance with this Policy, and should not incorporate 'product' advertising.

### ***Roof sign***

A roof sign shall -

- (a) not extend laterally beyond the external wall of the structure or building on which it is erected or displayed.
- (b) only be permitted where it can be demonstrated that, having regard to the character of the area in which it is to be situated, they do not adversely affect its amenities or those of other areas.
- (c) not protrude above the highest ridge of the roof line.

### ***Rural Producer's sign***

A rural producer's sign should not advertise anything other than the sale of produce grown on the land on which the sign is erected.

### ***Semaphore sign***

- (a) A semaphore sign should be fixed –
  - i) at right angles to the wall or structure to which it is to be attached; and
  - ii) over or adjacent to the entrance to a building.
- (b) No more than one semaphore sign should be fixed over or adjacent to anyone entrance to a building.

### ***Tower Sign***

A tower sign shall not extend laterally beyond the structure on which it is placed.

### ***Verandah sign – verandah facia***

A verandah sign fixed to the outer or facia of a verandah shall not project beyond the outer frame or surround of the facia.

### ***Verandah sign – under verandah***

An under verandah sign should be fixed at right-angles to the front wall of the building to which it is to be affixed, except at the 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.

### ***Vertical sign***

A vertical sign where placed on a corner of a building at a thoroughfare intersection, may be placed at an angle with the wall so as to be visible from both thoroughfares.

### ***Wall signs***

Wall signs should not –

- (a) be displayed on the front façade of a building;
- (b) be closer than 1 metre from the front façade of the building to which it is attached.
- (c) In aggregate cover more than 25% of the wall's area up to a maximum of 15m<sup>2</sup>.

## **5. SIGNS NOT PERMITTED**

The following signs shall not be permitted, where:

- (a) 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 advertisement, its display would cause glare or dazzle or would otherwise distract the driver of a vehicle;
- (c) in the case of an externally illuminated advertisement, 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 advertisement and cause the driver of any vehicle to be distracted;
- (d) 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 traffic 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 advertisement, it may confuse with or mistaken for the stop or tail light of a vehicle or vehicles;
- (f) it significantly obstructs or obscures the view of a river, the sea or any other natural feature of beauty; or
- (g) any sign which, in the opinion of the Local Government is objectionable, dangerous or offensive
- (h) any sign painted on the roof of any building;
- (i) any sign that is sited within a road reserve during normal business hours (except signage approved in accordance with the Activities in Thoroughfares and Public Places and Trading Local Law 2001 (as amended)).
- (j) any sign is located on any roundabout;
- (k) it is Fly Posting;
- (l) it is third party signage unless:
  - (i) It is for the benefit or credit of the municipality; or
  - (ii) Approved under the provisions of part 6 of this policy.
- (m) it would detrimentally affect the amenity of the area.
- (n) it would detrimentally affect the significance and aesthetics of a place on the Heritage List.

## **6. ACCEPTABLE DEVIATION**

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

- (a) conflict with or detrimentally affect the amenity of the locality;
- (b) interfere with traffic safety.

An application for variation of a standard shall include a sign strategy that shows the proposed location and size of all advertisement signs for the whole of the subject site.

## **7. CONTENT OF SIGNAGE**

A sign shall generally not contain any information other than:-

- The name of any occupiers;
- Details of the business name or business carried-out on the land;
- Telephone or contact details;
- Details of the goods sold or services provided;
- The trademark or logo of the business;
- Signs that do not fall under the categories Monolith Sign, Pylon Sign, Tower Sign, Verandah Sign or Wall Sign may also contain information regarding products for sale;

## **8. EXEMPTED SIGNAGE**

The following signage is exempt from gaining Planning Scheme Consent:

- (a) a sign erected or maintained in accordance with an Act;
- (b) a sign specifically exempted from gaining development approval as listed in Schedule 10 of Local Planning Scheme No. 24.
- (c) an election sign which is:
  - (i) erected on private property with the approval of the owner of that property, where such approval has been obtained prior to the erection of the election sign;
  - (ii) erected not more than 28 days prior to the date of the election to which it relates;
  - (iii) removed within 3 days of the date of the election.

A person shall not erect or maintain a sign that would otherwise be an exempt sign under specified within this Clause, if it contains:

- (a) any radio;
- (b) animation or movement in its design or structure; or
- (c) reflective, retro-reflective or fluorescent materials in its design or structure.

It should be noted that a number of signs that exceed the standards stipulated in this policy will be exempt from approval under Schedule 10 of Local Planning Scheme No. 24 in certain circumstances.

**Table 1**

Advertisement	Maximum height of Sign (m) – Sign Face only	Maximum length (width) of Sign (m)	Maximum Area of Sign Face (m <sup>2</sup> )	Minimum distance to bottom of Sign (m)	Maximum height above NGL (m)	Maximum projection from building (m)	Setback to front boundary (m)	Setback to side boundary (m)	Other Requirements
<b>Development Signs</b>									
Established Areas	3.0	3.0	3.0	N/A	The height of the building on the lot which the sign is located or 4.0m where the site is vacant	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>Only one (1) development sign per lot</li> </ul>
New Areas	3.0	6.0	6.0	N/A	The height of the building on the lot which the sign is located or 4.5m where the site is vacant	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>Only one (1) development sign per lot</li> </ul>
Large Development or Redevelopment Projects	4.0	6.0	9.0	N/A	The height of the building on the lot which the sign is located or 5.0m where the site is vacant	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>One additional sign showing the name of the project builder or developer not exceeding 5.0m<sup>2</sup>.</li> </ul>
Display Home Sign	3.0	3.0	4.5	N/A	The height of the building on the lot which the sign is located or 4.0m where the site is vacant	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>Only one (1) development sign per lot</li> <li>The sign is not to be approved for a period in excess of 12 months.</li> </ul>
Display Home Sign - Grouped Dwellings	3.0	3.0	6.0	N/A	The height of the building on the lot which the sign is located or 4.0m where the site is vacant	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>In addition to one (1) Display Home Sign one sign showing the name of the project builder or developer not exceeding 5.0m<sup>2</sup> where development is by a single project builder or developer giving the details of the project building company or developer and details of the development.</li> </ul>
<b>Property Transaction Sign</b>									
Dwellings	2.0	3.0	3.0	N/A	2.5	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>No more than two (2) property transaction signs are permitted on any lot.</li> </ul>
Multiple Dwellings/ Commercial/ Industrial	3.0	6.0	6.0	N/A	3.0	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>No more than one (1) property transaction sign is permitted per unit.</li> </ul>
Multiple	3.0	6.0	12.0	N/A	3.5	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>

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Dwellings/ Commercial/ Industrial – (shopping centres/ building over four (4) storey and rural/rural smallholdings over five (5)ha)									<ul style="list-style-type: none"> <li>No more than one (1) property transaction sign is permitted per unit.</li> </ul>
<b>General Signage</b>									
Billboard	3.00	6.00	18.00	N/A	5.7	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>Only one (1) billboard sign per lot</li> <li>Only permitted along Coolgardie-Esperance Highway and South Coast Highway</li> </ul>
Horizontal Sign	1.2 where face is under 7.5 from natural ground level. 1.6 where face is over 7.5 from natural ground level	N/A	8.0	N/A	N/A	0.6	N/A	1.0	<ul style="list-style-type: none"> <li>Only one (1) horizontal sign per building façade (does not include second horizontal sign on verandah facia), or in the case of a multi-tenanted building one (1) horizontal sign per tenancy.</li> <li>In the case of a stand-alone shopping centre development a maximum of four (4) horizontal signs are permitted.</li> <li>A company's logo/symbol (non-word) as part of a horizontal sign can extend to 2.0 metres where the sign is up to 7.5 metres from ground level and 2.5 metres where over 7.5 metres from ground level.</li> <li>A horizontal sign shall not exceed 20% of the buildings front façade area.</li> </ul>
Illuminated Sign	1.2	3.0	3.0	2.75	N/A	N/A	2.0	5.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>
Information Panel	1.5	3.0	4.0	1.2	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>
Monolith Sign	6.0	2.0	10.0	N/A	6.0	N/A	0.5	1.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>Only one (1) monolith or pylon sign per lot.</li> <li>To be setback at least 6 metres from any other signage on the lot.</li> </ul>
Portable Signs	1.2	1.0	1.2	N/A	1.2	N/A	1.0	2.0	<ul style="list-style-type: none"> <li>The sign is to relate only to the business activity described on the lot;</li> <li>The sign is to be placed so as not to cause interference or be hazardous to</li> </ul>

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									<ul style="list-style-type: none"> <li>vehicular traffic or cause any interference or hazard to or impede pedestrians;</li> <li>Only one (1) portable sign shall be erected per business.</li> <li>A person who erects a portable sign shall remove the same at the close of business each day and shall not erect the same again until the commencement of business on the following or a subsequent trading day.</li> </ul>
Projection Sign	10.0	10.0	50.0	N/A	12.0	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>Only one (1) projection sign per lot.</li> </ul>
Pylon Sign	4.0	2.0	6.0	2.75	6.0	N/A	1.0	1.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>Only one (1) pylon or monolith sign per lot.</li> <li>Setback 6.0m from any other signage on site.</li> <li>Front setback can be reduced where the sign is located wholly within a landscaped area.</li> </ul>
Roof Sign	2.5	N/A	4.5	4.0	N/A	N/A	N/A	1.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>
Rural Producers Sign	2.0	1.5	4.0	N/A	3.0	N/A	1.0	1.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>
Semaphore Sign	1.8	1.0	1.5	2.75	5.0	1.0	N/A	1.0	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>
Tower Sign	20% of structures height	Width of structure	N/A	3.0	N/A	0.6	N/A	N/A	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> </ul>
Vertical Sign	2.0	Shall not be within 1.8m of either end of the wall to which it is attached	4.0	2.5	N/A	0.6	N/A	0.9	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>The sign should not project more than 1.2m above the top of the wall to which it is attached.</li> <li>A second vertical sign may be approved where at least a 6.0m separation is maintained between the proposed sign and another vertical sign attached to the same building.</li> </ul>
Wall Sign	3.0	7.0	15.0	1.5	N/A	0.05	N/A	N/A	<ul style="list-style-type: none"> <li>As per Clause 4 of Policy</li> <li>The sign is not to exceed the height of the building eaves to which it is attached.</li> </ul>
<b>Verandah Signs</b>									
Above Face	0.8	2.5	3.0	N/A	5.0	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>To be located so that an equal distance from the sign to the outer return of each side of the fascia is achieved.</li> </ul>

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On Face	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	<ul style="list-style-type: none"> <li>• As per Clause 4 of Policy</li> </ul>
Under Verandah	N/A	N/A	N/A	2.4	N/A	0	N/A	N/A	<ul style="list-style-type: none"> <li>• As per Clause 4 of Policy</li> <li>• A 400mm setback from either end of the sign to the shopfront wall and verandah is required.</li> </ul>