



## LOCAL PLANNING POLICY

### LPP16: ADVERTISING SIGNAGE

<i>Responsible Department</i>	Development Services
<i>Resolution Number</i>	C.2383
<i>Resolution Date</i>	18/02/2015
<i>Next Scheduled Review</i>	2021
<i>Related Shire Documents</i>	Local Planning Scheme No. 6
<i>Related Legislation</i>	Planning and Development Act 2005 Planning and Development (Local Planning Schemes) Regulations 2015

### OBJECTIVES

The primary objectives are to:

- Provide a consistent approach to signage within the Shire of Northam.
- Ensure the type and size of signs is appropriate for the location.
- Reduce the proliferation of advertisements.
- Ensure advertisements do not adversely impact on traffic circulation and management, or pedestrian safety.
- Ensure advertisements are generally erected on land where advertised business or sale of goods or service being carried out.
- Ensure signs are constructed and maintained to the essential standards of public safety.

### DEFINITIONS

The following are definitions that may be used as part of this policy in addition to the definitions included in Local Planning Scheme No 6:

**“Advertisement”** means the same as sign.

**“Amenity”** means all those factors which combine to form the character of an area and include the present and likely future amenity.

**“Council”** means the elected members of the Shire.



“**Scheme**” means Local Planning Scheme No 6.

“**Shire**” means the Shire of Northam.

“**Sign**” means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.

“**Sign Infill**” means a panel which can be fitted into a pylon sign framework.

“**Verandah**” for the purposes of this policy includes cantilever verandahs and balconies whether over thoroughfares or over private land.

## SIGN TYPES

“**Above roof sign**” means a sign which is affixed to a building and protrudes above the eaves or parapet of the building with little or no relation to the architectural design of the building.



“**Bill**” means the sticking of a bill or painting, stencilling or affixing any advertisement on a building, structure, fence, wall, signpost, pole, blind or awning, so as to be visible to any person in a street, public place, reserve or other land.

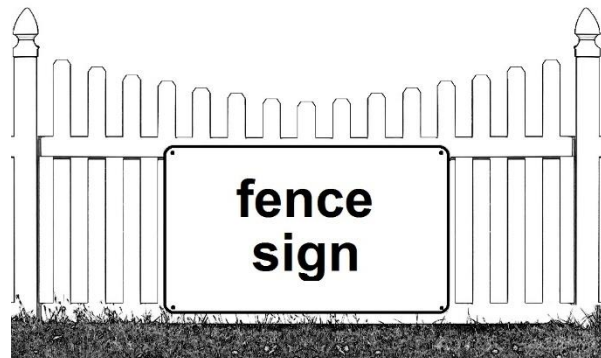
“**Billboard**”                      see  
“Hoarding”.



“**Created Roof Sign**” means a sign which is affixed to the fascia or roof of the building and compliments the architectural design of the building but does not include an above roof sign.



“**Fence Sign**” means a sign attached to a fence.



“**Fly Posting**” means advertising by means of placing posters on fences, walls, trees, buildings and like structures.

“**Hoarding**” means a large, freestanding or detachable structure that is erected for the sole purpose of displaying a sign or signs, and which has an overall height less than the sign's horizontal dimension, and includes a poster panel, a wall panel and an illuminated panel, but does not include a pylon sign or a remote sign.





“**Monolith sign**” means a freestanding sign where the overall height is greater than the horizontal dimension of the sign, and portions of the sign face are less than 1.2m above ground level; and may include a number of modules or sections.

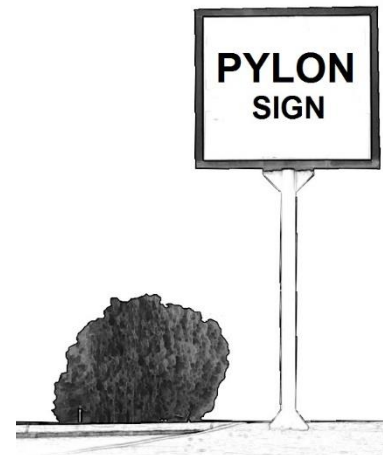


“**Portable Sign**” means a freestanding sign that is not permanently installed in its location and can be moved.

“**Projecting Sign**” means a sign which is attached to and protrudes more than 200mm perpendicular from a building or structure below the eaves or parapet of the building, but does not include a fence sign.



“**Pylon Sign**” means a freestanding sign supported by one or more piers where the overall height (including piers) is greater than the horizontal dimension of the sign, and all portions of the sign face are more than 1.2m above ground level; and includes a detached sign framework supported by one or more piers to which sign infills may be added.



“**Remote Sign**” means a sign located on private property but not directly related to the business being carried out on that property.

“**Tethered Sign**” means a sign which is suspended from or tethered to any structure, pole or tree (with or without supporting framework) and made of paper, fabric, plastic or similar materials. The term includes inflatables, bunting, banners, flags and similar.



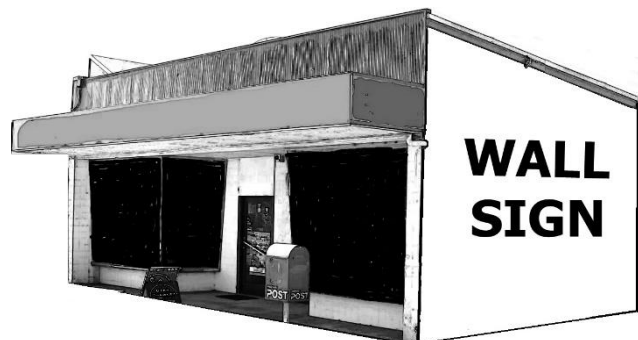
**“Under Verandah Sign”** means a sign which is located under a verandah or awning and placed perpendicular to the façade of the building.



**“Verandah Sign”** means a sign fixed to the face or underside of a verandah or awning, but does not include an under verandah sign.



**“Wall Sign”** means a sign attached to or painted directly onto an external wall or fascia of a building, and does not project more than 200mm from the wall or fascia to which it is attached and no part of which is above the lowest point of the eaves of the building.



**“Window Sign”** means a sign attached to or painted directly on to the internal or external surface of a window, or located within 0.5m of a window inside the building for the purpose of advertising to the street.

## STATUTORY POWERS

This Local Planning Policy is made pursuant to clause 2.2 of the Shire's Local Planning Scheme No. 6.

## POLICY STATEMENT

### 1. Application





- 1.1 The policy applies to all signage or advertising devices on private property located within the Shire of Northam which can be viewed from a public place, thoroughfare or adjoining property, with the exception of:
- a) Existing and proposed signage or advertising devices to be located within a Heritage Precinct;
  - b) Existing and proposed signage or advertising devices to be located on land subject to adopted Design Guidelines for signage; and
  - c) Advertising signs which are explicitly provided for in the Activities on Thoroughfares and Public Places and Trading Local Law 2008; and
  - d) Existing approved signage in the Shire of Northam.
- 1.2 If a provision of this Policy is inconsistent with the Scheme, the Scheme prevails.

## **2. General Requirements**

- 2.1 No person shall construct a sign within the Shire without first obtaining written approval of the Council subject to the restrictions within this policy, except where the sign is exempt from requiring planning approval in accordance with Schedule 5 of the Scheme.
- 2.2 Signs which are exempt from requiring planning approval in accordance with Schedule 5 of the Scheme are still required to comply with the provisions of this policy.
- 2.3 All advertising signs shall:
- (a) Not be erected or displayed in a position so as to obstruct access to or from a door, fire escape or window, other than a window designed for the display of goods;
  - (b) Not pose a threat to public health and safety;
  - (c) Be securely fixed to any structure which supports it;
  - (d) Be maintained in good order and clean condition;
  - (e) Not contain any offensive material; and
  - (f) Be compatible with the scale and architecture of the building and the character of the street.

## **3. Design Requirements**

- 3.1 A sign shall be designed to be compatible with the proposed surroundings, including buildings, landscapes and other signs.
- 3.2 Every sign attached to buildings shall be incorporated into the architectural features of the building in placement, style, proportions, materials and finish and shall be designed, constructed, finished, installed and professionally maintained.
- 3.3 Signs may only contain any or all of the following information:



- (a) The name of the occupier;
- (b) The business carried out on the property;
- (c) The occupiers contact details;
- (d) Hours of operation of the business;
- (e) The logo of the business;
- (f) A description of the goods sold or offered for sale on the property to which the sign is affixed or which it relates;
- (g) Any other information specific to the business or use undertaken specifically approved by the Shire; and
- (h) In the case of a remote sign, information related to a tourism business or goods or services for the travelling public, where the remote sign design and content is in accordance with Table 1 and has been approved by the Shire.

#### **4. Signage in the Residential Zones**

- 4.1 Where signage is proposed on a non-residential property in a predominantly residential area, it is not to detract from the amenity of the area or the streetscape, or cause a nuisance to residential properties.
- 4.2 The following sign types will not generally be permitted on land zoned residential or surrounded by land predominantly zoned residential:  
Above Roof;
  - a) Hoarding;
  - b) Pylon;
  - c) Monolith; and
  - d) Tethered.
- 4.3 Signage for Home Occupations and Home Businesses shall:
  - (a) Be limited to a maximum of one sign per street frontage of the dwelling;
  - (b) Be either a fence sign or a wall sign affixed to the ground floor walls of the dwelling;
  - (c) Not exceed 0.2m<sup>2</sup> in area; and
  - (d) Not be illuminated.

#### **5. Signage in the Rural Zones**

- 5.1 Where signage is proposed in the rural zones, it is not to detract from the amenity of the area, and is not to be a hazard to rural activities or road users.
- 5.2 Signage in rural zones shall:
  - (a) Be limited to a maximum of one sign per street frontage of the total landholding;
  - (b) Be either a fence sign, wall sign or hoarding sign;
  - (c) Not exceed 4m<sup>2</sup> in area; and



(d) Not be illuminated.

5.3 Signage in the rural zone that is considered to be remote signage is to be assessed in accordance with clause 10 and Table 1 of this Policy.

## **6. Non-Specified Sign Types**

6.1 Any proposed signage that is not listed or defined in this Policy shall be assessed on its merits and with regard to the objectives of this Policy and the objectives of the Scheme.

## **7. Signage Strategies**

7.1 The Shire may request as a condition of development approval that a signage strategy be prepared for any site where development of signage requires a coordinated approach or special consideration to the objectives of The Scheme. Such situations may include, but are not limited to, multi-tenancy commercial or industrial developments, heritage precincts, commercial developments in residential areas or sporting complexes.

7.2 All proposals for remote signs shall be consistent with an approved signage strategy for the whole site.

7.3 Where an approved signage strategy is in place, the Shire will not generally approve applications for signage that is not consistent with the approved signage strategy.

## **8. Standards for Specific Sign Types**

8.1 Above Roof Sign

(a) Above roof signs may be considered where the sign compliments design of the building and does not adversely affect the character or amenity of the area.

(b) A maximum of one above roof sign per building may be permitted. Where a building houses multiple tenancies or businesses, above roof signs may only be considered when in accordance with an approved signage strategy.

(c) Above roof signs shall:

i) not project more than 2.0m above the top of the eaves or parapet of the building; and

ii) not project laterally beyond the walls of the building.

8.2 Bill / Fly Posting

(a) A person shall not post a bill or paint, stencil, place or affix an advertisement on a street or on a building, structure, fence, wall, footpath, signpost, blind or awning with the exception of an





advertisement affixed to or painted on a commercial building window by the occupier of the building; and

(b) No person shall fly post at any place or location within the Shire.

### 8.3 Created Roof Sign

(a) A created roof sign shall:

- i) Be affixed parallel to the fascia or portion of the building to which it is attached;
- ii) Not be within 500 millimetres of either end of the fascia, roof or parapet of the building to which it is attached; and
- iii) Be no more than 3m<sup>2</sup> in area.

### 8.4 Hoarding

(a) Hoarding may be considered in the rural, and industrial zones or as remote signage in accordance with clause 5 and clause 10 of this Policy.

(b) Construction site hoardings may be considered in the commercial, mixed use or industrial zones, provided that:

- i) It is demonstrated that there is no undue safety risk for pedestrians or conflict with vehicles accessing the site; and
- ii) The hoarding is to be erected for no longer than 12 months at a time, and will be removed in its entirety upon completion of construction.

(c) Hoardings shall:

- i) not exceed 6 m in height; and
- ii) Be no more than 20 m<sup>2</sup> in area.

### 8.5 Fence Signs

(a) Fence signs shall:

- i) Be limited to a maximum of one fence sign per frontage on each lot;
- ii) Not exceed 3m<sup>2</sup> in the Rural, Commercial or Mixed Use Zones;
- iii) Not exceed 5m<sup>2</sup> in the General Industry or Light & Service Industry Zones;
- iv) Shall not exceed the height or length of the fence; and
- v) Shall not project beyond the fence.

### 8.6 Portable Sign

(a) Portable signs are to be in accordance with the Activities on Thoroughfares and Public Places and Trading Local Law 2008.

### 8.7 Projecting Signs

(a) A projecting sign shall:

- i) Be limited to a maximum of one projecting sign per lot;
- ii) Not project more than 1.0m outward from the wall to which they are attached;



- iii) Not project beyond the boundaries of the lot or past the edge of any adjacent awning or verandah;
- iv) No part of the sign to protrude above the top of the wall to which they are attached;
- v) Not exceed 2m<sup>2</sup> in area; and
- vi) Have a minimum clearance from ground level to the lowest part of the sign of 2.1m.

#### 8.8 Pylon Signs and Monolith Signs

- (a) Pylon signs and monolith signs may be considered on:
  - i) Properties in the Commercial or Mixed Use Zones with multiple tenancies or businesses;
  - ii) Properties in the Commercial or Mixed Use Zones with a lot area greater than 2000m<sup>2</sup>; or
  - iii) Properties in the General Industry or Light & Service Industry Zones.
- (b) Pylon signs and monolith signs shall be restricted to one pylon sign and one monolith sign only for each frontage of the property. Where the property has multiple tenancies or a series of businesses, the Shire may require that any proposed pylon sign or monolith sign be designed so as to incorporate one infill, module or section, or sufficient framework to accommodate one infill, for each tenancy or business on the lot.
- (c) A pylon sign shall:
  - i) Have no part of the sign face less than 2.1m, or more than 6m above the ground level immediately below the sign;
  - ii) Have a maximum width of 2m, measured horizontally across the extremities of the pylon sign structure;
  - iii) Have a sign face area no greater than 4.5 m<sup>2</sup>;
  - iv) Not be within 2m of the side boundaries of the lot on which it is erected; and
  - v) Be supported by one or more piers or columns of brick, stone, timber or steel of sufficient size and strength to support the signs under all conditions. The Shire may require engineering certification of the construction of a pylon sign.
- (d) A monolith sign shall:
  - i) Have a maximum clearance of 1.2m from natural ground level;
  - ii) Have no part of the sign face more than 8m above the natural ground level immediately below the sign;
  - iii) Have a maximum width of 2m, measured horizontally across the extremities of the pylon sign structure;
  - iv) Have a sign face area no greater than 8m<sup>2</sup>;



- v) Not be within 2m of the side boundaries of the lot on which it is erected; and
- vi) The Shire may require engineering certification of the construction of a monolith sign.

#### 8.9 Tethered Signs

(a) A tethered sign shall:

- i) Be wholly located within the boundaries of the lot;
- ii) Not be located so as to distract the attention of motorists;
- iii) Have no part of the sign face more than 6m, above the ground level immediately below the sign;
- iv) have a maximum vertical dimension of 2000mm and a maximum area of 2 m<sup>2</sup>; and
- v) Not be within 10m of a pylon sign.

(b) Notwithstanding the above, tethered signs which consist of balloon type or inflatable objects shall:

- i) Be limited to the Commercial, Light Industry and General & Service Industry zones;
- ii) Not exceed 6m in diameter or 6m in height;
- iii) Not be displayed for more than 30 days; and
- iv) Be accompanied by certificate from a structural engineer certifying that the connection of the tethered sign to the building or lot is of a sound design.

#### 8.10 Under Verandah Signs

(a) A sign attached to the underside of a verandah or awning shall:

- i) Be limited to a maximum of one under verandah sign per tenancy;
- ii) Have a minimum clearance from ground level to the lowest part of the sign of 2.1m;
- iii) Not project beyond the outer frame or surround of the verandah; and
- iv) Not exceed 2.5m in length or 0.6m in height.

#### 8.11 Verandah Signs

a) A sign fixed to the fascia of a verandah or awning:

- i) Shall not exceed the height or length of the fascia; and
- ii) Shall not project beyond the fascia.

#### 8.12 Wall Signs



- a) A wall sign shall:
  - i) Not extend beyond either end of a wall, or above the top of the wall or eaves; and
  - ii) Not have an aggregate area greater than 30% of the total area of each frontage, up to a maximum of 10m<sup>2</sup>, for each tenancy.

#### 8.13 Window Sign

- a) A window sign:
  - i) May cover up to 100% of the total area of any window; and
  - ii) Shall not have an aggregate area greater than 10m<sup>2</sup> for each frontage.

Note: This section of the Policy does not apply to Real Estate Agents.

### **9. Remote Signs**

9.1 Remote signs are not permitted unless the Shire has granted approval in accordance with this policy.

9.2 Remote signs may be considered on property fronting Great Eastern Highway where these are located in accordance with Table 1 of this policy.

9.3 The Shire may require that any proposed remote sign be designed so as to incorporate multiple infills, modules or sections for the promotion of multiple businesses and services.

9.4 Remote signs that are located in accordance with Table 1 shall:

- a) Be associated with a tourist related business or a business that provides goods or services to the travelling public that has been approved by the Shire;
- b) Not adversely affect the character or amenity of the area;
- c) Be erected within private property in a location approved by the Shire and Main Roads WA;



- d) Be located not less than 500m from any other remote sign;
- e) Be oriented in the direction of passing traffic and may be double-sided;
- f) Not be located within a gazetted town site;
- g) Have maximum total sign height of 4.0m;
- h) Have maximum total sign width of 8.0m; and
- i) Have no movable parts, reflective surfaces, flashing lights, or other design features that the Shire or Main Roads WA consider to be a distraction to road users.

9.5 Remote signs that do not comply with Table 1 or clause 10.3 may be considered when these are in accordance with an approved signage strategy.

9.6 The Shire will maintain a Remote Signage Register of signs approved in accordance with this Policy.

## **10. Relationship Between Requirements for Remote Signage and Signage in the Rural Zone**

10.1 In addition to any approved remote sign located within a rural property, one additional sign that directly relates to the use of the land on which it is located may be approved in accordance with clause 4.

10.2 Remote signage is to be located no closer than 200m to any sign approved in accordance with clause 4.

## **11. Signs in Proximity to State Controlled Roads**

11.1 All signs on or in the vicinity of a State Road, other than types exempt under the Main Roads (Control of Advertisements) Regulations 1996, or types that can be approved by the Shire under delegation, require the approval of MRWA.

11.2 All signs on or in the vicinity of a State road are to comply with the specifications as set by MRWA.



11.3 In assessing an application for signage under delegation from MRWA, the Shire may refer the application to MRWA for assessment and comment.

## **12. Franchise Signs**

12.1 In assessing applications for non-compliant signage for franchises the Shire will consider them based on their merit, providing the application can justify the signage and has attempted to meet the requirements of this policy.

12.2 This is based on the understanding the franchise owner has little control over the implementation of a new sign.

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**TABLE 1: REMOTE SIGNAGE ON GREAT EASTERN HIGHWAY**

<b>Location along Great Eastern Highway</b>	<b>Maximum sign density</b>	<b>Sign Content</b>
From 500m to the south of the intersection with Mitchell Avenue up to 3km to the south of Mitchell Avenue intersection	6 signs in 2.5km of road length	<ul style="list-style-type: none"> <li>• Businesses providing goods and services to the travelling public located within the Northam townsite;</li> <li>• Events, community and tourism services located within the Northam local government area</li> </ul>
From 500m to either side of the intersection with Spencers Brook Road up to 1km either side of the intersection with Spencers Brook Road	2 sign per 1km of road length	<ul style="list-style-type: none"> <li>• Businesses providing goods and services to the travelling public located within the Spencers Brook townsite;</li> <li>• Events, community and tourism services located within a 10km radius of the sign</li> </ul>
From 500m to either side of the intersection with Hawke Avenue up to 1km either side of the intersection with Hawke Avenue	2 sign per 1km of road length	<ul style="list-style-type: none"> <li>• Businesses providing goods and services to the travelling public located within the Wundowie townsite;</li> <li>• Events, community and tourism services located within a 10km radius of the sign</li> </ul>
From 500m to the east of the intersection with Yilgarn Avenue up to 1km to the east of the intersection with Yilgarn Avenue	2 sign per 1km of road length	<ul style="list-style-type: none"> <li>• Businesses providing goods and services to the travelling public located within the Northam townsite;</li> <li>• Events, community and tourism services located within the Northam local government area</li> </ul>