

Local Planning Policy No 5

Signage



TABLE OF CONTENTS

STATUTORY CONTEXT.....	3
1.0 OBJECTIVES	4
2.0 DEFINITIONS.....	5
3.0 POLICY STATEMENT	9
4.0 SIGNS – ZONING MATRIX	17
Appendix 1	19

STATUTORY CONTEXT

The Shire of Chittering, as enabled under Part 2 of *Local Planning Scheme (LPS) No 6*, hereby makes this Local Planning Policy (LPP) regarding Signage.

Any LPP prepared under this part shall be consistent with the Scheme and if any inconsistency arises the Scheme shall prevail.

An LPP is not part of the Scheme and shall not bind the Local Government in any respect of any application for Planning Approval, but the Local Government shall have due regard to the provisions of any Policy, and the objectives which the Policy is designed to achieve before making its decision.

This Policy applies to all land zoned within the Shire of Chittering. (21 June 2017).

1.0 OBJECTIVES

The objectives of this Policy are:

- To provide guidelines, which will assist in the regulation and control of signage within the Shire of Chittering.
- To ensure the type and size of the signs is appropriate for the location.
- To avoid the proliferation of signage on building facades.
- To reduce the visual clutter, driver confusion/distraction and traffic hazards caused by poor and indiscriminate signage.
- To promote a high standard of design and presentation in outdoor advertising.
- To maintain the rural character and landscape amenity of the Shire.

2.0 DEFINITIONS

The following are definitions that relate directly to the application of this Policy:

“Council” mean the elected members of the Shire.

“Shire” means Shire of Chittering.

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

“Above Roof Signs” 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

“Advertisement” 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 also 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 means the same as Sign.

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

“Awning/verandah sign” means an advertising sign painted or fixed to the face or return fascia of an awning and includes signs attached to the underside of an awning or verandah (other than fascia or return end), as well as signs attached above or projecting from a verandah.

“Billboard sign” means an advertising sign (greater than 4m²) that may be either freestanding or attached to overhead infrastructure not normally related to the land use.

“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.

“Directional sign” means signs erected within thoroughfares or public places to indicate the direction to places, services and tourist destinations within the Shire but do not include signs erected by the Council or Commissioner of Main Roads.

“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 detached or detachable structure other than a pylon that is erected for the sole purpose of displaying an advertising device, sign or signs including a poster panel, wall panel or an illuminated panel and has an overall height less than the sign’s horizontal dimension.

“MRWA” means a Main Roads WA.

“Monolith sign” means a freestanding advertisement sign which is fixed to the ground having one or more supports and portions of the sign face is within or partially within 1.2 metres above natural ground level.

“portable sign” means a portable free standing advertising sign and includes **“Ground based”** signage.

“Projecting Sign” means an advertisement sign which is attached to a projection or projects more than 300 millimetres from a wall of the building below the eaves or ceiling height.

“Pylon sign” means a sign supported by one or more piers and not attached to a building and includes sign framework supported on 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.

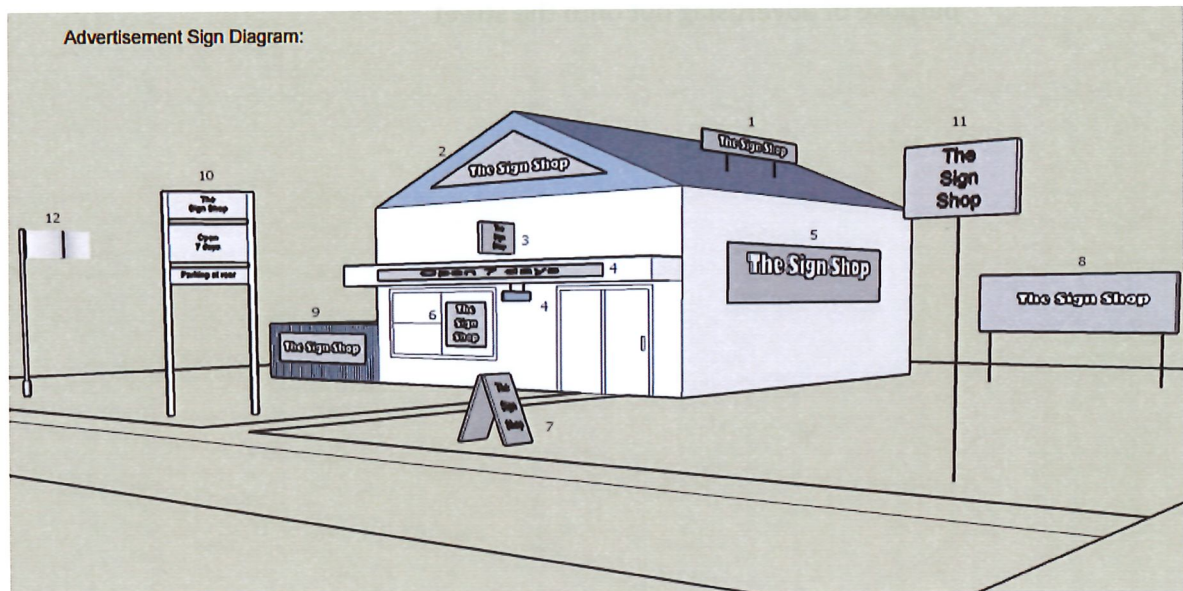
“Sign” means a notice, message or display by means of a freestanding or fixed sign or hoarding.

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

"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.

"Wall sign" means a sign painted on or directly affixed to the fabric of a wall.

"Window Sign" means an advertisement sign which is affixed to either the interior or exterior of the glazed area of a window or alternately, suspended from the ceiling, or which is located in the interior of a glazed area of a window set back up to 0.4 metres behind a window, with the sole purpose of advertising out onto the street



Advertisement Sign Types:

1. Above Roof 2. Created Roof 3. Projecting 4. Awning 5. Wall 6. Window 7. Ground Based 8. Hoarding 9. Fence 10. Monolith 11. Pylon 12. Tethered

3.0 POLICY STATEMENT

The Policy applies to all signage or advertising devices on private property located within the Shire of Chittering which can be viewed from a public place, thoroughfare or adjoining property.

This Policy works in conjunction with Schedule 6 of *LPS6* and *Activities on Thoroughfares and Trading in Thoroughfares and Public Places 2001*, and aims to:

1. Guide the design, materials and siting of advertising structures and signs in the Shire of Chittering.
2. To provide a clear direction in relation to all types of signs.

If a provision of this Policy is inconsistent with “*Local Planning Scheme No. 6*”, then the Scheme prevails.

3.1 General requirements

- a) Except for those signs exempted by Clause 5.11.5 and Schedule 6 of *Local Planning Scheme No.6*, no person shall otherwise construct a sign within the Shire without first obtaining the written approval of the Shire.
- b) In general advertising signs:
 - (i) shall not contain any offensive material;
 - (ii) shall 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; which shall be limited to ten percent of the total window area;
 - (iii) not pose a threat to public health and safety;
 - (iv) be securely fixed to any structure which supports it;
 - (v) be maintained in good order and clean condition;
 - (vi) be compatible with the scale and architecture of the building and character of the street; and
 - (vii) are to bear relevance to the site on which they are located.

- c) Signs may only contain any or all of the following information:
 - (i) the name of the occupier;
 - (ii) the business carried out on the property;
 - (iii) the occupiers contact details;
 - (iv) hours of operation of the business;
 - (v) the logo of the business;
 - (vi) a description of the goods sold or offered for sale on the property to which the sign is affixed or which it relates;
 - (vii) any other information specific to the business or use undertaken specifically approved by the Shire; and
 - (viii) in the case of a remote sign, information related to a tourism business or good or services for the travelling, where the remote sign design and content has been approved by the Shire.

- d) Temporary signage must comply with the following:
 - (i) real estate signs must be removed within 14 days of settlement;
 - (ii) redundant business signs must be removed within three (3) months of a vacancy; and
 - (iii) event signs must be removed within 7 days following the event.

- e) For advertisements of a property or properties for sale, one sign per street frontage for each non-rural property relating to the sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed is permitted per clause 4.0. Rural properties which are in sum greater than five (5) hectares in size and maintain a frontage of more than 500 metres are permitted to erect two signs, one at either end of the frontage.

Notwithstanding anything contained in this Policy, Council may allow the display of advertisements at places of public worship, schools, theatres and other places of public entertainment, election notices, or advertisements of meetings or other matters of public interest upon such terms for such period as the Council may in each case decide.

3.2 Signage in the townsite/rural residential zones

- a) 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 streetscape, or cause a nuisance to residential properties.
- b) In predominately residential areas the following signs will not be permitted:
 - (i) above roof;
 - (ii) billboard;
 - (iii) hoarding;
 - (iv) pylon;
 - (v) monolith;
 - (vi) tethered;
 - (vii) illuminated; and
 - (viii) home business signs shall be limited to a maximum of one sign per street frontage of the dwelling and be either a fence fixed sign and not exceed 0.5m² in area.

3.3 Signage in rural zones

- a) Where signage is proposed in an “Agricultural Resource Zone”, the sign:
 - (i) is not to detract from the amenity of the area, and is not to be a hazard to rural activities or road users;
 - (ii) be limited to a maximum of one sign per street frontage of the total landholding;
 - (iii) be either a fence sign, wall sign or hoarding;
 - (iv) not exceed 4m² in area; and
 - (v) not be illuminated.

3.4 Design requirements for specific sign types

3.4.1 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;
- c) shall not project more than 2.0 metres above the top of the pitch or parapet of the building; and
- d) not project laterally beyond the walls of the building.

3.4.2 Created roof sign

- a) shall be affixed parallel to the fascia or portion of the building to which it is attached;
- b) not be within 0.5 metres of either end of the fascia, roof or parapet of the building to which it is attached; and
- c) be no more than 3.0m² in area.

3.4.3 Hoarding

- a) hoarding may be considered in the rural and industrial zones or as remote signage;
- b) it is demonstrated that there is no undue safety risk for pedestrians or conflict with vehicles accessing the site;
- c) hoardings shall not exceed 6 metres in height; and
- d) be no more than 10.0m² in area.

3.4.4 Fence sign

- a) shall not exceed 2.0m² in area and a maximum vertical dimension of 2.0 metres;
- b) shall be limited to one fence sign per frontage on each lot; and
- c) shall not project beyond the fence.

3.4.5 Tethered sign

- a) shall be wholly located within the boundaries of the lot;
- b) not be located so as to distract the attention of motorists;
- c) have no part of the sign face more than 6.0 metres above the ground level immediately below the sign; and
- d) not to be within 10.0 metres of a pylon sign

3.4.6 Portable signs

Portable signs are to be located in accordance with the *Activities on Thoroughfares and Public Places Local Law 2001*.

3.4.7 Pylon signs and monolith signs

Pylon signs and monolith signs may be considered on properties on general industry and light industrial zones only.

Pylon signs and monolith signs shall be restricted to one pylon sign and one monolith sign 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.

- a) A pylon sign shall:
 - i. have no part of the sign face less than 2.1 metres or more than 6m above the ground level immediately below the sign;
 - ii. have a maximum width of 2.0 metres, measured horizontally across the extremities of the pylon sign structure;
 - iii. have a sign face no greater than 4.5m²;
 - iv. not to be within 2.0 metres of the side boundaries of the lot on which it is erected;
 - 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.

- b) A monolith sign shall:
 - i. have a maximum clearance of 12.0 metres from the natural ground level;
 - ii. have no part of the sign face more than 8.0 metres above the natural ground level immediately below the sign; and
 - iii. have a maximum width of 2.0 metres, measured horizontally across the extremities of the pylon sign structure.

3.4.8 Wall Signs

A wall sign shall:

- a) not extend beyond either end of a wall, or above the top of the wall or eaves; and
- b) not have an aggregate area greater than 30% of the total area of each frontage, up to a maximum of 10.0m² for each tenancy.

3.4.9 Directional signs

- a) the Shire must be satisfied that the proposed signage will perform a necessary function and will reflect the desired effect of directing traffic and is not merely an extended form of advertising;
- b) directional signage must relate to an approved land use or business;
- c) name plate signs must be a maximum height of 0.15 metres with a maximum length of 0.9 metres; and
- d) the only information to be contained on the directional signage is the business name.

3.4.10 *Awning/verandah sign*

A sign attached to the fascia of an awning or verandah is to be:

- a) limited to one sign per elevation; and
- b) be constrained in height by the dimensions of the awning face.

A sign attached to the underside of an awning or verandah is to:

- a) not exceed 2.4 metres in length or exceed a width of 0.5 metres;
- b) have relevant structural engineering certification;
- c) only one such sign per tenancy;
- d) no project beyond the outer frame or surround of the verandah; and
- e) have a minimum clearance of 2.75 metres from the finished ground level to the lowest part of the sign.

3.4.11 *Window Signs*

A Window Sign is to:

- a) not cover more than 50 percent of the glazed area of any one window or exceed 10 square metres in area in total per tenancy on a lot.
- b) maintain an active and interactive presentation to the street for the balance of the window.

3.5 **Signs in proximity to state controlled roads**

- a) All signs on or in the vicinity of a state road other than types exempt under *Main Roads (Control of Advertisements) Regulations 1996*, or types that can be approved by the Shire under delegation, require the approval of MRWA;
- b) All signs on or in the vicinity of a state road are to comply with table 1; and
- c) In assessing an application for signage under delegation from MRWA, the Shire may refer the application to MRWA for assessment and comment.

3.6 Signage Strategies

Where signage is proposed that does not meet any one or more of the above clauses, or more than two separate signs on any one property are proposed, a signage strategy is to be submitted and approved by the Shire. The strategy shall demonstrate how the signage complies with clauses 3.1(b) and 3.1(c) of this Policy.

A Signage Strategy submitted for the approval of the Shire shall contain the following minimum information:

- a) clear illustrative details, including a site plan and elevation details to demonstrate where sign/s are proposed to be sited and displayed.
- b) clear sign dimensions.
- c) details of any existing signage proposed to be retained.
- d) details of any proposed illumination.

4.0 Signs – Zoning Matrix

SIGN TYPE	LAND USE TYPE					
	Residential	Rural	Industry	Estate Subdivision	Commercial outside of Town Centre	Town Centre Commercial
ON BUILDING						
Above Roof	X	X	X	X	S	P
Part of Roof	X	X	X	X	P	P
Wall	S	X	X	X	S	P
Projecting	X	X	X	X	S	P
Window	X	X	X	X	S	P
OFF BUILDING						
Rural Business	X	P	P	X	P	X
Pylon	X	X	P	X	X	X
Portable	X	X	S	X	X	P
Panel	X	X	X	X	X	P
Hoarding	X	X	X	X	X	X
Tethered	X	X	P	P	P	P
Product Display	X	S	S	S	S	S
TEMPORARY						
Real Estate Directional	PE	PE	PE	PE	PE	PE
Real Estate Development	P	P	P	P	P	P
Real Estate "For Sale"	PE	PE	PE	PE	PE	PE
Construction Site	PE	PE	PE	PE	PE	PE
Display Home	PE	PE	X	X	X	X
Public Information	P	P	P	P	P	P
OTHER						
Business Direction	NA	S	NA	NA	NA	NA

LEGEND

X	Not permitted
P	Permitted, application needed
PE	Permitted, exempt from application – subject to clause 3.1(e)
S	Permitted, signage strategy required
NA	Not applicable

Note: It should be noted that certain particular types of signs are not permitted (X) in any zones or land uses. The Policy details every type of advertising sign so as to avoid confusion which would occur if certain types were not described. Council presently considers those listed as not permitted are not acceptable forms of signage for that zone.

Appendix 1 Table 1 REMOTE SIGNAGE ON GREAT NORTHERN HIGHWAY

Signage may be erected in the following locations within the road reservation area, subject to Clause 3.4:

Location along Great Northern Highway	Maximum sign density	Sign Content
Muceha Employment Node	Entry Statement / Monolith type sign	<ul style="list-style-type: none"> • Lists businesses providing goods and services to the travelling public located within the Muceha Employment Node; • Events, community and tourism services located within the Chittering local government area
From 3km to either side of the designated Binda Place Town Centre and not at all within the Binda Place Locality	2 signs per 500m of road length	<ul style="list-style-type: none"> • Businesses providing goods and services to the travelling public located within the Binda Place townsite; • Events, community and tourism services located within a 10km radius of the sign



ADOPTED FOR PRELIMINARY APPROVAL by resolution 070217 of the **Shire of Chittering** at the Ordinary Meeting of Council held on 15 February 2017.

ADOPTED FOR FINAL APPROVAL by resolution 020617 of the **Shire of Chittering** at the Ordinary Meeting of the Council held on 21 June 2017.

The Common Seal of the **Shire of Chittering** pursuant to resolution 020617 was affixed in the presence of:

Cr Gordon Houston
President



Alan Sheridan
Chief Executive Officer



This page has been left blank intentionally



6177 Great Northern Highway
PO Box 70 Bindoon WA 6502
T: 08 9576 4600 F: 08 9576 1250
E: chatter@chittering.wa.gov.au
www.chittering.wa.gov.au

Office hours: Monday to Friday
8.30am - 4.30pm