



Policy Name	Local Planning Policy: Advertising Signs
Purpose	To provide a framework for the assessment of proposed advertising signs.
Statutory Compliance	Local Planning Scheme (LPS) No. 5: http://www.irwin.wa.gov.au/planning.aspx
Definitions	<p>Community Service sign: sign which is a temporary non-illuminated sign that advertises short-term events such as a fete, fair, or festival for charitable, religious, education, child care, sporting organisations or the like.</p> <p>Development sign: means a sign erected on land which has been approved for subdivision into a number of small lots, advertising the Lots for sale but upon which no building development has taken place at the time of the approval of the sign.</p> <p>Display home sign: means a sign erected on a Lot on which a house is erected and which notifies members of the public that the house is open for inspection.</p> <p>Freestanding sign: a sign not permanently attached to a structure or fixed to the ground and includes 'A frame' or 'sandwich boards' signs consisting of 2 sign boards attached to each other by hinges or other means.</p> <p>Historic signs: signs contributing to the significance of a Heritage Place.</p> <p>Hoarding: means a detached or detachable structure including wall panel other than a pylon sign that is erected for the sole purpose of displaying one or more signs or advertising devices and includes a poster panel, a wall panel or an illuminated panel but does not include a hoarding within the meaning of Section 377 of the Local Government (Miscellaneous Provisions Act) 1960.</p> <p>Horizontal sign: means a sign affixed or attached with its largest dimension horizontal to and parallel with the wall of a building or a structure to which it is attached.</p> <p>Illuminated sign: means a sign that is so arranged as to be capable of being lit either from within or from without the sign by artificial light provided, or mainly provided, for that purpose.</p> <p>Monolith sign: a sign which is not attached to a building with its 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 and is greater than 1.2m in height.</p> <p>Projecting sign: a sign which projects more than 300mm from a wall of the building below the eaves or ceiling height.</p> <p>Pylon sign: a sign 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.</p> <p>Roof sign: a sign displayed on the roof of a building.</p> <p>Vertical sign: a sign attached to a building in which the vertical dimension exceeds the horizontal dimension exclusive of a back projection.</p> <p>Wall sign: 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 and no part of which is above the lowest point of the eaves or ceiling of the building.</p>

1. Policy Objectives

- 1.1 To define locations, types and design of advertising signs that may be installed.
- 1.2 To allow for the construction of advertising signs without having an adverse impact on public safety, the local character and setting of the area or the amenity of the neighbouring properties.

2. Exemptions

2.1 In addition to Schedule 5 of the Scheme, the following signs are exempt from Planning Approval:

- a) a sign erected or maintained pursuant to any Statute having operation within the State;
- b) a sale sign not exceeding 1m² in area;
- c) a plate not exceeding 0.2m² in area erected or affixed on the street alignment or between that alignment and the building line to indicate the name and occupation or profession of an occupier of a building on the land;
- d) a sign used solely for the direction and control of people, animals or vehicles or to indicate the name or street number of a premises, if the area of the sign does not exceed 0.2m²;
- e) an advertisement affixed to or painted on a shop window by the occupier thereof and relating to the business carried on therein;
- f) a sign displaying solely the name and occupation of any occupier of business premises painted on a window or wall of those premises providing that the sign does not exceed 1.08m² in area and a height of 600mm;
- g) a sign within a building unless the sign is considered to be objectionable by the Council;
- h) a sign not larger than 0.7m x 0.9m on an advertising pillar or panel approved by the Council for the purpose of displaying public notices for information;
- i) a building name sign on residential flats or home units where it is of a single line of letters not exceeding 300mm in height, fixed to the façade of the building;
- j) a newspaper poster;
- k) a sign that is required by the Builder's Registration Board or other Government body or authority to be displayed on a building site, provided that:
 - the area of the sign does not exceed 1.5 square metres; and
 - no part of the structure is more than 20 metres above the ground directly below it.Any such sign shall be removed within seven (7) days of completion of the building works on the building site.
- l) Community Service sign, which shall:
 - be located on the site of a community event or on the property of the organisation holding the community event;
 - be limited to a maximum of one sign per frontage on a lot;
 - not be illuminated; and
 - not be exhibited more than 4 weeks prior to the event advertised and must be removed by the end of the day following the event.

3. Prohibited Signs

- 3.1 Bill Posting - 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, hoarding, sign post, blind or awning so as to be visible to a person in a street, public place, reserve or other land, except on a hoarding approved for the purpose by the Council.
- 3.2 Fly Posting - A person shall not fly post at any place or location within the district.
- 3.3 Audio signs shall not be permitted.
- 3.4 Tethered sign – a sign which is suspended from or tethered to any structure, tree or pole (with or without supporting framework) and made of paper, plastic, fabric or similar materials. Includes flags, balloons and banners.

4. Policy Provisions

General Requirements

4.1 All advertisement signs shall:

- a) not undermine or conflict with the objectives of this Policy;
- b) not be approved on a property which does not relate to the sign, unless it is a Shire of Irwin sign;
- c) not pose a threat to public safety or health and shall not have any sharp or pointed projections below a height of 2.2 metres from ground level;
- d) not extend beyond any property boundary of a lot, overhang or encroach onto any reserve, Council verge or road reserve;

- e) not to be in any position where it obstructs the view from a street or site lines for vehicles entering and departing the subject lot on which the sign is placed;
 - f) if illuminated;
 - (i) use a low level of illumination and not cause a nuisance, by way of light spillage, to abutting sites;
 - (ii) not comprise of flashing, pulsating, chasing or running lights;
 - (iii) not interfere with or be likely to be confused with traffic control signals; and
 - (iv) have a minimum clearance of 2.2 metres from ground level.
 - g) Not be displayed where it would detract from the aesthetic environment of a park or other land used by the public for recreation;
 - h) not be displayed where it would detrimentally affect the amenity of the area;
 - i) not be displayed where it is not associated with the approved use of the property, unless it is a Shire of Irwin sign;
 - j) not be displayed on or within 3m of a carriageway;
 - k) not be displayed upon a dividing strip, round-about or traffic island; and,
 - l) not be displayed where it would detrimentally affect the significance and aesthetics of a heritage area, place or building.
- 4.2 A sign shall be securely fixed to the structure by which it is supported, to the satisfaction of the Council, and shall be maintained in a safe condition.
- 4.3 A sign shall not be erected or maintained so as to obstruct access to or from a door, fire escape or window, other than a window designed for the display of goods.
- 4.4 Glass shall not be used in any sign other than an electric light globe or tube.
- 4.5 Except in the case of posters securely affixed to a signboard or hoarding, paper, cardboard, cloth or other readily combustible material shall not form part of or be attached to any sign.
- 4.6 Planning Approval will not be granted for advertising signs within a Main Roads Western Australia (MRWA) road reserve, without prior approval from MRWA.

5. Signs for which Planning Approval is required

5.1 Child Care Centre Signs

- a) Approved Child Care Centres can display only one advertising sign approved by the Council.
- b) The maximum lettering height is 200mm.
- c) Where letters or numerals are individually fixed to walls, the colours and materials shall be approved by the Town Planner.
- d) Where signboards are used, the board shall not exceed 500mm in height and 1000mm in length.
- e) Signs shall not be illuminated after 8.00 pm each night.



5.2 Clocks

5.2.1 A clock shall:

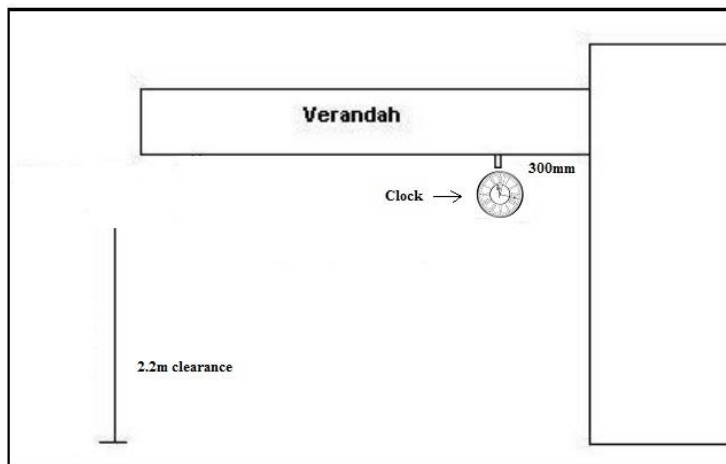
- a) If suspended under a veranda or in an arcade, have its centre coinciding with the centre line of the footway, accessway or footpath thereunder;
- b) comply as regards size with the following table; and

<i>Height at Bottom of Clock above Footway</i>	<i>Maximum Diameter or Width of Clock Face and Depth of Clock including Lettering</i>
2.75m and under 4m	300mm
4m and under 6m	750mm
6m and under 12m	1m
12m and over	1.5m

- c) be fixed either parallel or at right angles to the wall to which it is attached.

5.2.2 Not project from the wall to which it is attached:

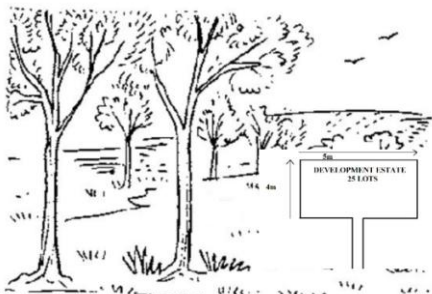
- a) if parallel to the wall, beyond 300mm; or
- b) if at right angles to the wall, beyond 200mm;
 - i) afford a minimum headway of 2.2m;
 - ii) be maintained so as to show the correct time;
 - iii) be illuminated from sunset to midnight; and
 - iv) if fitted with chimes, not be permitted to strike between midnight and 7.00am.



5.3 Development Signs

5.3.1 A development sign shall:

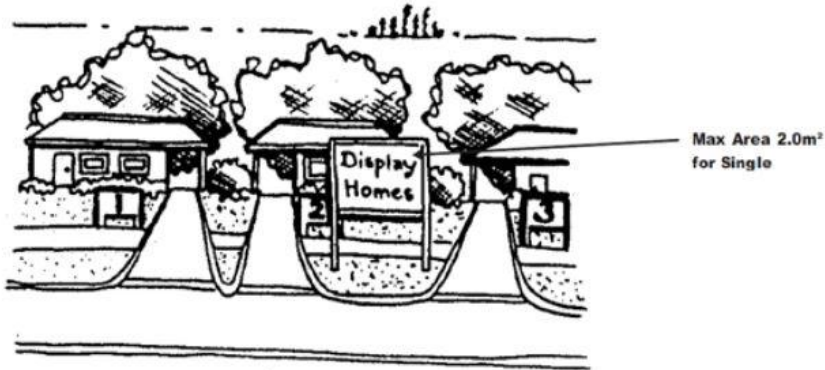
- a) only be erected where the area of residential land being subdivided exceeds five hectares;
- b) only be erected in the ratio of 1m² of area per hectare up to a maximum of 50m² with no individual sign exceeding 20m²; and
- c) be removed from the site within two years or when all of the lots in the subdivision have been sold, whichever is the sooner.



5.4 Display Home Signs

5.4.1 A display home sign shall:

- be provided in a ratio not exceeding 2m² per house in a centre with no individual sign exceeding 4m²;
- not have an overall height of more than 4m;
- not be illuminated after 9.00pm; and
- not be erected for a period exceeding six months at any one time.

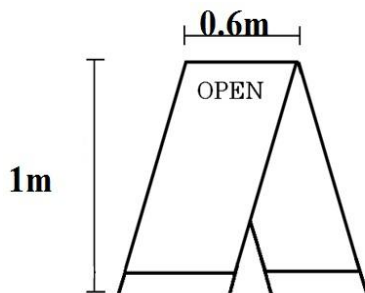


5.5 Freestanding signs

5.5.1 Not more than 1 freestanding sign shall be erected in relation to the one building or business.

5.5.2 Freestanding signs shall:

- not exceed 1m in height and 0.6m in width;
- not exceed an area of 1m² on any side;
- not to be erected in any position other than immediately adjacent to the building or business to which the sign relates;
- not display any matter other than that of the business to which it relates;
- be removed each day at the close of business to which it relates and not be erected again until the business next opens for trading; and
- be covered under the public liability insurance of the business to which it related, if located on a thoroughfare.

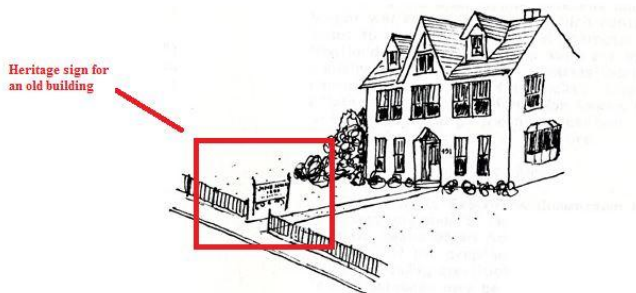


5.6 Signs associated with Heritage listed places

5.6.1 New signs are to:

- not dominate a Heritage building or Place. Instead, signs should be placed where they would have traditionally been placed, and should be limited to a level consistent with traditional coverage;
- not be located where they would obscure or detract from a feature of the building; and
- be located so as to ensure views to individually significant signs are maintained.

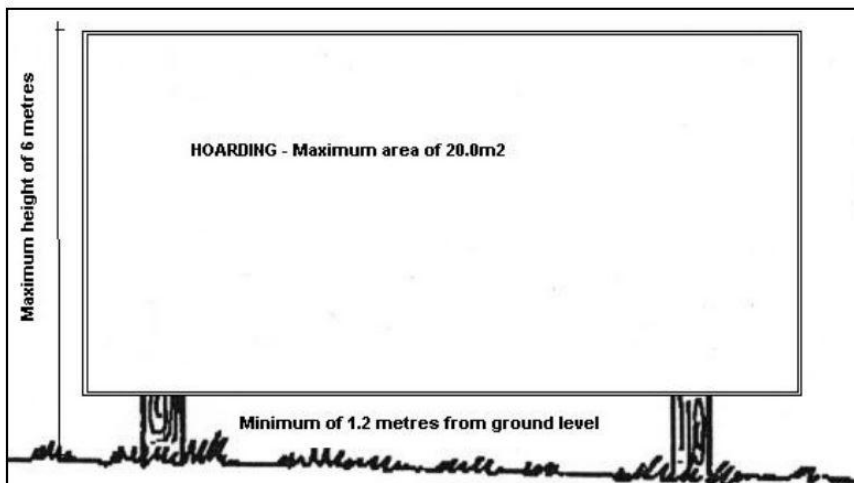
5.6.2 Signage of properties included on the State Heritage Register is required to be referred to the Heritage Council for Comment.



5.7 Hoardings

5.7.1 A hoarding shall not:

- be erected on land unless an industrial and/or commercial use is existing;
- except with the approval of the Council be erected within 15m of a street or other public place and in any case not closer than its own height to a street or public place; and
- be of an area greater than 20m².



5.8 Horizontal Signs

5.8.1 A horizontal sign shall:

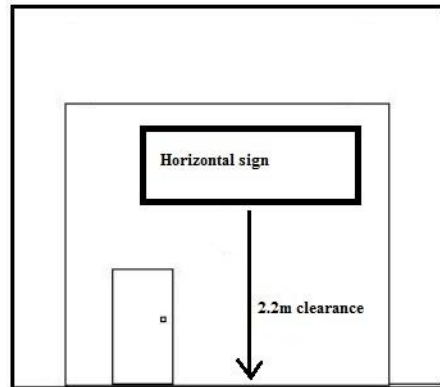
- afford a minimum headway of 2.2m;
- be fixed parallel to the wall of the building to which it is attached;
- as per the table below;

<i>Minimum Distance of Sign above Street</i>	<i>Maximum Depth of Letters on Sign</i>
Less than 7.5m	900mm
7.5m to 9m	1100mm
9m to 12m	1300mm
Each increase above 12m shall be 200mm in depth for each 300mm in height to a maximum of 4.5m	

- d) not project more than 600mm from the wall to which it is attached; and
- e) not be within 600mm of either end of the wall to which it is attached, unless the end of the sign abuts against a brick, stone or cement corbel, pier or pilaster which is at least 225mm wide and projects at least 25mm in front of and 75mm above and below the sign.

5.8.2 The name of the building, owner or occupier may be shown on the façade of a building however:

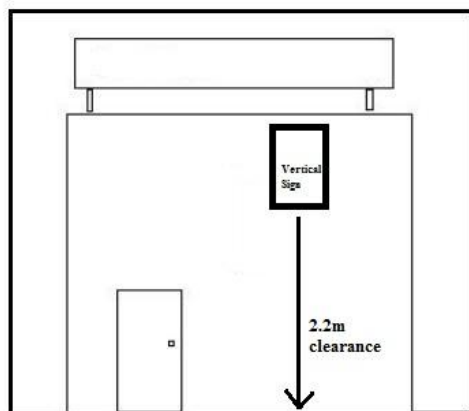
- a) unless otherwise specifically approved by the Council, only one such name shall be placed on any façade;
- b) the letters of the name shall not exceed 1.5m in height;
- c) the letters shall be of metal or other incombustible material; and
- d) the letters shall not be lit or illuminated unless all illuminated lettering has been approved by the Council.



5.9 Vertical Signs

5.9.1 A vertical sign shall:

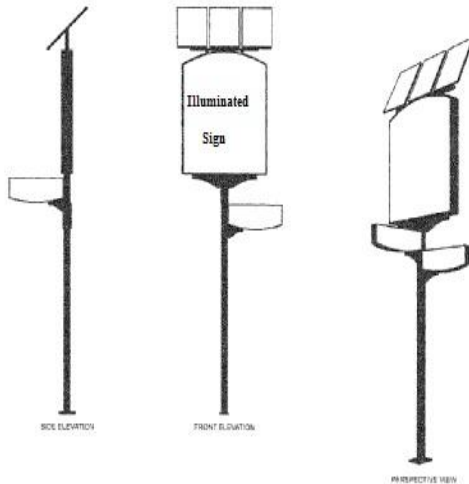
- a) afford a minimum headway of 2.2m;
- b) not project more than 1m from the face of the building to which it is attached;
- c) not be within 1.75m of either end of the wall to which it is attached;
- d) be of a height at least twice its width;
- e) not project more than 1m above the top of the wall to which it is attached nor more than 1m back from the face of that wall;
- f) not be within 4m of another vertical sign on the same building;
- g) not be placed on a corner of a building, except at a street intersection when it may be placed at an angle with the walls so as to be visible from both streets; and
- h) except with the approval of the local government or an authorised person not exceed 1m in width exclusive of the back projection.



5.10 Illuminated Signs

5.10.1 An illuminated sign shall:

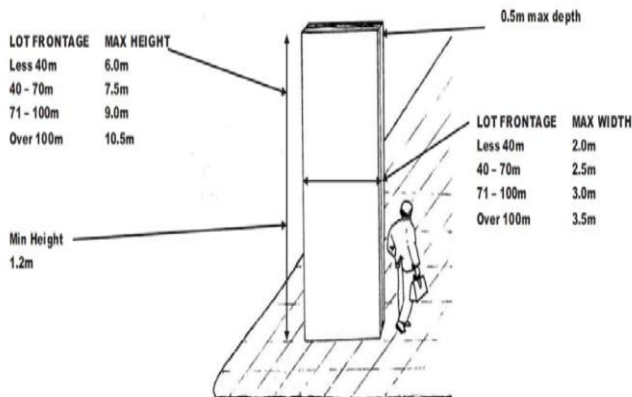
- have any boxing or casing in which it is enclosed constructed of incombustible material;
- have its electrical installation constructed and maintained to the satisfaction of Western Power or the appropriate electricity supply authority and in accordance with AS3000-1989;
- be maintained to operate as an illuminated sign;
- not have a light of such intensity as to cause annoyance to the public; and
- have a minimum clearance of 2.2m from ground level.



5.11 Monolith Signs

5.11.1 Monolith signs shall:

- be limited to a maximum of one free standing sign on a lot;
- not be permitted when a pylon sign or hoarding sign is located on the same lot;
- not be located within 1m of a crossover;
- have a maximum depth of 0.5m;
- if the frontage is less than 40m, then a sign shall be limited to 6m in height and 2m in width;
- if the frontage is between 40m and 70m, then a sign shall be limited to 7.5m in height and 2.5m in width;
- if the frontage is between 71m and 100m, then a sign shall be limited to 9m in height and 3m in width; and
- if the frontage is above 101m, then a sign shall be limited to 10.5m in height and 3.5m in width.



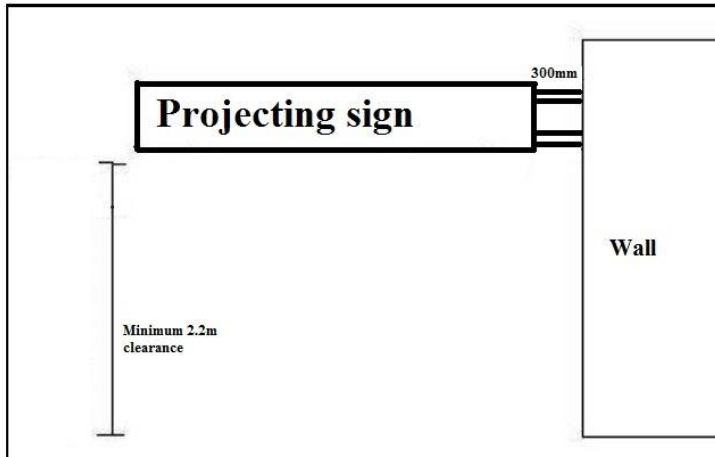
5.12 Projecting sign

5.12.1 A projecting sign is to:

- a) be limited to a maximum of one projecting sign per tenancy; and
- b) have a minimum clearance of 2.2m from the finished ground level to the lowest part of the sign.

5.12.2 A projecting sign directly attached to a building is to:

- a) not project more than 1m from the wall and not exceed 4m² in area;
- b) not be placed within 2m of either end of the wall to which is attached; and
- c) not project above the top of the wall to which it is attached.

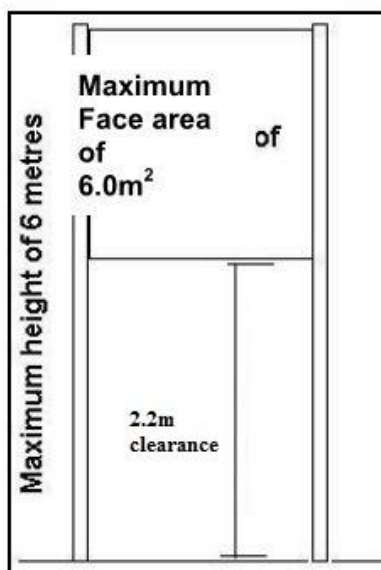


5.13 Pylon Signs

5.13.1 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.

5.13.2 A pylon sign shall:

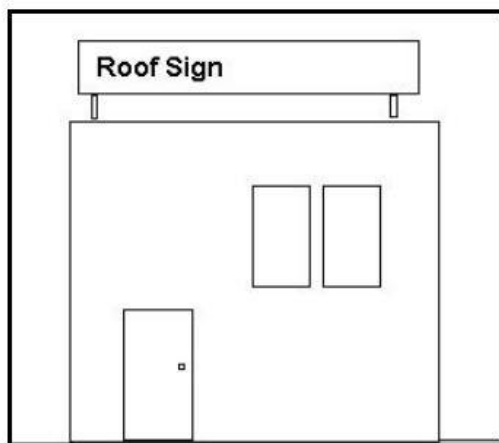
- a) have a minimum clearance of 2.2m from ground level;
- b) not be more than 6m above ground level;
- c) not exceed 2.5m either vertically or horizontally across the face of the sign;
- d) not be greater than 6m² in area;
- e) be restricted to a maximum of one per property; and
- f) not exceed 2.6m in width or 6m in height above ground level.



5.14 Roof Signs

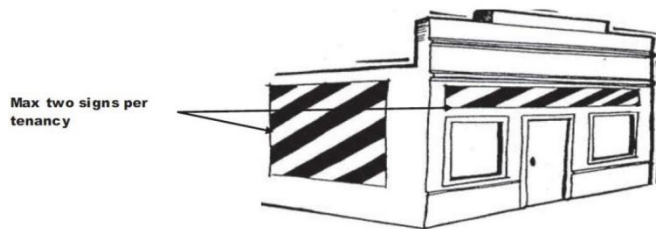
- 5.14.1 A roof sign should not extend laterally beyond the external wall of the structure or building on which it is erected or displayed.
- 5.14.2 A roof sign should not project above the ridge line of the building on which it is erected or displayed.
- 5.14.3 No more than one roof sign should be erected in relation to the one building.
- 5.14.4 A roof sign should comply with the following:

Height of main building above ground level where sign is to be fixed	Maximum height of sign
5m and under	1.25m
Above 5m to 6m	1.5m
Above 6m to 12m	2.0m
Above 12m to 18m	2.5m



5.15 Wall Signs

- 5.15.1 Wall signs are to:
- be limited to a maximum number of two such signs for each tenancy within a building other than a building within a residential zone;
 - not exceed 10 percent in area in total on any one wall (excluding projecting signs); and
 - if placed directly over door openings, have a minimum clearance of 2.2m from the finished ground level.
- 5.15.2 If attached to a building by means of cables, ropes or the like:
- be non-flammable; or
 - not be erected for more than 14 days in total in any one calendar year.



Variation of Provisions

Applications seeking variations to the policy provisions outlined in Sections 4 and 5 above shall be determined in accordance with the purpose, objectives and other relevant provisions of this policy.

Neighbour Consultation

Applications seeking variations to the policy provisions outlined in Sections 4 and 5 above may require neighbour consultation (to be determined by the local government).

Referral requirements for signage on land adjoining a Main Road

Signage applications that adjoin a MRWA road reserve may be referred to MRWA.

Compliance

Existing signage which has been erected without Planning Approval will be dealt with under Clause 8.4 of the Shire's Local Planning Scheme No.5 (the Scheme). Under this Clause, applicants may apply to the Shire for retrospective approval for unauthorised signage which will be assessed against the policy. If a retrospective planning application is not submitted, unauthorised signage will be removed under Clause 11.2 of the Scheme. The Shire will not support retrospective planning applications where they conflict with purpose, objectives or provisions of this policy.