



Local Planning Policy 4.2 – Advertisements and Signage

1.0 Citation

This is a Local Planning Policy prepared under Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015*. This Policy may be cited as *LPP 4.2 Advertisements & Signage*.

2.0 Introduction

An application for development approval is required to be lodged for all signage and advertisements that are not identified as self assessable/exempt (i.e. not requiring development approval) under Annexure 1 of this policy.

3.0 Objectives

The objectives of this policy are to:

- Ensure that signage and advertisements' cater to the marketing needs of business;
- Enhance the visitor experience through consistent tourist and directional signage that assists visitors to navigate smoothly, safely and easily around the region;
- Ensure that signs erected or displayed in the Shire of Collie are appropriate to their location and function;
- Ensure a consistent approach to applications for Advertising and Signage within the Shire of Collie;
- Encourage restraint in the scale, size and collective amount of signage installed, in order to minimise visual clutter, protect visual amenity and heritage significance or character of the locality;
- To ensure that any advertising erected or displayed on buildings are sympathetic to the architectural style and appearance of the building, as well as the character of the local development area and/or the streetscape; and
- Clarify when signage is not generally considered development and therefore does not require development approval;

4.0 Applications Subject of this Policy

This Policy applies to all proposals for advertising and signage across all zoned and reserved land within the Shire of Collie.

Signage and advertising proposed along a **main road** or visible from a main road, must be approved by the Commissioner of Main Roads. As such, application must be made to Main Roads WA not the Shire of Collie.

5.0 Application Requirements

When lodging a development application, applicants are required to complete and submit:

- An *Application for Development Approval Form*;
- An *Additional Information for Development Approval for Advertisements Form*; and



- All required photographs, images and or plans.

6.0 Policy Statement

6.1 General Land Use and Development Standards

(a) Third Party Advertisement

The Shire of Collie will not approve the erection of any third-party advertisement for a service or commodity, which is not produced, offered or sold on the lot on which the advertising device is erected, except for public safety messages only.

(b) Public Open Space and Reserves

Should not be used for advertisements except for those listed in *Annexure 1 – general exemptions*. Signage in relation to a current lease holder or signage as it relates to the use of the land may be approved via a development application.

(c) Tourist and Directional Signage

Applications may be approved subject to consideration of the sign addressing the requirements the Department of Biodiversity Conservation and Attractions *Collie Wayfinding Signage Strategy* and the current Main Roads Western Australia standard.

(d) Heritage Site

Where an advertisement is proposed for a building listed on the State or Local Heritage List or within a designated Heritage Area the Shire of Collie will have regard to:

- i. the placement of signage;
- ii. the appropriateness of the materials, style design and lettering of the sign;
- iii. whether it is affixed in such a way that it causes no damage to the building and may be removed without leaving evidence of it having being affixed; and
- iv. any advice received from a qualified heritage advisor.

(e) Clearances and Public Safety

- A sign or advertisement displayed over a pedestrian pathway or cycleway is to have a minimum clearance of 2.75m;
- A sign or advertisement displayed over a roadway, access way or other place designed for vehicles to pass under is to have a minimum clearance of 5.4m;
- No sign or advertisement with moving parts is to be located in or adjoining a pedestrian pathway or other pedestrian place, unless it is so designed or positioned that the moving parts are out of the reach of pedestrians.

(f) Materials

- The proposed advertising sign and structural support shall be designed and constructed to a high-quality standard, and shall be maintained for the life of the advertisement.



- As a condition of development approval, the Shire, may at any time, request that an advertiser remove, repair and/ or replace signage that is in disrepair or not in character with the amenity of the area.

6.2 Specific Development Standards

(a) Sponsorship Signs – Ongoing Running Costs of a Community Group

- Including charities, sporting club or associations;
- A written sponsorship agreement between the sponsor and the community group stating the duration of the sponsorship arrangement is required;
- Signs may only be erected for the duration of the sponsorship agreement;
- Signs may be displayed individually or collectively;
- Collective sponsorship signage boards are encouraged to reduce the ad hoc proliferation of individual sponsorship signs;
- Individual sponsorship signs are limited to:
 - i. Two (2) per community group with a combined total area not exceeding 5m²; and
 - ii. Four (4) on any lot or reserve (where there are 2 or more community groups) with a combined total area not exceeding 8m².
- Collective sponsorship signage boards must comply with all the following:
 - i. Individual sponsorship signs are not permitted and any existing individual sponsorship signs must be removed if a collective sponsorship signage board is approved; and
 - ii. Each lot or reserve may only erect one permanent sponsorship signage board.

(b) Illuminated Signs

- Illuminated signage is not considered appropriate within the Residential, Rural Residential or Rural Zones;
- The maximum luminance levels (candelas per square meter) for illuminated signs is:
 - i. 500cd/m² in the Commercial, Light Industrial, Industrial and Industrial Development zones and
 - ii. 300cd/m² in the Mixed Business, Urban Development and Private Community Purpose Zones;
- Where an illuminated sign is visible from and located within 100 metres of residential premises or land included in the Residential, Mixed Use or Urban Development zone, the sign or advertisement is to:
 - i. have a maximum illuminance of 300cd/m²
 - ii. be switched off between 11.00pm and sunrise; and
- Illuminated signs are to be designed so that the light is directed/ channelled to ensure no light spillage onto neighbouring premises.
- Where a variation is proposed, the application is to be accompanied by a Lighting Impact Assessment that demonstrates the signage is compliant with



Australian Standards and will not have any adverse impact on the occupants of nearby buildings or the safety of road users.

- An illuminated sign will not be approved if, in the be opinion of the local government, the sign has an intensity that could create a traffic hazard or cause nuisance to the public.

(c) Variable Digital Signs

- Variable digital signs are considered to be inappropriate within the Residential Zone, Mixed Use, Rural Residential or Rural Zones;
- Variable digital signs may only display consecutive static messages in either text or pictographic format only (i.e. no video or animation);
- The dwell duration of variable digital signs is to be not less than those provided in the table below:

Road speed limit (Km/h)	Min Dwell Time
<50	40
60	35
70	30
80	25
90>	20

- Variable digital signs along a road will only be approved if the Shire is satisfied that the proposed sign will present a negligible or low level of risk to public safety;
- The local government may require a road safety audit report to accompany an application for a variable digital sign along a road;
- Variable digital signs are not to be located within a Shire road reserve; and
- A variable digital sign is not to be located within 150m of an existing variable digital sign visible to drivers approaching from the same direction.

(e) Inflatable Signs

- An inflatable sign shall only be erected for a maximum period of 28 days at a time and may only be erected on a property three times in each calendar year.
- A minimum period of 28 days must elapse between displays of an inflatable sign.
- The inflatable sign shall be covered by general public liability insurance to a minimum of \$10 million by the property or business owner and a copy of this cover is to be submitted with the application together with confirmation that the cover does extend to the sign;
- Approval must be sought from Main Roads WA where the proposed sign location is near a traffic signal controlled intersection or when it is visible from, or adjacent to, a road that is under the care and control of Main Roads WA;
- The applicant is to provide in writing a minimum of 14 days notice, the period during which an approved inflatable sign is to be erected.
- The sign shall not be internally or externally illuminated; and



- Written certification from a professional engineer confirming the method of installation and confirming the placement of the sign will not compromise the structural integrity of the building to which it is to be attached shall be submitted with the application for the sign.

6.3 Variations

Applications seeking variations to this Policy shall be determined in accordance with:

- The purpose and objectives of this Policy;
- Section 1.6 of the Local Planning Scheme - The Aims of the Scheme;
- Section 3.4 of the Local Planning Scheme - Use and Development of Local Reserves;
- Section 4.2 of the Local Planning Scheme - Objectives of the Zones; and
- Schedule 2 cl. 67 of the *Planning and Development (Local Planning Schemes) Regulations 2015* - Matters to be Considered by Local Government.

7.0 Consultation

A proposal that is not in accordance with one or more clauses of this Policy may be advertised in accordance with the provisions of cl. 64 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Advertising may include the publishing of a notice of the proposed advertisement and signage in the local paper and/or giving notice to property owners and occupiers that the Shire considers to be affected by the granting of development approval.

8.0 Definitions

Advertisement means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes –

- (a) any hoarding or similar structure used, or adapted for use, for the display of advertisements;
- (b) any airborne device anchored to any land or building used for the display of advertising; and
- (c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising;

Advertiser means an owner or occupier of premises where an advertisement is displayed or any other entity, which has caused an advertisement to be displayed in the premises.

Awning sign means A sign painted or affixed flat to the surface of an awning which does not extend vertically or horizontally beyond the limits of such an awning.

Billboard (freestanding) sign means a freestanding display surface, the width of which is greater than the height and which may be positioned on the ground or mounted on one or more vertical supports.



Changeable message sign means an advertisement that allows the message to be readily changed, such as those commonly used by petrol retail outlets.

Commercial flag sign means a cloth or similar non-rigid fabric hung from a pole for the purpose of advertising or identifying a commercial establishment.

Construction sign means a sign that provides details of a development occurring on a property which is displayed during the course of the development

Directional sign means a sign erected to provide assistance to the public to conveniently locate places of interest for tourists and to the general public.

Display home sign means an advertisement sign displayed for the period over which homes are on display for public inspection to facilitate their sale, auction or leasing.

Election sign means a temporary, non-illuminated advertisement advertising a political candidate(s), a registered political party, or a campaign for a Commonwealth, State, or local government election.

Ground sign means a monolithic advertisement, which in effect, sits on or rises out of the ground.

Home occupation sign means a small advertisement identifying the name and/or trade, business or profession of the occupant of the home based business.

Illuminated sign means a sign internally or externally illuminated by an artificial light source.

Inflatable sign means a sign or other recognisable figure or emblem that is painted, stencilled or attached to an inflated device such as a balloon, which is anchored to a building or land.

Plate sign means a small advertisement identifying the name and/or trade, business or profession of the occupant of the business premises and may include a home based business use.

Property transaction sign means a sign displayed during a period over which a single property transaction (sale, lease or auction) is offered and negotiated.

Projecting sign means a sign attached to and projecting perpendicularly or horizontally from the face of a wall or building, but is not attached to the roof of the building or structure.

Portable sign means a sign that rests on the ground and is not designed to be permanently attached to a building or permanently anchored to the ground.

Sponsorship sign means a sign erected to demonstrate financial or in kind support from a private corporation, community group or government body for:

- the construction, redevelopment or maintenance of a structure; or
- the ongoing running of a community group including charities, sporting club or associations; and
- that is located where the primary audience is the user groups/ club members of the venue.

Third party sign means any sign (except sponsorship signage) sign displaying the name, logo or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located, for a product not produced or a service not provided on the site on which the advertisement is located, or for an activity or event not occurring on the site on which the advertisement is located.



Tourist sign means a sign that identifies or directs attention or traffic toward a tourist attraction, facility, areas or service.

Under verandah sign means a sign attached to or supported under a verandah or awning.

Variable digital sign means a digital format sign that is capable of displaying consecutive static messages in either text or pictographic format only. Variable digital signs are electronically changed devices that typically use digital technology such as light emitting diode (LED) or fibre optic matrix to display bright, high resolution electronic images.

Window sign means a sign attached to, placed upon, or printed on the interior or exterior of a window or door of a structure.

Wall sign means a sign painted on or affixed flat to the face of a wall or building.

Responsible Business Unit	Development Services
Adoption Date	14/12/2021 - Decision #8911
Next Review Date	November 2023



Annexure 1 - Self Assessable/Exempt Advertisements and Signage

1. General Exemptions

Reserve/Public Place

Advertisements (illuminated and non-illuminated) relating to the functions of government or a public authority including those of a promotional nature constructed or exhibited by, or on behalf of any such body.

Sporting grounds and complexes

Advertisements that are not visible from outside the complex or facility, either from adjacent private land or from public places and streets.

Traffic Control

Advertisements (illuminated and non-illuminated) required for the management or control of traffic on any public road, car park, cycleway, railway or waterway where such advertisement has been constructed or exhibited by or with the approval of a Government department, public authority or local government.

Temporary sale of goods or livestock

One advertisement, per lot, for a maximum period of 1 month, advertising the sale of goods or livestock from that land (or building located upon that land), provided the land is not normally used for that purpose.

Temporary Sponsorship or Government Funded Community Buildings and Structures

One advertisement, per lot, with a maximum size of 5m², erected on, or adjacent to the structure for the maximum period of the sponsorship or funding agreement; or within 5 years of construction commencing, whichever occurs first.

Internal advertisements

All advertisements placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings.

Maintenance and repair

Maintenance and repair of existing approved/exempt signage. Existing unapproved signage that requires approval under this policy is not exempt.

2. Specific Exemptions

Type of sign	Zone/s	Criteria
Awning	Commercial Industrial Light Industrial	<ul style="list-style-type: none">• Maximum of one sign per street frontage per tenancy;• Maximum height of 600mm;• Does not extend past awning;• In the absence of an awning, below a line measured at



		<p>5m from the ground;</p> <ul style="list-style-type: none"> • Located on ground floor only; and • Maintains a minimum clearance of 2.75m between the underside of the sign and the footpath below.
Billboard (Freestanding)	Commercial Industrial Light Industrial	<ul style="list-style-type: none"> • Maximum of one sign per street frontage per property; • Maximum height of 6m above the natural ground level; • Maximum width of 2.5m; • Maximum size of 5m² in Commercial and Light industry Zones; • Maximum size of 10m² in Industrial zones; • Maximum of one sign per property irrespective of the number of tenancies; and • Must be freestanding.
Changeable Message	Commercial Industrial Light Industrial	<ul style="list-style-type: none"> • Maximum of one sign per street frontage; • Maximum size of 2.5m² • Maximum height of 1.8m above the natural ground level.
Commercial Flag	Commercial Industrial Light Industrial	<ul style="list-style-type: none"> • Maximum size of 2.5m² per tenancy; and • Maximum of one sign per property; • Must be displayed less than 6.5m from the ground (measured from the top of the sign).
Construction	All zones	<ul style="list-style-type: none"> • Maximum one sign per street frontage. • Displayed only during the period that building construction works are being undertaken; • To be removed within 7 days of the completion of construction; • Sign to be wholly located within the property boundary; • Maximum size of 2m² for dwellings; • Maximum size of 5m² for multiple dwellings and mixed use developments less than 1ha; • Maximum size of 10m² for non-residential properties and residential estates greater than 1ha.
Display Home	Residential Commercial Mixed Use	<ul style="list-style-type: none"> • Maximum of one sign per property; • Maximum size of 2m² per single dwelling; and • For multiple dwellings (single project builder) a maximum size of 5m².
Election Sign	All zones	<p>Advertisements in connection with an election, referendum or other poll conducted under the Commonwealth Electoral Act 1918, the Electoral Act 1907 or the Local Government Act 1995 are exempt from the need to obtain development approval under the Schedule 2, part 7, Cl 61 of the Planning and Development (Local Planning Schemes) Regulations 2015.</p>



Ground	Commercial Industrial Light Industrial Mixed business	<ul style="list-style-type: none"> • Maximum of one sign per street frontage; • General within a developed landscaped environment; • Maximum size of 5m²; and • Maximum height of 1.2m above natural ground level.
Home Occupation	All zones	<ul style="list-style-type: none"> • Maximum of one sign per property; and • Maximum area of 0.2m².
Plate	All zones	<ul style="list-style-type: none"> • Affixed to a wall or a fence; and • On private property.
Property Transaction	All zones	<ul style="list-style-type: none"> • Maximum of one sign per street frontage; • Displayed only during the period in which the property is available for sale; • To be removed within 7 days of the completion of the sale, lease or rental agreement of the property; • Sign to be wholly located within the property boundary; • Maximum size of 2m² per single dwelling, commercial, rural or industrial property; • Maximum size of 5m² per multiple dwelling, mixed use, commercial or industrial properties less than 1ha; and • Maximum size of 10m² per multiple dwellings, mixed use developments, offices or shopping centres in excess of four storeys.
Projecting	All zones except residential	<ul style="list-style-type: none"> • Maximum of one sign per street frontage of tenancy; • Maximum width of 750mm and maximum vertical dimension of 7.5m; • Must not be illuminated; • Must not project further than 1m past the face of the wall to which it is attached; • Must not extend above the wall to which it is attached; and • Maintains a minimum clearance of 2.75m between the underside of the sign and the footpath below.
Portable	All zones except residential.	<ul style="list-style-type: none"> • Maximum one sign per tenancy; • Does not exceed 1.2m above the finished ground level; • Does not contain more than two sign faces; • Has no moving parts once the sign is in place; • Contains sign writing that is of a professional standard and quality and is appropriately maintained; • Must be displayed only during normal business hours of the business to which it relates; • Must not be located closer than 1.5m to the curb or road shoulder; and • Does not interfere with visibility and the safe movement of pedestrian and vehicular traffic.



Window	Commercial Industry Light industry	<ul style="list-style-type: none"> • Permitted only on ground and first floor windows of a building; • Total area of sign must not cover more than one quarter (25%) of the total glazed surface area of each level of the building along each elevation; and • Remaining 75% of the glazed surface to be visually permeable.
Wall	Commercial Industry Light industry	<ul style="list-style-type: none"> • Maximum of one wall sign per elevation; • Sign is attached or directly painted on the external wall of the building; • The height of the sign does not exceed 1.2 metres and the length does not exceed two thirds of the length of the frontage of the building or tenancy, whichever is less; and • The sign does not protrude past the limits of the façade or fascia of a building or tenancy portion.
Under Verandah	Commercial Industry Light industry	<ul style="list-style-type: none"> • Maximum one sign per street frontage per tenancy; • Maintains a minimum clearance of 2.75m between the underside of the sign and the footpath below; • Does not extend past the verandah or awning; and • May be internally illuminated in a manner that does not flash or pulsate.