



6.1.4 ADVERTISING DEVICES (SIGNAGE AND FLAGS)

Purpose

The purpose of this Policy is to provide guidance for the assessment of applications for Development Approval for advertisements that are not exempt under the Shire of Manjimup's Local Planning Scheme.

Objectives

The objectives of this policy are to

- a) Ensure that signs erected or displayed in the Shire of Manjimup are appropriate to their location and function;
- b) 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;
- c) Provide guidance on the appropriate design, location and installation of quality signage that makes a positive contribution to the desired amenity and character of the locality;
- d) Clarify when signage is not generally considered development under Schedule 15 of the Shire of Manjimup's Local Planning Scheme and therefore does not require development approval.

Application

This policy applies to advertising devices that require Development Approval under the Scheme. For information regarding the special requirements for signage for places of heritage significance, please refer to Local Planning Policy 6.1.13 Heritage. Where there is an inconsistency between this policy and Townsite Planning Policies, the provision of that policy shall prevail.

Policy Background

The Shire of Manjimup maintained a Local Law relating to signage since 1968. The most recent local law was the Signs Local Law 2000.

This policy has been modelled on the previous local law and policies with appropriate changes to reflect the differing approval regime provided by the Scheme.

The Shire of Manjimup recognises that signage should be well designed, of an appropriate scale, constructed of quality materials, and positioned with consideration for where it is located. Excessive amounts of signage should be avoided so as to not create visual clutter that detracts from the amenity of the area.

Policy Exclusions

In addition to Schedule 15, the following sign types are generally exempt from requiring development approval:

- a) Signs required under the *Road Traffic Act 1974* or other signs provided by the Shire of Manjimup or Main Roads WA for the information of motorists;
- b) The painting of commercial premises in a corporate colour scheme
- c) Construction site hoarding for an approved development, sign up to 2.5metres in height to be erected for a period of less than 2 years;
- d) Portable signs that are located wholly within the boundaries of the land owned or occupied by the person who erected or who has maintained the sign and meet the criteria in Table 1 or 2;
- e) Decals that cover up to 20% of the glazed area of a tenancy façade; and
- f) Temporary signage which is small in scale, displayed for a period of 48 hours or less, that does not compromise public amenity or safety; or
- g) Temporary signage to provide information of community interest or to advertise events that are approved by the Shire of Manjimup.

Notes:

-) A maximum of three (3) individual exempt signs per lot/tenancy are allowable, before a development approval is required;
-) Any signage on public or private land (including temporary signage) will require land owner's consent prior to installation. Signs on public property, including within the road reserve, will require approval from the Shire of Manjimup or other government agency with jurisdiction over the land;
-) A building permit may be required from the Shire of Manjimup
-) Where adequate details of advertisements are provided within an application for approval for any development, the approval of the development will include approval of the advertisement unless otherwise stipulated; and
-) Not requiring development approval does not constitute an exemption or approval under any other legislation or under any other Commonwealth, State or local government requirements.

Definitions

The following terms are used throughout this policy:

Advertising Device - means any object or structure fixed to a building or freestanding, on which words, numbers, figures or drawings are displayed for the purpose of advertising any business, function, operation, development, event undertaking or any product. The term includes any airborne device anchored to any land or building, moving signage, artistic signage and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising;

Aggregate area – is the total, combined surface area of each type of sign of a site;

Flag – means a piece of cloth illustrating a formal symbol but does not include any device used to advertise a commercial venture.

In addition to the above, the various types of signs subject to this policy are detailed in Appendix 1.

Policy Measures

All signs shall comply with the relevant criteria specified in Table 1 or Table 2 unless otherwise determined by Council.

Where a commercial activity (excluding an approved Home Business, Home Occupation, Home Store or Rural Home Business) has been approved on land zoned Residential under Local Planning Scheme No. 4, signage proposals will be assessed against the criteria set out under Town Centre zone in Table 1 of this policy.

Where a subdivision has occurred or is currently occurring on land zoned Residential under Local Planning Scheme No. 4, signage proposals advertising the sale of land will be assessed against the criteria set out under a Town Centre/Industry zone in Table 1 of this Policy. Where such signage is approved, a condition may be imposed requiring the removal of the signage once 90% of the lots are sold.

Signage in Town Centre and Industry zones may be illuminated, provided that such signage does not flash or pulse. LED signage panels will not be supported where more than 70% of the advertising area.

Illuminated signage in rural areas is not permitted.

Flags may be approved in all zones provided that the supporting structure (flagpole) is limited to a maximum height of 6m and the flag itself is limited to a maximum area of 1.5m².

Performance Standards

Notwithstanding the acceptable criteria outlined in Table 1 or 2, Council may consider an application for signage where the applicant can demonstrate that the signage meets the performance standards below:

- a) the proposed signage supports the amenity of the locality by demonstrating high quality design that compliments the building and the use of durable materials and high quality construction standards;
- b) the proposed signage supports the vision and objectives for the location by demonstrating restraint in scale, size and collective amount of signage appropriate to the site;
- c) the proposed signage contributes to a safe and legible public realm by not creating visual clutter or limiting passive surveillance which may compromise community safety; and
- d) the location, size and design of the proposed signage does not hinder the public circulation in the street or on site.

TABLE 1 – TOWN CENTRE/INDUSTRIAL

| | Column – A Acceptable | |
|---|----------------------------------|--|
| Signs on Buildings | | |
| Wall Sign | Size | <ul style="list-style-type: none">) Total wall signage that is less than or equal to 25% of the building façade where the façade faces the primary street.) Wall signage up to 50% of the rear of a building where that building faces a laneway, or other public land not constituting a public street. |
| | Location | <ul style="list-style-type: none">) Inset a minimum 300mm from any edge of the building) On a corner of a building where the building is located at a street intersection and the sign is placed at an angle with the walls so as to be visible from both streets. |
| | Composition |) Lettering is less than 1.2m in height |
| | Maximum Number | N/A |
| Roof Sign | Size | <ul style="list-style-type: none">) No higher than 20% of the height of the building at the point where the sign is to be fixed, to a maximum height of 3.5m.) inset a minimum 300mm from any edge of the building. |
| | Location | N/A |
| | Composition | N/A |
| | Maximum Number | One sign per building. |
| Semaphore Sign/Projecting Sign | Size | Maximum dimension of 1m |
| | Location | <ul style="list-style-type: none">) Minimum of 2.4m ground clearance.) Affixed perpendicular to a wall over or adjacent to any one entrance to a building. |
| | Composition | N/A |
| | Maximum Number | One sign per business entrance |
| Verandah Signs (above verandah fascia) | Size | Lettering no greater than 400mm in height. |
| | Location | N/A |
| | Composition | N/A |
| | Maximum Number | N/A |
| Verandah Signs (on verandah fascia) | Size | Less than or equal to the width and height of fascia |
| | Location | The sign is contained within the frame or surround of the fascia of the building on which it is attached. |
| | Composition | N/A |

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| | Maximum Number | N/A |
| Verandah Signs <i>(under verandah signs)</i> | Size | <ul style="list-style-type: none">) Not exceed 2.5m in length or 0.4m in height or 1m² in area) Not weigh more than 55kg |
| | Location | <ul style="list-style-type: none">) The sign shall afford a minimum height clearance of not less than 2.4m) Be fixed at right angles to the front wall of the building before which it is erected except on a corner of a building at a street intersection where the sign may be placed on a verandah / awning truncation so as to be visible from both streets.) Not be within 3m of another sign under that verandah or within 0.5m of the side wall of the shop or office |
| | Composition | Refer to applicable design guidelines or standards |
| | Maximum Number | One sign per commercial tenancy |
| Balloon Sign | Subject to Council approval based on individual merit of proposal | |
| Freestanding Sign | | |
| Hoarding Sign | Size | <ul style="list-style-type: none">) Maximum height 3m) Maximum width 6m) Maximum 0.5m |
| | Location | N/A |
| | Composition | N/A |
| | Maximum Number | Maximum one per property |
| Monolith Sign | Size | <ul style="list-style-type: none">) Maximum 7m in height) Maximum width of 3m) Maximum 0.5m in depth |
| | Location | <ul style="list-style-type: none">) Not be within 2m of the side boundaries of the lot on which it is erected. If the lot on which the pylon sign is erected abuts an intersecting street or right-of-way, Council may authorise the erection of the sign at a lesser distance than 2m) Not be erected so that it projects over any pedestrian access way or street more than 0.9m |
| | Composition | N/A |
| | Maximum Number | Maximum one Monolith sign or pylon per lot |
| Portable Sign | Size | <ul style="list-style-type: none">) Maximum height of 1.2m) Maximum width of 0.6m) Maximum double-sided area of 2m² |
| | Location |) Must be located wholly within the |

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| | | <p>boundaries of the land owned or occupied by the person who erected or who has maintained the sign; or</p> <p>) Located on land immediately abutting the land to which the portable sign relates, has authority of the land owner and is in a position that is approved by the local government; and</p> <p>) Located so that pedestrian access is not impeded (i.e. a minimum of 1.2m footpath width remaining)</p> <p>) Is not located on a road reserve dedicated under the <i>Main Roads Act 1933</i></p> <p>) Is displayed only during the hours that the business is open</p> <p>) Portable signs located remote from the business to which the sign relates are not permitted within gazetted Townsite areas.</p> <p>) A tourist-related business located outside of a gazetted Townsite may be permitted an additional portable sign at the nearest road junction to the business, subject to the requirements criteria above and in a location approved by the local government.</p> |
| | Composition | <p>) Has a weight and design sufficient to prevent the portable sign from falling in normal weather conditions or is otherwise tethered as approved by the local government</p> <p>) Displays the authorisation of the local government</p> |
| | Maximum Number | One per business |
| Product/Vehicular Sign | Size |) Maximum vertical or horizontal dimension of 2m |
| | Location | <p>) Wholly contained within the property boundary of the business</p> <p>) Place so as to not cause interference, whether directly or indirectly, to vehicular traffic or pedestrians</p> |
| | Composition | No moving parts |
| | Maximum Number | One per business |
| Pylon Sign | Size |) Not have any part thereof less than 2.4m |

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| | | <p>or more than 6m above the level of the ground immediately below it</p> <p>) Not exceed 4.5m² in area</p> |
| | Location | <p>) Not be within 2m of the side boundaries of the lot on which it is erected. If the lot on which the pylon sign is erected abuts an intersecting street or right-of-way, Council may authorise the erection of the sign at a lesser distance than 2m</p> <p>) Not be erected so that it projects over any pedestrian access way or street more than 0.9m</p> |
| | Composition | <p>Be supported on one or more piers or columns of brick, stone, concrete, timber or steel of sufficient size and strength to support the sign under all conditions</p> <p>Infill panels</p> <p style="padding-left: 40px;">Minimum height of 0.9m</p> <p style="padding-left: 40px;">Maximum height of 1.5m</p> <p style="padding-left: 40px;">Maximum width 2m</p> <p style="padding-left: 40px;">Maximum area of 3m²</p> |
| | Maximum Number | Maximum one pylon or Monolith sign per lot |
| Tower Sign | Not permitted | |

TABLE 2 – RURAL/TOURISM

| | | Column – A Acceptable |
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| Signs on Buildings | | |
| Wall Sign | Size | Total wall signage maximum 10% of each building facade |
| | Location | Inset a minimum 300mm from any edge of the building |
| | Composition | Lettering maximum height 1.2m |
| | Maximum Number | N/A |
| Roof Sign | Not permitted | |
| Semaphore Sign | | |
| Verandah Signs (on verandah fascia) | Size | Less than or equal to the width and height of fascia |
| | Location | The sign is contained within the frame or surround of the fascia of the building on which it is attached. |
| | Composition | N/A |
| | Maximum Number | N/A |
| Verandah Signs (other) | Not permitted | |
| Balloon Sign | | |
| Freestanding Sign | | |
| Hoarding Sign | Size | <ul style="list-style-type: none">) Maximum height of 3m) Maximum width of 6m) Maximum depth of 0.5m |
| | Location | N/A |
| | Composition | N/A |
| | Maximum Number | One sign per business |
| Monolith Sign | Not permitted | |
| Portable Sign | Size | <ul style="list-style-type: none">) Maximum height of 1m) Maximum double-sided area of 1.6m² (i.e 0.8m² per side) |
| | Location | <ul style="list-style-type: none">) Must be located wholly within the boundaries of the land owned or occupied by the person who erected or who has maintained the sign; or) Located on land immediately abutting the land to which the portable sign relates, has authority of the land owner and is in a position that is approved by the local government; and |

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| | | <ul style="list-style-type: none">) Is not located on a road reserve dedicated under the <i>Main Roads Act 1933</i>) Is displayed only during the hours that the business is open |
| | Composition | N/A |
| | Maximum Number | One sign per business operating from the site |
| Product/Vehicular Sign | Not permitted | |
| Pylon Sign | Size | <ul style="list-style-type: none">) Minimum ground clearance of 2.4m) Maximum height 4m) Maximum width 2m) Maximum area of 6m² |
| | Location | N/A |
| | Composition | N/A |
| | Maximum Number | One per property |
| Remote Signs (always requires approval) | Size | As per the criteria for sign type above. |
| | Location | <ul style="list-style-type: none">) It is located not less than: <ul style="list-style-type: none"> a) 150m of another remote sign where the speed limit of the adjacent road is 110km/h; b) 120m of another remote sign where the speed limit of the adjacent road is 100km/h; or c) 100m where the speed limit of the adjacent road is 90km/h or less) It is erected within private property in a location approved by the local government and in the event of it being located adjacent to a road dedicated under the <i>Main Roads Act 1933</i> supported by Main Roads.) The sign faces the direction of approaching traffic on the side of the road to which it is adjacent (i.e. left hand side of approaching vehicles) unless otherwise approved by the local government.) Outside of gazetted townsite. |

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| | Composition |) The remote sign is associated with a tourist-related business or a business that provides goods or services to the travelling public.) Single sided design |
| | Maximum Number | No more than two (2) remote signs per business will be permitted. |
| Tower Sign | Not permitted. | |

Administration

Form of Application

Applications are to complete the Application for Development Approval and Additional Information for Advertisements forms contained in Schedules 12 and 16 of the Scheme respectively.

Applications Consistent with Policy

Where an Application for Development Approval is consistent with this Policy and any other requirement of the Scheme or relevant Local Planning Policy, Development Approval under Part 10 of the Scheme will be granted under delegated authority to the Chief Executive Officer.

Applications Requiring Variation of Policy

Where an Application for Development Approval requires a variation to a provision of this Policy and assessment against the Performance Standards, the variation is to be considered by the local government in accordance with clause 5.5 of the Scheme.

Delegated authority is not to be exercised for the consideration of variations to the Policy.

Advertisements Approved Under Local Law

Advertisements approved under former Shire of Manjimup Signs Local Law 2000 are considered to have approval under this Policy.

Portable and Remote Signs to Show Authorisation

All approved portable and remote signs are to display an authorisation sticker provided for the purpose by the local government.

All approved portable signs are to be located at all times in the position approved and marked by the local government.

Unauthorised Advertisements

Any advertisement that has not obtained approval under this Policy or is exempted from the need for approval by the Scheme will be considered an unauthorised existing development under clause 8.6 of the Scheme.

Application for retrospective approval of the advertisement can be made where the unauthorised sign is consistent with this Policy. Alternatively, the owner of the advertising sign can remove the sign if directed by the local government.

Where in the opinion of the local government the advertisement is not appropriate in the light of this Policy, it may issue a direction to remove the advertisement under clause 11.7 of the Scheme.

In the case of unauthorised advertisements located within a road reserve or other public place, the local government will confiscate or require immediate removal of the advertisement(s) in accordance with its powers under the *Local Government Act 1995*.

Removal and Repair of Existing Advertising Signs

Clause 11.2 of the Scheme relates to the removal or repair of advertising signs that are considered by the local government to be in conflict with the amenity of the locality.

Compliance with this Policy and the granting of approval will be considered to adequately protect the amenity of the locality.

Damaged or deteriorated signs that are considered to be in conflict with the aims of the Scheme or cease to be effective for the purpose for which they were erected or displayed will be dealt with in accordance with clause 11.2 of the Scheme.

APPENDIX 1 – TYPES OF ADVERTISING DEVICES

Wall Sign



A sign painted or attached parallel to the wall of a business premises.

Roof Sign



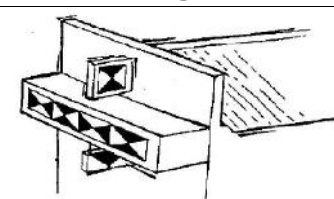
A sign affixed on the roof of a building whether parallel or protruding above the normal roof line

Semaphore Sign



Signs that include 3d or projecting elements attached to a structure or building

Verandah Signs

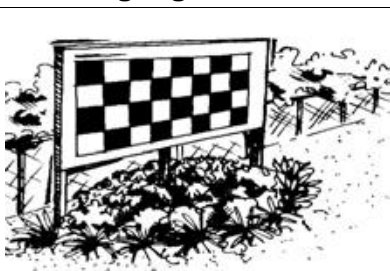


A sign attached projecting above or below a verandah or on a verandah fascia

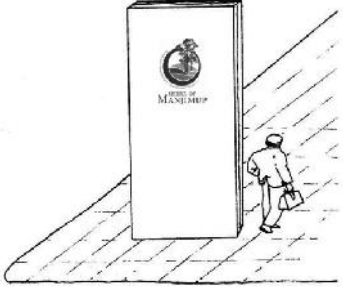
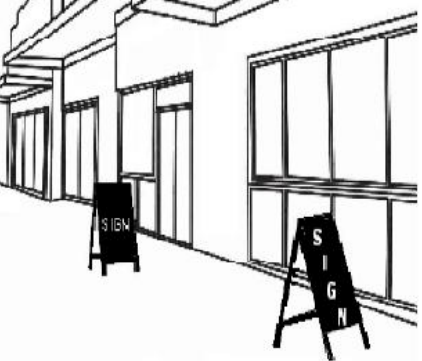
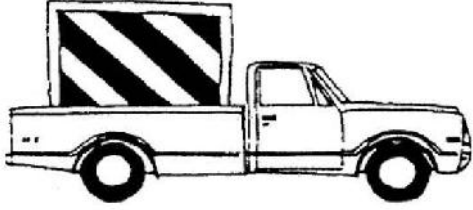

Balloon Sign

A sign anchored to a building that provides advertising above that building.

Hoarding Sign



A sign which is affixed to a structure or fence, and may be used to screen building/construction sites, where the overall height of the sign is less than the width.

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| <p>Monolith Sign</p>  | <p>A sign comprising of a solid structure not attached to a building and where the vertical dimension exceeds the horizontal dimension, but does not include a Pylon Sign or a Directional Sign.</p> |
| <p>Portable Sign</p>  | <p>A sign not permanently attached to the ground or to a structure, wall, fence, or building and including, but not limited to a sandwich board sign which consists of two sign boards attached to each other at the top or elsewhere by hinges or other means.</p> |
| <p>Product/Vehicle Display sign</p>  | <p>A product or object which is displayed for the purposes of advertisement; or an advertisement sign which is applied or otherwise attached or placed on a vehicle. For the purposes of this term a vehicle includes a; car, truck, boat, trailer, caravan, machinery, and the like whether moveable or not.</p> |
| <p>Pylon Sign</p>  | <p>A sign which is affixed to a structure which has one or more supports, where the overall height (inclusive of the supports) is greater than the sign's horizontal dimension, but does not include a Monolith Sign or a Directional Sign.</p> |
| <p>Tower Sign</p> | <p>A sign affixed to or placed on a chimney stack or an open structural mast or tower</p> |

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ADOPTED – 13 JUNE 2019

EFFECTIVE – 26 JUNE 2019

NEXT DUE FOR REVIEW – JUNE 2024

The Administration of this Policy is by the Development and Regulation Division.