

# ADVERTISING SIGNAGE LOCAL PLANNING POLICY

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## 1. OBJECTIVE

The objectives of this Policy are to:

- a) **Provide** guidance on the design and placement of signs to complement the landscape values, visual amenity and character of the area;
- b) **Protect** public safety and the functionality of the public domain and individual sites.

## 2. APPLICATION

This Local Planning Policy is prepared pursuant to Schedule 2 Part 2 Clause 4 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

This Policy applies to the entire City of Karratha municipal area and is to be read in conjunction with the City's Local Planning Scheme and any other relevant local planning policy.

The City's Local Planning Scheme identifies the following signs as exempt from the need to obtain Development Approval:

- a) Elections Signs - As referred to under Schedule 2 Clause 61 of the *Planning and Development (Local Planning Schemes) Regulations 2015*;
- b) Portable/A-Frame Signs advertising meetings, functions, events or cultural activities by charitable or community groups or clubs;
- c) A sign erected or maintained pursuant to any Statute having operation within the State other than the *Planning and Development Act, 2005*;
- d) Property Transaction Sign not exceeding 1.2m<sup>2</sup>;
- e) A plate not exceeding 0.2m<sup>2</sup> that is associated with an approved Home Occupation or Home Business;
- f) A building name sign on a residential grouped or multiple dwelling development when such a sign is of a single line of letters not exceeding 300mm in height, fixed to the façade of the building; and
- g) A sign that is required by the Builder's Registration Board or other Government authority to be displayed on a building site, provided that the area of the sign does not exceed 1.5m<sup>2</sup> and no part of the signs structure is more than 2m above the ground directly below it.

Signage in Road Reserves requires a Permit under the City's 'Activities in Thoroughfares & Public Places and Trading Local Law' and may also be subject to Main Roads approval.

## 3. PROVISIONS

- 3.1 All signs are required to meet the standards in Table 1. Where a sign does not meet the standards in Table 1 it may be approved where it is considered to meet the following criteria:
  - a) the proposed signage is consistent with the objectives of the City Local Planning Scheme;
  - b) the proposed signage is consistent with the objectives of this policy;
  - c) the proposed signage is consistent with the desired character of the locality and streetscape;

- d) there will be no potential impediment or safety risk to pedestrian and/or vehicular movement in the immediate area and the general locality of a proposed sign; and
  - e) the proposed signage is on land where the advertised business, sale of goods or service is being carried out, unless otherwise approved under a signage strategy for a temporary event or for directional/way finding purposes.
- 3.2 A Signage Strategy may be required where multiple signs could be applied for, and the strategy is to include the following information:
- a) a site plan (1:100) showing the location of all existing signs to be retained and proposed new signs, all building and neighbouring buildings, lot boundaries, street names, north point;
  - b) a perspective or photomontage illustrating the location of all existing and proposed signs, buildings, neighbouring properties;
  - c) an illustration (1:50) showing the contents, dimensions (including height above ground), surface areas and structural details of each sign; and
  - d) compliance with Table 1 and Clause 6.1 of this policy.
- 3.3 All signs shall have content that relates directly to the site they are located on, or adjacent to, unless otherwise approved by the City of Karratha.
- 3.4 Signs shall not be illuminated unless approved.

## 4. CONSEQUENCES

This policy represents the formal policy and expected standards of the Council. Appropriate approvals need to be obtained prior to any deviation from the policy. Elected Members and Employees are reminded of their obligations under the Council's Code of Conduct to give full effect to the lawful policies, decisions and practices of the Council.

## 5. ROLES AND RESPONSIBILITIES

N/A

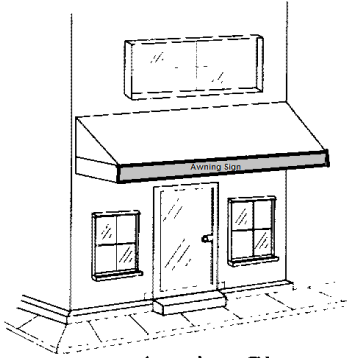
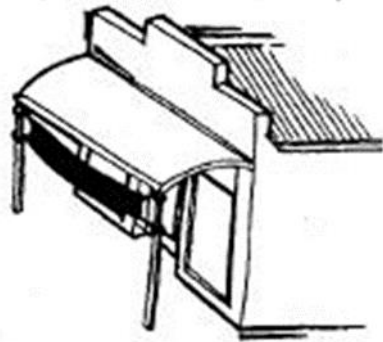
## 6. REFERENCES TO RELATED DOCUMENTS



- *Planning and Development (Local Planning Schemes) Regulations 2015*
- City's Local Planning Scheme
- *Planning and Development Act 2005*
- City's Activities in Thoroughfares & Public Places and Trading Local Law

Policy Number:	DP22
Previous Policy Number:	NA
Resolution Numbers:	TBA
Last Review:	New Policy
Next Review:	TBA
Responsible Officer:	Manager Planning Services

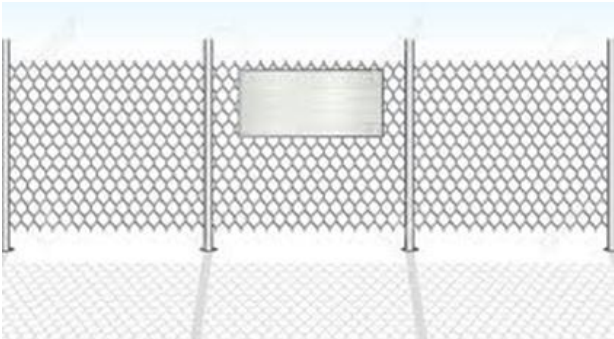

*This Policy takes effect from the date of adoption by Council and shall remain valid until it is amended or deleted.*

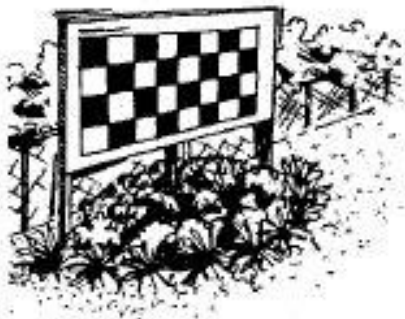
**TABLE 1**

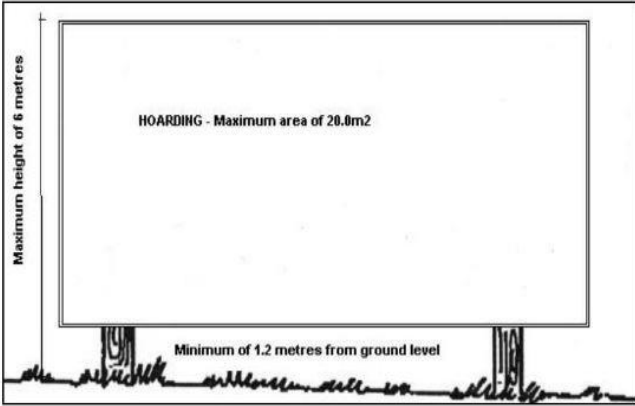
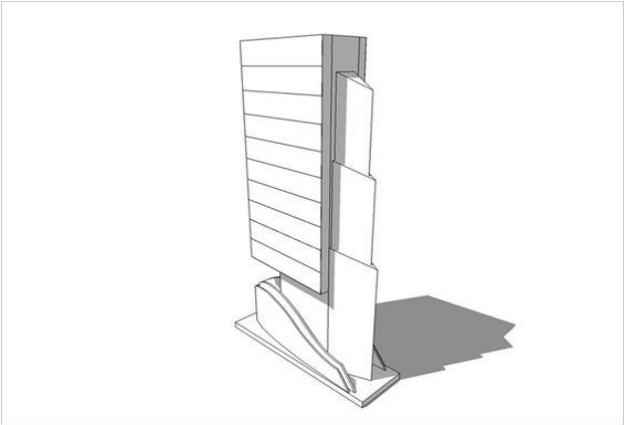
<b>SIGNAGE DEVELOPMENT STANDARDS</b>			
<b>Image</b>	<b>Sign Type</b>	<b>Development Standards</b>	
 <p style="text-align: center;">Awning Sign</p>	<p><b>Awning Sign</b></p> <p>A sign displayed on the outer fascia of an awning or eaves of a building, and includes signs on blinds, sunshades and similar structures attached to an awning, verandah, balcony or eaves of a building.</p>	<b>Size</b>	Contained within the fascia of the awning canopy.
		<b>Location</b>	N/A
		<b>Composition</b>	Only advertise the name of the business contained within the building/tenancy the awning is attached to. An awning sign shall be in keeping with the architectural style of the building and not detract from the amenity of the streetscape.
		<b>Maximum Number</b>	Limited to one sign per tenancy frontage.
	<p><b>Banner Sign</b></p> <p>A temporary sign on a non-rigid material attached between posts or from a verandah of a building to promote sales or special activity on the site but does not include an Event/Community Service sign.</p>	<b>Size</b>	Have a maximum area of 4m <sup>2</sup> .
		<b>Location</b>	<ul style="list-style-type: none"> <li>a) Located wholly within the boundaries of the lot.</li> <li>b) Must not project beyond the face of the building where a nil boundary setback exists.</li> <li>c) Must be removed when Cyclone warning 'Yellow' alert is issued.</li> </ul>
		<b>Composition</b>	Advertise only the business/service in operation within the building the sign is attached to.
		<b>Maximum Number</b>	Limited to a maximum of one sign per lot.

SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
	<b>Development Sign</b> A sign that provides details of a development occurring on a property, which is displayed during the course of construction of a building, development or subdivision.	<b>Size</b>	No greater than 4m <sup>2</sup> in size per sign.
		<b>Location</b>	Must be located wholly within the property boundary the construction is occurring within. To be in place only for the duration of construction works.
		<b>Composition</b>	Must only incorporate the logo and contact details of the relevant construction company/s developing the site and may also contain an image of the final constructed development.
		<b>Maximum Number</b>	Limited to one sign per street frontage.
	<b>Event &amp; Community Signs</b> A temporary sign displaying information to notify the public of an upcoming event (the event may be a community event, a not for profit event, or an event leading to commercial gain).	<b>Size</b>	Any 'sign type' located within the boundary of the property the event is located on, is to be of a size that meets the provisions of that sign type as outlined within this policy document.  The size of the 'sign type' allowed at Council authorised locations as they are outlined under 'Location' b) below.



SIGNAGE DEVELOPMENT STANDARDS														
Image	Sign Type	Development Standards												
		<p><b>Location</b></p> <p>a) Allowed on the site of the event in any form that meets the provisions of that sign type as outlined within this policy document.</p> <p>b) Event signs may be located on the following locations:</p> <table border="1"> <tr> <td>Karratha</td> <td>Karratha Leisureplex adjacent to Dampier Road</td> </tr> <tr> <td>Karratha</td> <td>'Dreamers Hill' Corner Bathgate and Dampier Roads</td> </tr> <tr> <td>Dampier</td> <td>Road Reserve adjacent Lions Park at entrance to town</td> </tr> <tr> <td>Point Samson</td> <td>Entrance statement/pull off area at entrance to the town</td> </tr> <tr> <td>Wickham</td> <td>Corner of Mulga Way and Wickham Drive (near to town entrance)</td> </tr> <tr> <td>Roebourne</td> <td>Intersection of Highway with Point Samson-Roebourne Road</td> </tr> </table> <p>Event Signs are temporary and may only be placed on the approved site 3 weeks prior to the event and removed within 48 hours of the event finishing.</p>	Karratha	Karratha Leisureplex adjacent to Dampier Road	Karratha	'Dreamers Hill' Corner Bathgate and Dampier Roads	Dampier	Road Reserve adjacent Lions Park at entrance to town	Point Samson	Entrance statement/pull off area at entrance to the town	Wickham	Corner of Mulga Way and Wickham Drive (near to town entrance)	Roebourne	Intersection of Highway with Point Samson-Roebourne Road
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		<p><b>Composition</b></p> <p>a) Lettering on the sign must be to Main Roads guidelines for clear and safe visualisation for drivers.</p> <p>b) Event signs shall only display the name of the event, date of the event, a web address and/or phone number for event details to be sourced from the event organiser and a single image of the events logo.</p>												
		<p><b>Maximum Number</b></p> <p>One per location.</p>												

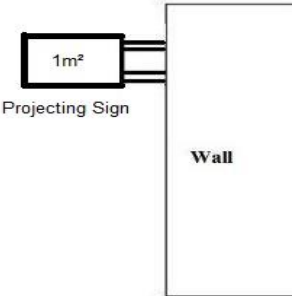
SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
	<b>Fence Signs</b>	<b>Size</b>	a) Shall not have a dimension of more than 2m of any diagonal across its face; b) Shall not have any part of its structure more than 1.8m above the level of the ground at which it is constructed, at any point.
		<b>Location</b>	a) Fence signs are only permitted on land in the Industry and Strategic Industry zone as identified on the Scheme Maps of TPS8. b) Must only be located within a property boundary and cannot project over a road reserve, must be flat to the fence.
		<b>Composition</b>	Shall display only advertising which relates to the business located on the lot on which it is to be erected.
		<b>Maximum Number</b>	No more than two fence signs per property.
	<b>Flag Sign</b> A sign with advertising printed on a flag and flown from a pole but does not include bunting.	<b>Size</b>	a) Each flag has a maximum area of 2m <sup>2</sup> . b) There is a minimum separation of 2m between each flag. c) Flags to be no higher than the ceiling of the ground floor level of the building to which it relates.
		<b>Location</b>	a) Flag signs shall be located within the property boundary. b) Flag signs shall only be considered within a Road Reserve/road verge should a building on a property have an approved nil setback. c) Is not placed in a way to be a hazard or safety risk to pedestrians or vehicular traffic. d) Is removed at the end of each business day.


SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
		<b>Composition</b>	Shall display only advertising which relates to the business located on the lot on which it is to be erected.
		<b>Maximum Number</b>	a) A maximum of two signs should the signs be proposed within a road reserve/verge. b) A maximum of four signs per property within the property boundaries.
	<b>Ground Level/Free Standing Sign</b>  A sign that is not a pylon, monolith pylon or hoarding sign, supported above ground level by one or more piers and is not attached directly to any building or other structure.	<b>Size</b>	a) Shall not have a dimension of more than 3m of any diagonal across its face. b) May contain advertising in up to five panels not greater than 400mm in depth, the panels being separated by a distance of not less than 50mm. c) Shall not have any part of its structure more than 2.5m above the level of the adjacent pavement or the level of the ground at which it is constructed at any point.
		<b>Location</b>	Must only be located within a property boundary and cannot project over a road reserve.
		<b>Composition</b>	a) Shall display only advertising which relates to the business and/or name of any occupier of the premises located on the lot on which it is to be erected. b) May be illuminated without any flashing or movement of light.
		<b>Maximum Number</b>	One per property.

SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
	<p><b>Hoarding Sign</b></p> <p>A large free-standing structure that is used for advertising commercial products, services or businesses or government and community messages (but not in relation to land/building development or transactions)</p>	<p><b>Size</b></p> <ul style="list-style-type: none"> <li>a) Maximum area of 20m<sup>2</sup>.</li> <li>b) Does not exceed 6 metres in height.</li> <li>c) The bottom edge is to be not less than 1.2m from ground level.</li> </ul>	
		<p><b>Location</b></p> <ul style="list-style-type: none"> <li>a) Not located within 15m from any road reserve, street, footpath or public place.</li> <li>b) Cannot be located on a property where there is one 'Pylon Sign' or 'Monolith Pylon Sign' already approved or constructed.</li> <li>c) Any Hoarding sign located adjacent to road reserves and advertising commercial products, services or businesses are not to be located within 1km of each other along any road, with no more than two signs within any 5km length of road.</li> </ul>	
		<p><b>Composition</b></p> <p>May be illuminated without any flashing or movement of light.</p>	
		<p><b>Maximum Number</b></p> <p>Maximum number of one sign per lot.</p>	
	<p><b>Monolith Pylon Sign</b></p> <p>A pylon sign which is in-filled from the ground level to the top of the sign to appear as a solid structure and where the supporting columns are usually not seen.</p>	<p><b>Size</b></p> <ul style="list-style-type: none"> <li>a) A maximum area of 4m<sup>2</sup> applies if advertising one or two businesses.</li> <li>b) A maximum area of 10m<sup>2</sup> applies if advertising three or more businesses.</li> <li>c) The sign is not to exceed a maximum height of six (6) metres.</li> <li>d) The sign is not to exceed a maximum depth of 400mm.</li> <li>e) Where clearance for pedestrian or cyclist traffic is required the bottom edge is to be 2.75 metres above ground or pavement level.</li> </ul>	
		<p><b>Location</b></p> <p>The sign cannot be located on a property where there is an existing 'Hoarding Sign'.</p>	
		<p><b>Composition</b></p> <ul style="list-style-type: none"> <li>a) Only advertise the business/es located on the property.</li> <li>b) May be illuminated without any flashing or movement of light.</li> </ul>	
		<p><b>Maximum Number</b></p> <p>A maximum number of one 'Pylon Sign' or 'Monolith Pylon Sign' is permitted per lot.</p>	





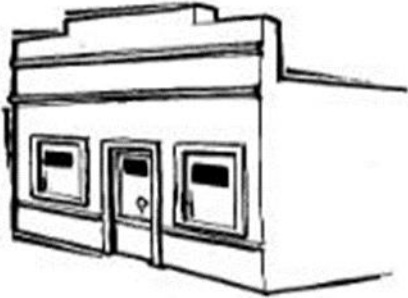
SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
	<p><b>Perimeter Development Sign</b></p> <p>A sign that provides details of an approved development, which is displayed during the course of construction of a building, development or subdivision on perimeter fencing erected to prevent entry to the site, provide safety to the public and/or for dust mitigation from the construction site.</p>	<b>Size</b>	Not to protrude above the height of the fence.
		<b>Location</b>	<ul style="list-style-type: none"> <li>a) Must be secured properly to construction fencing at all times.</li> <li>b) To be in place only for the duration of construction works.</li> <li>c) To be removed on the announcement of a yellow alert for cyclones.</li> </ul>
		<b>Composition</b>	<ul style="list-style-type: none"> <li>a) Must only incorporate the logo and contact details of the owner of the site and/or the relevant construction company/s undertaking works on the site.</li> <li>b) Must be of breathable material.</li> </ul>
		<b>Maximum Number</b>	There is no maximum.
	<p><b>Portable Sign/A-Frame Sign</b></p> <p>A free-standing portable sign not permanently attached to a structure or fixed to the ground or pavement and includes an "A" Frame Sign.</p>	<b>Size</b>	a) Each sign to have a maximum height dimension (from ground to the top of the sign) of 1m and width of 750mm.
		<b>Location</b>	<ul style="list-style-type: none"> <li>a) To be located within property boundaries, except where nil setbacks of buildings to street front boundaries are approved in the City Centre or Town Centre zones.</li> <li>b) If located within a road verge area in accordance with a) above, signs must display in print no less than 25mm in height the Development Approval number issued by the City.</li> <li>c) Not to be placed in any position other than immediately adjacent to the building or business to which the sign relates.</li> <li>d) The sign must be located in a position that will allow for a clear pedestrian walkway of 1.8m width and must not impede pedestrian access.</li> </ul>

SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
			e) Be removed each day at the close of the business and not be erected again until the business next opens for trading. f) Be covered under public liability insurance of the business to which it relates, if located within a thoroughfare or within a Road Reserve. g) Must be removed when Cyclone warning 'Yellow' alert is issued.
		<b>Composition</b>	Advertises only the name of the business of the premises to which it relates and the nature of the business.
		<b>Maximum Number</b>	One (1) sign for each road frontage.
	<b>Projecting sign</b> A sign fixed to an external wall of a building by at least one end and attached or bracketed perpendicular to the wall of a building.	<b>Size</b>	a) Not to exceed 1m <sup>2</sup> in size. b) Not to project more than 1m from the wall to which it is attached.
		<b>Location</b>	a) Attached to the fascia or wall of a building (but not permitted to project from the fascia of an awning). b) Not to be sited above the finished floor level of the second storey of the building.
		<b>Composition</b>	Only advertise the business located in the tenancy wall to which it is affixed.
		<b>Maximum Number</b>	Limited to one sign per tenancy.
	<b>Property Transaction Sign</b> Any sign advertising property transactions (e.g. sales, rental, lease, auctions etc.)	<b>Size</b>	A property transaction sign for a dwelling, multiple dwellings or commercial development should: a) Not exceed 2m in height or 2m in length; b) Not exceed 2m <sup>2</sup> in area; and c) Not have any part more than 2m above the level of the ground immediately below it. A property transaction sign for properties in the Industry zonings of TPS8 should: a) Not exceed 3m in height or 3m in length; b) Not exceed 6m <sup>2</sup> in area; and

SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
			<p>c) Not have any part more than 4m above the level of the ground immediately below it.</p> <p>Property transaction signs for large residential, commercial or industrial estates require Development Approval from the City of Karratha and should:</p> <p>a) Not exceed 6m in height or 6m in length;            b) Not exceed 20m<sup>2</sup> in area; and            c) Not have any part more than 6m above the level of the ground immediately below it.</p>
		<b>Location</b>	<p>a) The sign must be located within the property boundaries.            b) A property transaction sign advertising an auction is not be erected more than 28 days before the proposed auction date and is to be removed no later than 7 days after the auction.</p>
		<b>Composition</b>	<p>All property transaction signs must be site specific (i.e. only advertise the transaction of the property the sign is located on).</p>
		<b>Maximum Number</b>	<p>a) One sign per property.</p>
	<p><b>Pylon Sign</b></p> <p>A free-standing sign that is not attached to another building and is supported by one or more posts and includes a frame within which sign infill can be added.</p>	<b>Size</b>	<p>a) A maximum area of 4m<sup>2</sup>.            b) The sign is not to exceed a maximum depth of 400mm.            c) The sign is not to exceed a maximum height of six (6) metres.            d) The bottom edge is 2.75 metres above ground or pavement level.</p>
		<b>Location</b>	<p>The sign cannot be located on a property where there is an existing 'Hoarding Sign'.</p>
		<b>Composition</b>	<p>a) Only advertise the business located on the property.            b) May be illuminated without any flashing or movement of light.</p>

SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
<p>Maximum height of 6 metres 2.75m clearance</p>		<b>Maximum Number</b>	A maximum number of one 'Pylon Sign' or 'Monolith Pylon Sign' is permitted per lot.
<p>Roof Sign</p>	<b>Roof sign</b> A sign displayed on or above the external surface of the plane of the roof cover at any point of the roof.	<b>Size</b>	a) If the height of the building above ground level, at the point where the sign is to be affixed to the building is between 3m and 4m, the maximum height of the sign shall be 750mm; b) If the height of the building above ground level, at the point where the sign is to be affixed to the building is between 4m and 6m, the maximum height of the sign shall be 900mm; c) If the height of the building above ground level, at the point where the sign is to be affixed to the building is between 6m and 9m, the maximum height of the sign shall be 1000mm.
		<b>Location</b>	a) At no point shall the roof sign be within 3.0m of the ground. b) Not extend laterally beyond the external walls of the building.
		<b>Composition</b>	a) Advertise only the business/es located within the building the sign is affixed to. b) May be illuminated without any flashing or movement of light.
		<b>Maximum Number</b>	One sign to address each street frontage to a maximum of two roof signs per building.

SIGNAGE DEVELOPMENT STANDARDS			
Image	Sign Type	Development Standards	
	<b>Variable Message Sign (VMS)</b>	<b>Size</b>	6' x 4' Trailer
		<b>Location</b>	a) VMS may only be permitted as an Event Sign (see Sign Type – Event Sign). b) VMS signs are to be removed when Cyclone warning 'Yellow' alert is issued.
		<b>Composition</b>	VMS are not permitted for the advertising of any commercial business, product or service within the City of Karratha.
		<b>Maximum Number</b>	N/A
	<b>Wall sign (painted or print)</b>  Advertising affixed, painted, printed, adhered to an external wall of a building. The painting of a building in colours depicting the corporate colour scheme or logo/emblem of the tenant or landowner of the building is wall signage for the purpose of this policy.	<b>Size</b>	The collective sign area must not exceed 20 percent of the wall to which it is affixed/painted on and no single wall sign greater than 4m <sup>2</sup> in area.
		<b>Location</b>	Not to be located above ground floor level.
		<b>Composition</b>	Advertise only the business within the building/tenancy the sign is painted/printed on.
		<b>Maximum Number</b>	No more than two signs on any one wall.

<b>SIGNAGE DEVELOPMENT STANDARDS</b>			
<b>Image</b>	<b>Sign Type</b>	<b>Development Standards</b>	
	<p><b>Window sign</b></p> <p>A sign which is affixed to either the exterior or interior of the glazed area of a window or alternately, located in the interior of a glazed area of a window setback up to 0.4 metres behind a window, with the sole purpose of advertising out onto the street.</p>	<b>Size</b>	A window sign shall not cover more than 25% in total of the window area to which it is being affixed. This may apply to each façade of the tenancy.
		<b>Location</b>	Windows of a building or tenancy within a building.
		<b>Composition</b>	Advertising must only relate to the business within the building or tenancy the window is a part of.
		<b>Maximum Number</b>	No maximum. Subject to compliance with size and location standards.