

ADVERTISING SIGNS

1. Citation

This is a Local Planning Policy prepared pursuant to Schedule 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015* (Deemed Provisions). The policy may be cited as Local Planning Policy 22 – Advertising Signs (LPP 22).

2. Introduction

This policy establishes development standards for advertising signage across the City of Karratha. It defines the circumstances in which signage is exempt from development approval, sets out how the City will assess non-exempt signage proposals and responds to the dispersed settlement pattern, strategic transport corridors and climatic conditions of the City.

3. Objectives

3.1 The objectives of this policy are to:

- (a) Ensure signage and advertising material complements the landscape values, visual amenity and established character of the area;
- (b) Protect public safety and the functionality of the public domain and individual sites;
- (c) Avoid the proliferation of signage and advertising material that may contribute to visual clutter; and
- (d) Ensure that signage and advertising material is proportional to the scale of the site or development to which it relates.

4. Application of this Policy

4.1 This policy applies to all land within the City of Karratha and applies to all proposals for advertising signage. Signage located within a road reserve may require:

- (a) A Permit under the City of Karratha's *Activities in Thoroughfares and Public Places and Trading Local Law 2017*; and/or
- (b) Approval from Main Roads Western Australia.

The policy does not remove or replace those requirements.

4.2 This policy is to be read in conjunction with the City of Karratha Local Planning Scheme No. 8 (Scheme). To the extent of any inconsistency between this policy and the Scheme, the Scheme prevails.

4.3 Signs that comply with the minimum development standards set out in **Table 1**, together with the General Provisions of this policy, do not require development approval.

- 4.4 Where a development application is required, the City will assess the proposal having regard to:
- (a) the objectives of this policy;
 - (b) the objectives of the Scheme;
 - (c) the established and desired character of the locality;
 - (d) potential impacts on pedestrian and vehicular safety; and
 - (e) whether the signage relates to the land on which it is proposed, unless forming part of an approved signage strategy.
- 4.5 Proposals seeking approval for five (5) signs on a single site (lot) should be supported by an approved signage strategy.
- 4.6 Any signage on places listed in the City's Local Heritage Survey or registered on the State Register of Heritage Places is not exempt from development approval. The City will assess such signage on its merits, having regard to the heritage values, character and significance of the place.

5. Policy Provisions

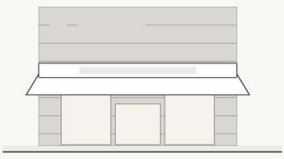
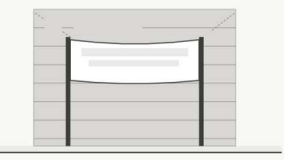
5.1 General Provisions

- 5.1.1 Signs should relate directly to land on, or adjacent to, which they are located, unless otherwise approved for directional (wayfinding) or community event purposes.
- 5.1.2 Signs should not be illuminated unless supported through development approval, except where illumination is expressly permitted under Table 1 for the relevant sign type.
- 5.1.3 Temporary and portable signs should be removed during all cyclone alert conditions (Advice (yellow), Watch and Act (orange), Emergency (red)).
- 5.1.4 Where the total number of signs on a lot would exceed three (3), a development application is required for all signage on the lot, regardless of whether individual signs otherwise comply with **Table 1**.
- 5.1.5 The following signage is not permitted:
- (a) Any signage that is, in the opinion of the City, objectionable, offensive or hazardous.
 - (b) Illuminated, animated, flashing or moving signs, unless expressly permitted under **Table 1** or approved through development approval.
 - (c) Signage within the centre of any roundabout or within minimum clearance distances from traffic signals specified by Main Roads WA.
 - (d) Signage located on land not owned, leased or occupied by the advertiser, unless otherwise specified in this policy.
- 5.1.6 Where a sign comprises a mural, the City of Karratha should be consulted regarding its design prior to undertaking the works.

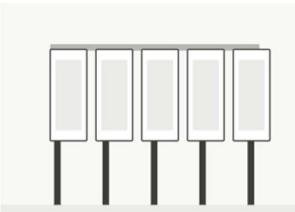
5.2 Minimum Development Standards

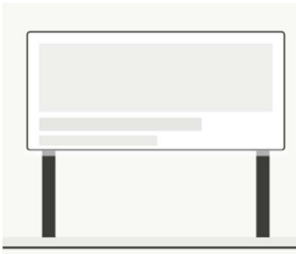
5.2.1 Development which meets the minimum development standards set out in **Table 1**, together with the General Provisions set out in Clause 5.1, are exempt from requiring development approval.

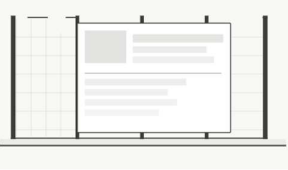
Table 1: Minimum Development Standards

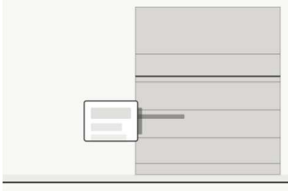
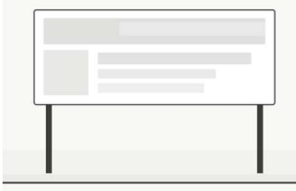
	Sign Type	Development Standards
1.	Awning Sign 	Awning signs: (a) Are wholly contained within the fascia of the awning canopy. (b) Do not exceed the area of the face of the awning canopy attributed to the tenancy. (c) Comprise only content related to the business operating within the building that the awning is attached to. (d) Are compatible with the architectural style of the building and do not detract from the amenity of the streetscape. (e) Do not exceed one (1) sign per tenancy frontage.
2.	Banner Sign 	Banner signs: (a) Do not exceed a maximum area of 4m². (b) Are wholly located within the boundaries of the lot. (c) Do not project beyond the face of the building where a nil boundary setback exists. (d) Only advertise content related to the business or service operating within the building the sign is attached to. (e) Do not exceed one (1) sign per tenancy.
3.	Development Sign 	Development signs: (a) Do not exceed a maximum area of 4m². (b) Are wholly located within the property boundary of the development site. (c) Are to be removed upon completion of construction and/or development works. (d) May comprise the following: i. The logo and contact details of the relevant contractor/s and/or developer/s; ii. Contact details for the site supervisor; and

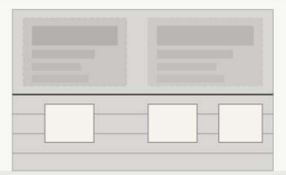
	Sign Type	Development Standards
		iii. Elevations or plans of the final constructed development. (e) Do not exceed one sign per street frontage.
4.	Event & Community Signs 	Event and community signs: (a) Are consistent with the corresponding development standards for the proposed sign type, as set out in this table. (b) Are located: - within the boundary of the site that the event is on; - at the Karratha Leisureplex, adjacent to Dampier Road; - at Dreamers Hill, on the corner of Bathgate and Dampier Roads; and/or - at a City owned location, approved in writing by the City of Karratha. (c) Are temporary in nature and are not erected more than three (3) weeks prior to the event and are removed no later than two (2) business days after the event. (d) May comprise the following: - the name of the event; - the date of the event; - a web address and/or phone number for event details; and - any related imagery (including the logo of the event organiser and its sponsors). (e) Do not exceed one (1) sign per location; or one (1) sign per site boundary on the event site. (f) May comprise trailer mounted variable message signs of up to 6' by 4' (1.8 metres by 1.2 metres).
5.	Fence Signs 	Fence signs: (a) Do not exceed a viewable image size (diagonal) dimension of 2 metres. (b) Do not exceed a total height of 1.8 metres above finished floor or ground level.

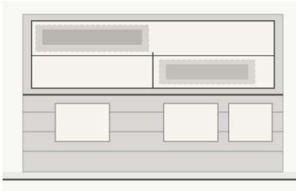
	Sign Type	Development Standards
		(c) Are located on land zoned 'Industry', 'Industrial Development' or 'Strategic Industry' under the Scheme. (d) Are wholly located within the lot boundary and do not project into any adjoining lot or reserve. (e) Do not exceed one (1) sign per street frontage, to a maximum of two (2) signs per lot.
6.	Flag Sign 	Flag signs: (a) Do not exceed a maximum area of 2m². (b) Achieve a minimum separation of 2 metres between each sign. (c) Do not exceed the ceiling height of the ground floor level of the building to which it relates. (d) For lots with an approved nil setback, flag signs may be located within the adjacent road reserve. For all other lots, flag signs should be wholly located within the lot boundary. (e) Are of temporary construction, are not located in an area that could cause hazard or safety risk to pedestrian or vehicular traffic and are removed at the end of each business day. (f) Do not exceed: - A maximum of two (2) signs, where located within a road reserve/verge; or - A maximum of four (4) signs within the lot boundary.
7.	Ground Level/ Free Standing Sign 	Ground level / free standing signs: (a) Do not exceed a viewable image size (diagonal) dimension of 3 metres. (b) Comprise a maximum of five (5) panels, each not exceeding 400mm in depth and 600mm wide, separated by a minimum of 50mm. (c) Do not exceed a total height of 2.5 metres above the finished floor or ground level. (d) Are wholly located within the lot boundary. (e) May be illuminated without development approval, provided that illumination does not include any flashing or movement of light.

	Sign Type	Development Standards
		(f) Do not exceed one (1) per lot.
8.	Hoarding Sign 	Hoarding signs: (a) Do not exceed a maximum area of 20m ² , and a maximum height of 6 metres from finished floor or ground level. (b) The bottom edge of the sign panel should be at least 1.2m above the finished floor or ground level. (c) Are not located within 6 metres from the boundary of any road or public reserve. (d) Do not exceed a maximum of one (1) sign per lot, and are not located on any lot where there is an existing or approved pylon or monolith sign. (e) Where located adjacent a road reserve, should not be located within one kilometre of another hoarding sign, with no more than two signs within any 5-kilometre length of road. (f) May be illuminated without development approval, provided that illumination does not include any flashing or movement of light.
9.	Monolith and Pylon Signs 	Monolith or Pylon signs: (a) Do not exceed: i. A maximum area of 4m ² , for signs advertising up to two businesses; or ii. A maximum area of 10m ² , for signs advertising three or more businesses. (b) Do not exceed: i. a maximum height of 6 metres from the finished floor or ground level; and ii. a maximum depth of 400mm. (c) Where the sign is located above a pedestrian or cyclist path, the bottom edge should not be less than 2.75 metres above the finished floor or ground level. (d) Do not exceed a maximum number of one (1) sign per lot, and are not located on any lot where there is an existing or approved hoarding sign.

	Sign Type	Development Standards
		(e) May be illuminated without development approval, provided that illumination does not include any flashing or movement of light. <i>Note: A Monolith Sign is a Pylon Sign that is in-filled from ground level to the top of the sign. Both sign types are subject to the same development standards.</i>
10.	Perimeter Development Sign 	Perimeter development signs: (a) Do not exceed the height of the adjoining fence. (b) Are properly secured to construction fencing at all times and are removed on the announcement of any cyclone alert. (c) Are limited to the duration of construction and/or development works and are to be removed prior to occupation of the development being granted. (d) May comprise: - The logo and contact details of the relevant contractor/s and/or the developer/s; and - Contact details for the site supervisor. (e) Comprise breathable material.
11.	Portable / A-Frame Sign 	Portable / A-Frame signs: (a) Do not exceed a maximum height of 1 metre, and maximum width of 750mm. (b) For lots within the 'City Centre' or 'Town Centre' zones under the Scheme, and where the associated building has an approved nil setback, signs may be located within the adjacent road reserve. (c) For all other lots, signs should be wholly located within the lot boundary. (d) Where a sign is permitted in a road or public reserve, signs: - may only be placed directly adjacent to the corresponding building or business to which the sign relates; - may not obstruct pedestrian access by ensuring a 1.8 metre wide pedestrian clearance is maintained at all times; and - should be covered by the public liability insurance of the corresponding business.

	Sign Type	Development Standards
		(e) Are temporary in nature, only erected during the opening hours of the corresponding business and are removed on the announcement of any cyclone alert. (f) Do not exceed one (1) sign per tenancy.
12.	Projecting Sign 	Projecting signs: (a) Do not exceed a total area of 1m². (b) Are securely attached to the facia or wall of a building and do not project more than 1 metre from the wall to which it is attached. (c) Are not mounted above the finished floor level of the second storey of the building. (d) Are mounted at a height of at least 2.4 metres above finished floor or ground level where located above a pedestrian path. (e) Do not exceed one (1) sign per tenancy.
13.	Property Transaction Sign 	Property transaction signs: (a) For signs within the 'Industry', 'Strategic Industry' or 'Industrial Development' zones under the Scheme, signs: - Do not exceed a total height of 3 metres from the finished floor or ground level; - Does not exceed a total width of 3 metres; and - Do not exceed a total area of 6m². (b) For land located within the Urban Development zone, where the parent lot is greater than 2000 square metres, signs: - A maximum total height (including fixtures) of 6 metres above the finished floor or ground level immediately beneath the sign. - A maximum total length of 6 metres. - A maximum total signage area of 20m². (c) For signs within all other zones under the Scheme, signs: - Do not exceed a total height of 2 metres from the finished floor or ground level; - Do not exceed a total width of 2 metres; and

	Sign Type	Development Standards
		iii. Do not exceed a total area of 2m². (d) Are wholly located within the lot the subject of the advertised transaction and comprise only content related to the transaction of that property. (e) For signs relating to an auction, the sign may not be erected more than 28 days before the proposed auction date and is to be removed no later than seven (7) days after the auction. (f) Do not exceed a limit of one (1) sign per lot.
14.	Roof Sign 	Roof signs: (a) Do not exceed a maximum height of: 750mm, where the building height is between 3m and 4m; 900mm, where the building height is between 4m and 6m; and 1000mm, where the building height is between 6m and 9m. (b) Do not have any part of the sign structure within 3 metres of the finished floor or ground level. (c) Do not extend beyond the external walls of the building. (d) May be illuminated without development approval, provided that illumination does not include any flashing or movement of light. (e) Do not exceed one (1) roof sign per street frontage, to a maximum of two (2) roof signs per building.
15.	Wall Sign 	Wall signs: (a) Do not exceed a collective sign area of 20 percent of the corresponding wall area to a maximum of 4m². (b) May only be located on a ground floor wall. (c) Do not exceed two (2) signs on any one wall, provided the collective area limit above is met.

	Sign Type	Development Standards
16.	Window Sign  The diagram shows a ground floor window with a sign installed. The sign is a rectangular panel with a light-colored background and a dark border. It is mounted on the window frame. Below the window, there are three small square signs, each with a light-colored background and a dark border. The signs are mounted on the wall below the window.	Window signs: (a) Do not exceed a collective sign area of 25 percent of the corresponding window, to a maximum of 4m². (b) May only be located on a ground floor window. (c) Do not exceed one sign per lease lot or operating business, provided the collective area limit above is met.

6. Document Control

Version	Decision to Adopt / Amend		
1.	31 January 2022 Ordinary Council Meeting Item 12.1		
2.	27 July 2026 Ordinary Council Meeting Item 12.3		
3.			
4.			
Public Consultation		Not required – minor / administrative update	
WAPC Approval Required		No	Date Approved by WAPC N/A
Document Reference		Document Reference: LPP 22 Previous Policy Number: DP 22	
Next Review Date		27 July 2031	
Review Frequency		Every 5 years	

Related Documents	
Internal	External
City of Karratha Local Planning Scheme No. 8 City of Karratha Local Planning Strategy DR-08 Signs on Public Land Policy	
Relevant Legislation	
<i>Planning and Development Act 2005</i> <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> <i>State Administrative Tribunal Act 2004</i> <i>City of Karratha Activities in Thoroughfares and Public Places and Trading Local Law 2017</i>	
This policy takes effect from the date of adoption by Council and shall remain valid for a period of 5 years unless reviewed prior. All records created or maintained under this document must be captured in the City's approved recordkeeping or business system. These records are to be retained and managed in accordance with the <i>State Records Act 2000</i> , <i>Privacy and Responsible Information Sharing Act 2024</i> , the City's Recordkeeping Plan, and authorised disposal authorities.	

Appendix A – Definitions

Awning Sign	Means a sign displayed on the outer fascia of an awning or eaves of a building, including signs on blinds, sunshades or similar structures attached to an awning, verandah, balcony or eaves.
Banner Sign	Means a temporary sign constructed of non-rigid material and attached between posts or fixed to a building, used to promote sales, special activities or events occurring on the site.
Development Sign	Means a sign that provides details of a development occurring on a property and is displayed during the course of construction of a building, development or subdivision.
Event and Community Sign	Means a temporary sign displaying information to notify the public of an upcoming event, including community events, not-for-profit events or events associated with commercial activity.
Fence Sign	Means a sign affixed to or displayed on a boundary fence.
Flag Sign	Means a sign comprising advertising printed on a flag and flown from a pole, excluding bunting.
Ground Level / Free Standing Sign	Means a sign that is supported above ground level by one or more supports and is not attached to a building, pylon or hoarding structure.
Hoarding Sign	Means a large free-standing structure used for advertising commercial products, services, businesses, or government and community messages, but not including development signage.
Illuminated Sign	Means any sign incorporating internal or external artificial lighting as part of its design or operation, including LED backlighting, neon or fluorescent illumination, but excluding emergency or safety lighting not associated with advertising.
Monolith Sign	Means a pylon sign that is in-filled from ground level to the top of the sign to appear as a solid structure, with supporting columns not visible.
Nil Setback	Means an approved setback of zero metres from a lot boundary or road reserve, as approved through a development approval or as specified in a Structure Plan, Local Development Plan or local planning policy.
Perimeter Development Sign	Means a sign displayed on perimeter fencing erected for construction works to prevent site entry, provide public safety or manage dust during development activity.
Portable Sign / A-Frame Sign	Means a free-standing sign that is not permanently attached to a structure or fixed to the ground or pavement, including an A-frame sign.
Projecting Sign	Means a sign fixed to an external wall of a building and projecting outward from the wall, typically attached by brackets or other supports.

Property Transaction Sign	Means a sign advertising the sale, lease, auction or rental of land or buildings.
Pylon Sign	Means a free-standing sign supported by one or more posts, incorporating a frame within which sign panels or infill can be inserted.
Roof Sign	Means a sign displayed on or above the external surface of a roof structure.
Signage Strategy	Means a document submitted with, or in support of, a development application that demonstrates how all proposed signage on a lot collectively meets the objectives of this policy, including a site plan, elevations, dimensions and content description of all existing and proposed signs.
Tenancy	Means an area of a building or lot occupied or used by a single business or commercial operator under a lease, licence or other formal occupancy arrangement.
Variable Message Sign	Means an electronic or digital sign capable of displaying variable messages, typically mounted on a trailer or temporary structure.
Wall Sign	Means advertising affixed, painted, printed or adhered directly to an external wall of a building, including corporate colour schemes or logos applied to a façade.
Window Sign	Means a sign affixed to the interior or exterior of a window or located inside a window within 0.4 metres of the glazing, for the purpose of advertising to the public realm.