
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 Local Planning Policy 14 Signs and Advertisements.

2.0 Introduction

This Policy sets out Council's position relating to signs and advertisements.

This Policy intends to achieve a balance between the provision of legitimate and appropriate signage and to minimise the adverse impacts that signs may have on the amenity, appearance and character of the municipality.

It is a requirement of the *Shire of Boddington Local Planning Scheme No. 3 (LPS3)* for various signs to gain development approval prior to erection, placement or display.

3.0 Objectives

- To ensure that existing and future signage is maintained at a level which produces a positive image of the Shire of Boddington.
 - To encourage advertising which complements the natural and urban environment whilst minimising any negative impacts.
 - To control the erection of signs so as to minimise the proliferation of signs and prevent visual pollution.
 - To ensure signs do not detract from the streetscape/landscape and the amenity of the area through controlling the sign's size, height, materials, colours and location.
 - To provide further interpretation of LPS3 in the assessment of application for signs.
 - To set out guidelines that will assist in the regulation and control of signage.
 - To provide increased certainty for advertisers, landowners, the community and other and to assist in providing greater consistency in decision making by the local government, and
 - To facilitate the effective and timely processing of sign application where in accordance with this Policy.
-

4.0 Applications subject of this Policy

This Policy applies to the erection, placement and display of any outdoor advertisement other than those listed as exempt below.

4.1 Exemptions

The following types of advertisement signs are exempt from the need to obtain development approval:



- any sign which is listed in Attachment A which are referred to as “exempted advertisements”;
- any sign which is classified as under [clause 61\(1\) of the Deemed Provisions for Local Planning Schemes](#);
- any sign which is subject of an existing approval made prior to the date of effect of this Policy;
- newspaper or magazine posters, provided they are displayed against the outside wall of the business premise from which the newspapers or magazines are sold;
- freestanding event signage placed or erected only to direct attention to a place, activity or event for up to 48 hours prior and post that activity or event;
- garage sale signs, each not greater than 0.25m², advertising the sale of second-hand domestic goods in domestic quantities, not being part of a business, trade or profession and only being displayed of up to 24 hours prior and post the day of the sale;
- a sign permanently affixed or painted on a vehicle to identify a company, business, service or product supplied or sold by that company, provided the vehicle is not parked in a fixed location;
- a sign erected and maintained on street furniture, bus shelters or seats in accordance with the terms and conditions of a contract between the Shire and the company responsible for those signs;
- a sign erected by the Shire, or with the approval of the Shire, on land under the care, control and management of the Shire.

4.2 Interpretations

- A sign that fits within the definition of more than one sign type shall be assessed against the criteria the Shire considers most applicable.
- The area of a sign is to be measured as the greatest horizontal dimension multiplied by the greatest vertical dimension, excluding any support structures.
- If a sign is not mentioned in this Policy or the Scheme, then the sign shall be assessed on its individual merits.

4.3 State Road Reserves

All signs on or in the vicinity of any road under the care and control of Main Roads WA, will also require approval in accordance with the *Main Roads Act 1930*, in addition to the approval(s) from the Shire.

5.0 Application Requirements

5.1 An application for development approval for advertising signs shall be accompanied with the following documents:

- Completed development application form;
- Completed additional information for advertising signs form;
- Site plan showing the location of the sign(s), all buildings, lot boundaries, street names, north point;



- Elevations illustrating the location of the sign(s) in relation to the building / site;
- Illustration showing the contents, dimensions (including height above ground), surface areas and structural details of the signs; and
- Structural engineering certificate for pylon signs.

5.2 Signage Strategy

A signage strategy is an overall plan for a development site or precinct and shall be submitted with an application for development approval when:

- The sign/s relate to a shopping centre and/or commercial precinct;
- The sign/s relate to a subdivision or development estate which proposes more than 10 lots;
- The sign/s relate to a display home or village; or
- The number of signs for a development site (existing and proposed) exceeds a total of two.

A signage strategy should incorporate the location, type, size and design of all existing and proposed signs, depicted on illustrations, site and elevation plans. Justification should be provided on the need for the number and design of signs proposed, having regard for the relevant Policy provisions and objectives.

6.0 Policy Statement

6.1 Design Amenity

All signs shall:

- Not be detrimental to the amenity, streetscape or natural beauty of the precinct;
- Be simple, provide for instant recognition and relate to the site on which they are located;
- Not contain any discriminatory or offensive material (objectionable, violent, insulting, obscene or defamatory to most people, or a particular group of people);
- Have lettering and colouring that is clearly legible for the intended audience (i.e. whether the reader is a pedestrian, cyclist or motor vehicle occupant);
- Be maintained in good order and lean condition; and
- Be designed to utilise colour schemes and materials that fit in with the overall style of the surrounding development and/or precinct.

6.2 Safety

All signs shall:

- Be structurally sound and capable of withstanding any forces to which it would be reasonably subjected to without collapsing, deforming or moving from the position on which it was erected or displayed (this is the responsibility of the applicant to demonstrate where required); and
- Not create a hazard for vehicles, pedestrians or building occupants.

6.3 Siting

Generally, signs should be located on land or buildings on which is conducting a business or profession which the sign relates. The local government may, following appropriate justification from a proponent, consider signs on "third party" freehold land, generally this



will be

- For a temporary period (typically 6 – 12 months) following which the signs are to be removed; and
- For a recently established local business or a local business (based in the Shire of Boddington) which will shortly commence operating; and
- Limited to one sign for the business which is no greater than 4m² in area.

6.4 Illumination & Movement

All signs containing any: illumination or radio; animation or movement; retro-reflective or fluorescent materials in its design or structure requires development approval and will be assessed on its individual merits.

6.5 Mobile and Itinerant Vendors

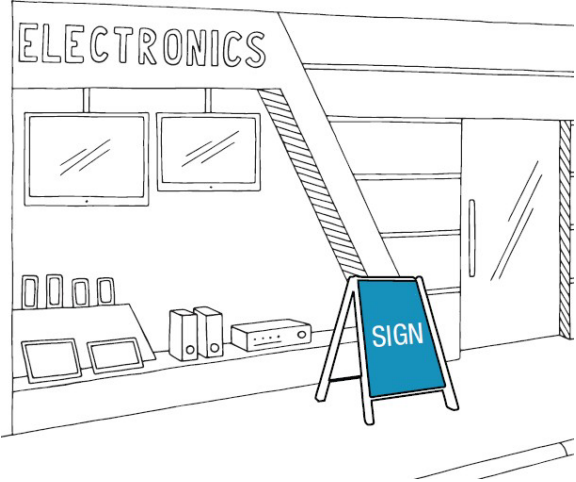
Other than signage affixed to vehicles associated with the service, mobile and itinerant vendors are permitted to display one portable sign directly adjacent their service vehicle during operating hours.

6.6 Remote Advertising

The Shire will generally not support remote advertising or advance warning signs (other than a directional blue service or brown tourist sign), as this may lead to an undesirable precedent and proliferation of signage to the detriment of the amenity of the Shire. Refer to the Shire Standard requirements for directional signs for more guidance.

The Shire however will consider granting development approval for remote advertising, where the signage relates to a significant development, events or tourist attractions.

6.7 Requirements for Particular Signs

Portable Sign	
A sign that is not attached to a building or other structure.	
Portable signs should: <ul style="list-style-type: none">▪ Not exceed one sign per tenancy.▪ Only be displayed during normal operating hours of the business to which they relate and be removed thereafter.▪ Not exceed dimensions of 1.2m in height or width, with an area of not more than 1m².▪ Be located on private property or the immediately adjacent verge area.▪ Not be placed so as to obstruct pedestrian walkways, car parking bays, motorists or pedestrians.	 A line drawing illustration of a storefront for an electronics store. The word "ELECTRONICS" is written in large, outlined letters above the entrance. Inside the store, there are shelves with various electronic devices like monitors, laptops, and speakers. Outside the store, a blue A-frame sign stands on the sidewalk. The sign has the word "SIGN" written on it in white capital letters. The sign is positioned in front of the store, not obstructing the entrance.



Exempted from development approval providing it complies with the requirements. Development applications for variations to the above requirements are not encouraged as this advertising device creates visual clutter.

Wall Sign

A sign that is painted or affixed on the front, side or rear elevation of a building or structure, but does not project more than 150mm out from the wall which it is attached.

Wall signs should:

- Be limited to maximum of one sign per tenancy, per street frontage.
- Not extend laterally beyond either end of the wall or protrude above the top of the wall.
- Not exceed 25 percent in aggregate area on any one wall to a maximum of 8m².
- Be integrated with the building design.

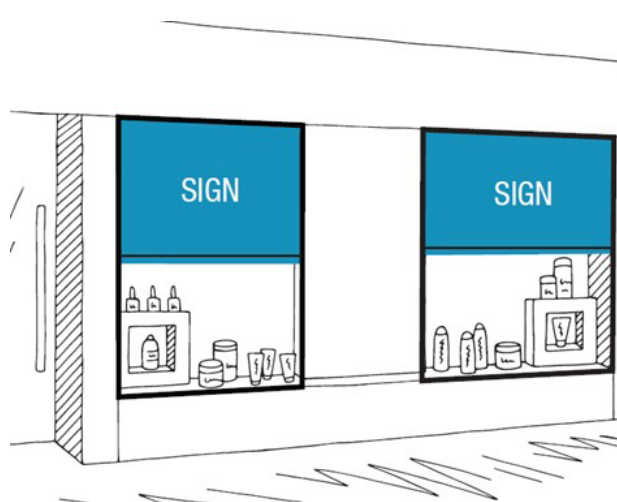


Exempted from development approval providing it complies with the requirements.

Window sign

A sign which is fixed either to the interior or exterior of the glazed area of a window, any part of which is visible from outside the building.

A window sign should not cover more than 50 percent of the glazed area of any one window or exceed 10m² in aggregate area per tenancy. Where a window sign is proposed, the balance of the window shall be constructed of permeable glazing to maintain an active building frontage and presentation to the street.



Exempted from the development approval providing it complies with the requirements.



Verandah Sign

A sign affixed on or under a verandah and includes signs affixed to cantilever awnings and balconies.

Signs on the underside of a verandah should:

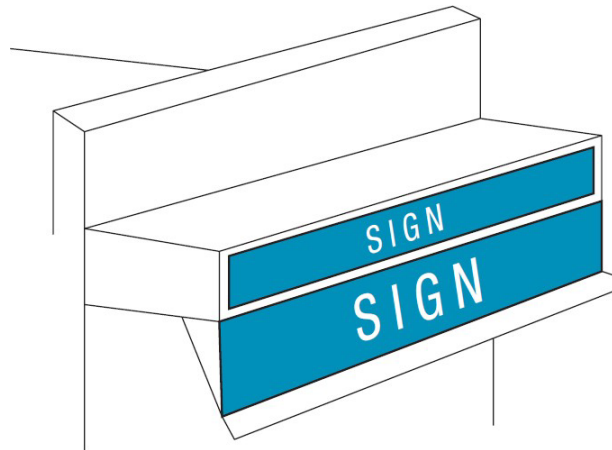
- Not exceed 2.4m length.
- Not exceed 400mm in height.
- Not be located within 1m of another such sign on the underside of the same verandah.
- Be positioned at right angles to the building façade.
- Provide a clear headway under the sign of not less than 2.7m measured from finished floor level.
- Not project beyond the edges of the verandah.

Signs on the fascia of a verndah should not:

- Exceed 400mm in height.
- Project beyond the edges of the verandah.

Signs affixed to the top of a verandah are generally not supported given the potential negative impact on visual amenity.

Exempted from development approval providing it complies with the requirements.

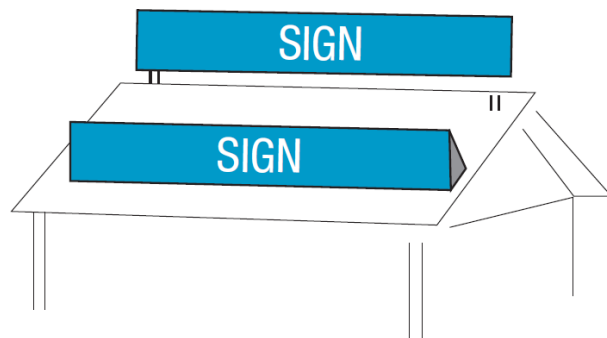


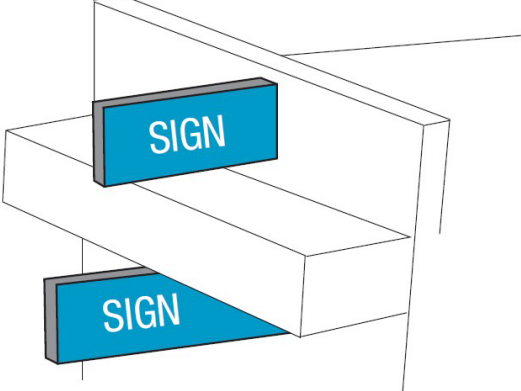
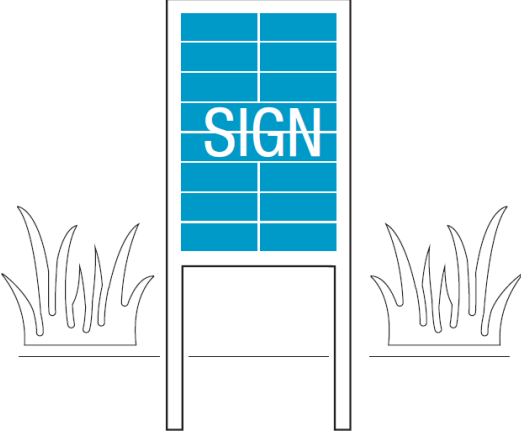
Roof Sign

An advertising sign which is fixed to or painted on a fascia, or to the roof itself, or which forms part of a projection above the eaves, or ceiling of the subject building.


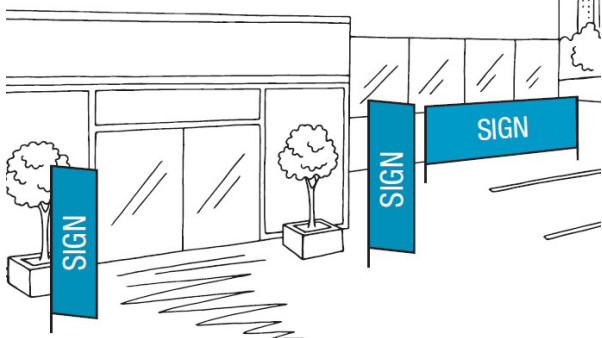
A roof sign shall comply with following:

Height of building	Maximum sign height
Under 5m	1.2m
5m and under 6m	1.8m
6m and under 12m	3m



Requires development approval.	
<p>Projecting sign</p>	
<p>A sign that projects 300mm or more from the wall of a building.</p>	
<p>Projecting signs should:</p> <ul style="list-style-type: none"> ▪ Be limited to maximum of one sign per tenancy or one for every 40m of linear street frontage. ▪ Not project more than 1m from a wall and not exceed 1.5m² in area. ▪ Not be placed with 2m of either end of the wall to which they are attached. ▪ Not project above the top of the wall to which they are attached. ▪ Provide a clear headway under sign of not less than 2.7m measured from finished floor level. 	
Requires development approval.	
<p>Pylon Sign</p>	
<p>A sign supported on one or more poles to which infill panels may be added, that is not attached to a building.</p>	
<p>Pylon signs should:</p> <ul style="list-style-type: none"> ▪ Be limited to a maximum of one per street frontage or one for every 40m of linear street frontage. ▪ Not exceed 5m in height or 15m² in area. 8m in height may be supported in industrial area. ▪ Individual pylon signs will not be supported for individual tenancies where multiple units exist or are proposed to exist on a lot. In this instance, a pylon sign shall be designed to provide one infill panel for each unit on the lot. ▪ Location to ensure no impacts on visibility for motorists and other road 	



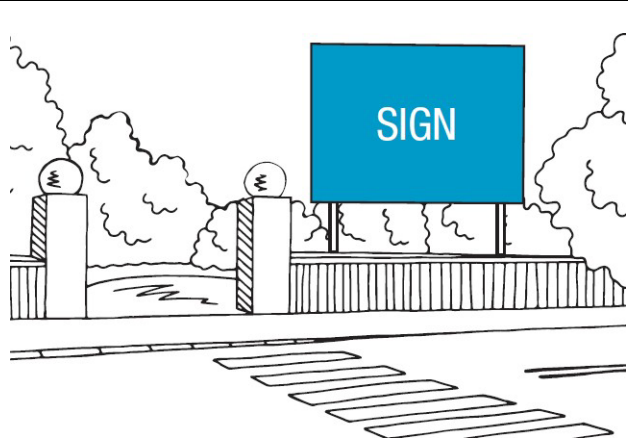
users.	
Requires development approval.	
Tethered Signs	
<p>A sign which is suspended from, or tethered (tired) to any structure, or tree or pole (with or without supporting framework) and made of paper, plastic, fabric or of similar material. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites.</p>	
<p>Not encouraged as this advertising device creates visual clutter. Approvals will be on a temporary basis, no longer than 4-weeks in any 3-month period.</p>	
Requires development approval.	
Banner Sign	
<p>Any temporary sign in the form of a sign made of light weight, non-rigid material, such as cloth, canvas or similar fabric that relates to the promotion of a specific event.</p>	
<p>Banner signs should</p> <ul style="list-style-type: none"> ▪ Only be displayed for up to four weeks prior to promotional event or offer. ▪ Be removed immediately following the promotional event or offer. ▪ Not exceed dimensions of 1m in height and 3m in length. ▪ Be restricted to promoting no more than four promotional events per year. ▪ Be limited to a maximum of one per site. 	
Exempted from development approval providing it complies with the requirements	
Estate Signage	
A sign erected on a lot within a	



estate displaying information such as the estate name, the plan of subdivision or development, the estate features or sales and real estate agency contact details.

- Estate signs should be located entirely within the estate to which they relate, at justified strategic points to avoid proliferation.
- A maximum of two signs up to 18m² are permitted.

Requires development approval.



Entry Statement

A fence or wall constructed in masonry or other material, to identify the entrance of an estate and may include, but not limited to, a sign indicating the estate name and locality, sculptures, flagpoles and flags.

- Entry statement should be located entirely within private property.
- All ongoing maintenance of an entry statement shall be at the cost of the developer and shall be removed prior to completion of the estate, unless otherwise agreed by the Shire.

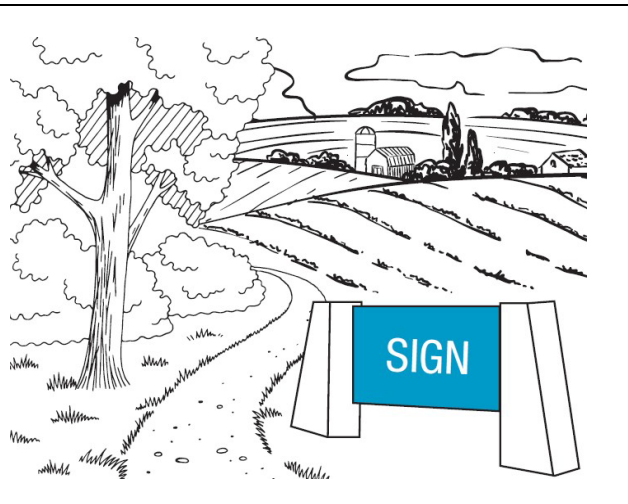
Requires development approval.





Rural Producer Sign

A sign erected on land lawfully used for rural purposes which advertises good or products produced, grown or lawfully manufactured on the land.

- Rural Producer signs should:
- Be limited to a maximum of one per street frontage of any lot.
 - Not exceed 3m² in area or 3m in height.
 - Show only the name and address of the occupier of



<p>the land and name of the property.</p> <ul style="list-style-type: none"> Only advertise goods or products produced, grown or lawfully manufactured upon the land. 	
<p>Exempted from development approval providing it complies with the requirements</p>	
<hr/>	
<p>Real Estate Sign</p>	
<p>A sign placed on or in front of a property advertising the sale or lease of a building, property or business.</p>	
<p>Real estate signs</p> <ul style="list-style-type: none"> Is not illuminated May be a double faced sign Is located on private property Is no greater than 0.6m above the ground to its underside Has maximum single sign face area of 2.9m². 	
<p>Exempted from development approval providing it complies with the requirements</p>	
<hr/>	
<p>Construction site sign</p>	
<p>A sign erected at a building site that contains information about the development and companies involved in the development.</p>	
<p>A construction site sign should be</p> <ul style="list-style-type: none"> A single faced sign Is not illuminated Must not exceed 1.1m² for sites up to 5,000m². Must not exceed 2.0m² for sites exceeding 5,000m². Must only be displayed while construction is in progress but not for a period greater than 2 years. 	
<p>Exempted from development approval providing it complies with the requirements</p>	



7.0 Sign Liability

Where a sign is proposed to be placed in, or overhang, a public place or street, the applicant will be required where appropriate, to provide a public liability insurance policy indemnifying the Shire against all actions, suits, claims, damages, losses and expenses made against or incurred by the Shire arising from the approval of the sign.

The applicant may be required by the Shire to:

- Take out a public liability insurance policy in the name of the owner or applicant and the Shire, for an amount considered appropriate to the risk involved;
- Keep that insurance policy current for the duration of the approval;
- Include a clause in the insurance policy which prevents the policy from being cancelled without the prior consent of the Shire.
- Include a clause in the public liability insurance policy, which requires the owner or applicant and the insurance company, to advise the Shire if the insurance policy lapses, is cancelled or is no longer in operation; and/or
- On the request of an authorised person, provide for the inspection of a certificate of currency for the required insurance policy.

8.0 Definitions

Specific types of signs are defined in this Local Planning Policy in the Policy Measures. Words and expressions relevant to this Local Planning Policy are given below.

“Advertisement” as defined by the Deemed Provisions and provided below –

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 use, or adapted for use, for the display of advertisements; and*
- 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.*

“Advertising Sign” means the movement or the appearance of movement, through the use of patterns of lights, changes in colour or light intensity, computerised special effects, video displays, or through any other method.

“Animation” means the movement or the appearance of movement through the use of patterns of lights, changes in colour or light intensity, computerized special effects, video displays, or through any other method.

“Device” means any object, sign, or thing, including an airborne object anchored to land; and a vehicle where its primary purpose is advertising.

“Directional Signage” means signage installed by the Local Government on public land. Directional signage advertises the direction to be taken to a service, tourist attraction, or town site / locality and may include an information bay when displaying a large number of signs and associated maps.

“Main Roads WA Roads” means any road which is under the care and control of Main Roads WA,



including Primary Distributor & Regional Distributor Roads, and includes the following roads within the Shire;

- a) Albany Highway
- b) Bannister – Marradong Road
- c) Pinjarra – Williams Road

“Sign” means any notice, flag, mark, structure or device, on which words, numbers, expressions or symbols are shown and includes an advertisement.

“Scheme” means the Shire of Boddington Local Planning Scheme No.3

Policy Number / Name	No 14 – Signs and Advertisements
Adopted by Council	14 December 2010
Amended	16 July 2019 23 November 2023



Attachment A – Exempted Advertisements Schedule

Land Use and/or Development Requiring Advertisement	Exempted Sign Type and Number (Includes the change of posters on poster signs and applies to non-illuminated signs unless otherwise stated).	Maximum Area of Exempted Sign
Dwelling	One professional name-plate as appropriate.	0.2m ²
Home Occupation	One advertisement describing the nature of the home occupation.	0.2m ²
Places of Worship, Meeting Halls and Places of Public Assembly.	One advertisement detailing the function and/or the activities of the institution concerned.	0.2m ²
Shops, Showrooms and other uses appropriate to a Shopping Area.	All advertisements fixed to the building below the top of the awning or, in the absence of an awning, below a line measured at 5 metres from the ground floor level of the building subject to a compliance with the requirements of the Sign Hoarding and Bill Posting By-laws	Not applicable
Industrial and Warehouse Premises	<p>A maximum of 4 advertisements applied to or affixed to the walls of the building but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projecting from a building whether or not those signs are connected to a pole, wall or other building.</p> <p>A maximum of two free-standing advertisements signs not exceeding 5m in height above ground level.</p>	<p>Total area of any such advertisements shall not exceed 15m²</p> <p>Maximum permissible total area shall not exceed 10m² and individual advertisement signs shall not exceed 6m²</p>
Showroom, race courses, major racing tracks, sports stadia, major sporting grounds and complexes.	All signs provided that, in each case, the advertisement is not visible from outside the complex or facility concerned either from other private land or from public places and streets.	N/A
Public Places and Reserves	a) Advertisements signs (illuminated and non-illuminated) relating to the functions of government a public authority or council of a municipality excluding those of a promotional	N/A



	<p>nature constructed or exhibited by, or on behalf of any such body, and</p> <p>b) Advertisements signs (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 at the direction of a Government department, public authority or the Council of a municipality, and</p>	N/A
Advertisements within buildings	All advertisements placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings.	N/A
All classes of buildings other than single family dwellings.	ne advertisement sign containing the name, number and address of the building, the purpose for which the building is used or the name and address of the managing agent thereof.	0.2m ²

