



Shire of Wyndham East Kimberley Council Policy Manual

POLICY NO:	LPP 15
DIVISION:	Development Services
SUBJECT:	Signage
REPORTING OFFICER:	Executive Manager Development Services
ENABLING LEGISLATION:	Town Planning Scheme No 7 – Kununurra & Environs Town Planning Scheme No 6 – Wyndham

Objectives:

- To control signs in order to safeguard the visual amenity of the Shire
- To ensure safety on state lands and local thoroughfares
- To set out standards which apply to development applications for a range of different signs

Policy:

1. Introduction

Previously, signage in the Shire had been regulated by the Signs and Hoardings and Bill Posting local law, which was repealed in 2003. Ever since, there has been a lack of effective policy guidance in determining development applications for signage. In the absence of such a policy the potential exists for the visual amenity and traffic safety within the Shire to be compromised.

In an endeavour to address this issue and provide a proper guidance in planning decision making it is intended that this policy prescribe the location, height, bulk, scale and appearance of signs, hoardings and bill postings.

2. Legislative and Strategic Context

The policy is made in accordance with Clause 12.6.1 of Town Planning Scheme No. 7 and Clause 3.3.1 of Town Planning Scheme No. 6. The policy does not bind the Council with respect to any applications for planning approval but the Council shall have due regards to the policy. This policy should be read in conjunction with the relevant part controlling advertising in the Town Planning Schemes. If there is any inconsistency between this policy and the Scheme, the Scheme prevails.

3. Definitions

Sign - includes a notice, flag, mark, structure or device on which may be shown words, numbers, expressions or symbols and an **“Advertisement”** has the same meaning as sign.



Shire of Wyndham East Kimberley Council Policy Manual

Bill Posting – means the attaching, sticking, painting, or stencilling of any bill, poster, placard or advertisement on any building, wall, hoarding or structure whether erected upon private property or upon a public place.

Development sign - an advertisement displayed on a lot advertising units or lots for sale that have been approved by either Western Australian Planning Commission or the Shire.

Display Home sign – means an advertisement sign which is displayed on a lot advertising a building company and inviting members of the public to inspect their dwelling on display.

Entry Statement – is an optional element of landscape work that marks and defines the entry to a property, including individual developments, resorts, residential estate or precincts.

Freestanding sign – a sign not permanently attached to a structure or fixed to the ground and includes “A frame” or “sandwich boards” signs consisting of 2 sign boards attached to each other by hinges or other means.

Horizontal sign – an advertisement attached to a building with its largest dimension horizontal.

Illuminated sign – an advertisement that is so arranged as to be capable of being lighted either from within or without the advertisement by artificial light provided, or mainly provided, for that purpose.

Institutional sign – means a sign erected or placed on land or a building used for or in connection with a surgery, clinic, hospital, rest home, home for the aged, or other institutions or places of a similar nature.

Pennons – long narrow flag, triangular or swallow-tailed flag.

Projection sign – an advertisement that is made by projection of artificial light on a structure.

Property transaction sign – an advertisement indicating that the premise on which it is displayed is for sale or for lease or to be auctioned.

Pylon sign – an advertisement supported by one or more piers and which is not attached to a building and includes a detached sign framework supported on one or more piers to which sign infill may be added.

Roof sign – an advertisement displayed on the roof of a building.

Rural producer’s sign – an advertisement displayed on land used for horticultural purposes and which advertises products produced or manufactured upon the land and includes the property owner’s or occupier’s name.



Shire of Wyndham East Kimberley Council Policy Manual

Semaphore sign – means a sign attached or affixed to a structure or building which sign is affixed and supported at, or by, one of its ends only.

Tower sign – an advertisement displayed on a mast, tower, chimneystack or similar structure.

Verandah sign – an advertisement above, on or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or private land.

Vertical sign – an advertisement attached to a building with its largest dimension on the vertical.

Wall panel – means a panel used for displaying a posted or painted message and affixed to or adjoining the wall of business premises or erected on the forecourt of any business premises.

4. Matters to be considered in assessing and determining applications

4.1 Location of Signs

A sign shall not be displayed:

- (1) Where it would detract from the aesthetic environment of a park or other land used by the public for recreation;
- (2) In the case of an internally illuminated sign, where its display would cause glare or dazzle that would have an adverse effect on the amenity of the immediate surrounds;
- (3) In the case of an externally illuminated sign, where the light would not be directed solely onto the device and its structural surround and the light source be so shielded that glare would not occur or extend beyond the sign and cause the driver of any vehicle to be distracted;
- (4) Where it would be likely to interfere with, or cause risk or danger to traffic on a thoroughfare by virtue of the fact that it may obscure the vision of a person driving a vehicle.
- (5) In the case of an illuminated sign, where it may be confused with or mistaken for the stop or tail light of a vehicle;
- (6) Where it significantly obstructs or obscures the view of a river, the sea or any other natural feature of beauty;
- (7) Where it would detrimentally affect the general amenity of the area;



Shire of Wyndham East Kimberley Council Policy Manual

- (8) Where it is not associated with the approved use of the property on which it is displayed;
- (9) On or adjacent to a footpath which results in the pedestrian access being less than 1.5m in width;
- (10) On a dividing strip, roundabout or traffic island.
- (11) On any local road reserve without the consent from the Shire.

4.2 Sign Safety and Maintenance

4.2.1 Fixing of Signs

Every sign or advertising device shall be securely fixed to the structure by which it is supported, to the satisfaction of Shire Building Surveyor, and the structure and the method of securing shall be maintained in good order and repair to the satisfaction of the Building Surveyor.

4.2.2 Readily Combustible Material

Except in the case of posters securely affixed to a signboard or other structure, readily combustible materials including but not limited to paper, cardboard or cloth shall not form part of or be attached to any sign or hoarding.

4.2.3 Maintenance of Signs

Every sign or hoarding, whether licensed or required to be licensed or not, shall be kept clean and free from unsightly matter and shall be maintained by the licensee (if any) or owner in good order and repair to the satisfaction of the Building Surveyor.

4.2.4 Liability

The applicant shall be solely responsible for any damage or accident caused by the sign. Signs placed on Council Reserves shall be covered by public liability insurance to the amount of \$10 million.

4.3 Sign Standards:

4.3.1 Banners, Flags & Pennons

No more than 5 (in total) banners, flags or pennons signs shall be erected in relation to the one building or business and must not obstruct in any way the use of any thoroughfare.



Shire of Wyndham East Kimberley Council Policy Manual

4.3.2 Bill Posting

A person shall not bill post within the District of the Shire of Wyndham East Kimberley.

4.3.3 Blimps or Balloons

The use of blimps or balloons for advertising and signage purposes is subject to the special approval of the Council for a maximum of 30 days in any 12 month period.

4.3.4 Clocks

A clock shall:

- (1) If suspended under a verandah or in an arcade, have its centre coinciding with the centre line of the footway there under shall comply as to size to the following table

Height of bottom of clock above footway maximum diameter of width of clock face	Depth of clock including lettering
2.7 metres and under 4 metres	500 millimetres
4.0 metres and under 6 metres	750 millimetres
6.0 metres and under 12 metres	1.0 metres
12.0 metres and over	1.50 metres

- (2) Be fixed either parallel or at right angles to the wall to which it is attached;
- (3) Afford a minimum headway of 2.70 metres;
- (4) If fitted with chimes, not be permitted to strike between 10 pm and 7 am without the approval in writing of the local government

4.3.5 Development Signs

- (1) A development sign is to be removed from the site within 2 years from the date of approval or when 80% of the lots by number in the subdivision (or stage of subdivision) have been sold, whichever is the sooner.
- (2) No more than 2 development signs should be erected in relation to one subdivision.
- (3) Development signs shall:



Shire of Wyndham East Kimberley Council Policy Manual

- (a) Only be erected where the area of residential land being subdivided exceeds 1 hectare;
- (b) Not exceed 22m² in area;
- (c) Not have any part more than 6m above the level of the ground immediately below it; and
- (d) Be displayed at the entrance to the subdivision and not remote from the lots being sold unless special approval is granted by the Council.

4.3.6 Display Home Signs

- (1) Display home signs:
 - (a) May be provided in a ratio not exceeding 2m² per home in a display centre, with no individual sign exceeding 4m², the overall height of the sign shall not exceed 4m;
 - (b) Shall not be illuminated after 9 pm;
 - (c) Shall be removed for the site at the time the building no longer serves as a display home

4.3.7 Entry Statement

- (1) Entry statements shall have due regards to the surrounding built and natural environment and be of heritage value and architectural aesthetics, subject to Shire's consent;
- (2) The design and materials used in the construction should be practical and durable and minimise opportunities for graffiti and vandalism;
- (3) The location and form of the Entry Statement must not unduly impede or restrict pedestrian, cyclist or public and private vehicular movement to or from the site.

4.3.8 Freestanding Signs

- (1) There shall be no more than one freestanding sign that relates to a specific activity or business placed on private property or on reserve land.
- (2) Freestanding signs should:
 - (a) Not exceed 1m in height;
 - (b) Not exceed an area of 1m² on any side;
 - (c) Not be placed in any position other than immediately adjacent to the building or business or property to which the sign relates;
 - (d) Be removed each day at the close of the business to which it relates and not be placed on site again until the business next opens for trading ; and



Shire of Wyndham East Kimberley Council Policy Manual

- (e) Be covered under the public liability insurance of the business to which it relates, if located on a thoroughfare, with proof of insurance cover to be presented to the local government.

4.3.9 Hoardings

- (1) A hoarding shall not:
 - (a) Be erected on land that is zoned for residential purposes by a Town Planning Scheme for the time being in force;
 - (b) Except with the special approval of the Council be erected within 15 metres of a street or other public place and in any case not closer than its own height to a street or public place; and
 - (c) Be of greater area than 22 square metres.

4.3.10 Horizontal Signs

- (1) A horizontal sign shall:
 - (a) Not exceed 3m in height or 4m in length;
 - (b) Not exceed 5m² in area;
 - (c) Not project more than 1.5m from the wall to which it is attached;
 - (d) Not project more than 1m above the top of the wall to which it is attached;
 - (e) Afford a minimum headway of 2.75m where the sign projects more than 12mm into a pedestrian thoroughfare;
 - (f) Not be within 450mm of the edge of a carriageway; and
 - (g) Not be closer than 600mm from either end of the wall to which it is attached.

4.3.11 Illuminated Signs

- (1) No more than one illuminated sign shall be erected in relation to the one building or business.
- (2) An illuminated sign shall:
 - (a) Not exceed 3m in height or 4m in length;
 - (b) Not exceed 8m² in area;
 - (c) Not have any part more than 6m above the level of the ground immediately below it;
 - (d) Have any boxing or casing in which it is enclosed, constructed of incombustible material;
 - (e) Where comprising glass (other than fluorescent tubing) have the glass so protected as to prevent its falling into a public place in the event of a breakage;
 - (f) Be maintained to operate as an illuminated sign;
 - (g) Not have a light of such intensity as to cause annoyance to the public or be a traffic hazard;



Shire of Wyndham East Kimberley Council Policy Manual

- (h) Not emit a flashing light; and
- (i) Be treated appropriately to minimise damage from vandalism and/or graffiti.

4.3.12 Institutional Signs

An institutional sign shall not exceed 2m².

4.3.13 Property Transaction Signs

- (1) A property transaction sign advertising an auction shall not be erected more than 28 days before the proposed auction date and shall be removed no later than 14 days after the auction.
- (2) A property transaction sign for a dwelling shall:
 - (a) Not exceed 2m in height or 2m in length;
 - (b) Not exceed 2m² in area; and
 - (c) Not have any part more than 3m above the level of the ground immediately below it.
- (3) A property transaction sign for multiple dwellings, shops etc. shall:
 - (a) Not exceed 4m in height or 4m in length;
 - (b) Not exceed 5m² in area; and
 - (c) Not have any part more than 5m above the level of the ground immediately below it.
- (4) A property transaction sign for large properties not cover by 4.3.13(2) and 4.3.13 (3) above, shall:
 - (a) Not exceed 6m in height or 6m in length;
 - (b) Not exceed 10m² in area; and
 - (c) Not have any part more than 6m above the level of the ground immediately below it.

4.3.14 Pylon Signs

- (1) Where pylon signs are to be erected on a lot with multiple tenants/businesses the local government may require all the pylon signs be incorporated into one sign that allows for each tenant/business to have one sign within it.
- (2) A pylon sign shall:
 - (a) Not exceed 3.5m in width or 6m in height; and
 - (b) Not exceed 9m² in area.
 - (c) Be constructed to prevent access under the sign or have a minimum clearance of 2.6 metres



Shire of Wyndham East Kimberley Council Policy Manual

4.3.15 Roof Signs

- (1) A roof sign shall not extend laterally beyond the external wall of the structure or building on which it is erected or displayed.
- (2) No more than one roof sign is to be erected in relation to the one building.
- (3) A roof sign shall comply with the following:

Height of main building above ground level where sign is to be fixed	Maximum height of sign
5m and under	1.25m
Above 5m to 6m	1.5m
Above 6m to 12m	2.0m
Above 12m to 18m	2.5m
Above 18m to 24m	3.0m
Above 24m	3.5m

4.3.16 Rural Producer's Sign

- (1) A rural producer's sign shall:
 - (a) Not advertise anything other than the sale of produce grown on the land on which the sign is erected;
 - (b) Not exceed 2m² in area; and
 - (c) Not exceed a height of 3m above the level of the ground immediately below it.

4.3.17 Semaphore Signs

- (1) A semaphore sign shall:
 - (a) Afford a minimum headway of 2.7m;
 - (b) Be affixed at right angles to the wall to which it is affixed or attached;
 - (c) Not project more than 1m horizontally from the point of attachment nor be of greater heights at any point than 1m; and
 - (d) Not be erected under or over any verandah.
- (2) Not be limited to one sign fixed over or adjacent to any one entrance to a building.

4.3.18 Signs on Vehicles

No vehicle with a sign upon or inside, adapted and exhibited primarily to facilitate advertising is to park for any lengthy period of time (as determined



Shire of Wyndham East Kimberley Council Policy Manual

by the Shire) on any thoroughfare, with the exception of being parked at the owners residence or with the consent of the Shire.

4.3.19 Signs on Fences

Signs on fences shall not be permitted, except for free standing signs adjacent to fence line.

4.3.20 Verandah Signs

- (1) A verandah sign fixed to the outer or facia of the verandah shall not project beyond the outer frame or surround of the facia nor exceed 600mm in width.
- (2) A verandah sign under a verandah shall:
 - (a) Be fixed at right-angles to the front wall of the building to which it is to be affixed except on a corner of a building at a thoroughfare intersection where the sign may be placed at an angle with the wall so as to be visible from both thoroughfares;
 - (b) Afford a minimum headway of 2.75m; and
 - (c) Not exceed 1.5m in length or 400mm in width.
 - (d) Not be constructed of glass or any material which upon impact or breaking produces particles or shapes which may be hazardous to the public.
 - (e) Not weigh more than 50kg unless certified by a practising structural engineer that the structure to which the sign is to be attached is capable in all respects of withstanding the total load to be imposed by the sign under all conditions.

4.3.21 Vertical Sign

- (1) A vertical sign shall:
 - (a) Not exceed 4m in height or 3m in length;
 - (b) Not exceed 5m² in area;
 - (c) Not project more than 1m from the wall to which it is attached;
 - (d) Not project more than 1m above the top of the wall to which it is attached.
 - (e) Afford a minimum headway of 2.70m where the sign projects more than 12mm into a thoroughfare;
 - (f) Not be within 450mm of the edge of a carriageway; and
 - (g) Not be within 600mm of either end of the wall to which it is attached.
 - (h) Not be within 4m of another vertical sign on the same building.

4.3.22 Wall Panel

- (1) A wall panel shall:



Shire of Wyndham East Kimberley Council Policy Manual

- (a) not exceed 6m x 3m; and
- (b) be fixed to the face of a wall of a building; and
- (c) not project beyond the boundaries of the lot.

4.3.23 Acceptable Deviation

The Council may exercise its discretion to approve a deviation from the specific standards subject to the applicant demonstrating that the likely effect of the location, height, bulk, scale, orientation and appearance of the advertisement will not:

- (a) Conflict with or detrimentally affect the amenity of the locality;
- (b) Interfere with traffic safety.

4.4 Responsibilities:

The policy is subject to an annual Council review. As per Council's Delegation Policy, Chief Executive Officer or Executive Manager Development Services shall sign the relevant application/s as the authorising agent.

4.5 Exempt Signs

Exempt signs are stipulated in Town Planning Schemes No. 6 and No. 7 and are only exempt from planning approval (a building licence may still be required).

REFERENCE:

The Shire of Wyndham East Kimberley Town Planning Scheme No. 6 and No. 7

Planning and Development Act 2005

ADOPTED: 18 May 2010
REVIEWED:
AMENDED:

