



LPP/02 ADVERTISING SIGNS

1. Purpose

The purpose of this policy is to provide guidance on signage and instances where development approval is not required from the Town of Port Hedland (the Town). This policy also clarifies what signage is considered suitable by the Town for approval to provide certainty to businesses.

2. Objectives

The objectives of this policy are to:

1. Ensure that signs do not dominate the built environment and remain an incidental aspect of development.
2. Ensure that the display of signage does not adversely impact on the amenity of neighbouring land.
3. Promote the display of signage for the purpose of public events.
4. Ensure that signage does not adversely impact the level of safety for motorists, cyclists, and pedestrians by obstructing sight lines.
5. Protect the significance of heritage places and buildings.
6. Ensure that signage is established and maintained to a high standard.

3. Application

This policy applies to the entire municipality of the Town and must be read in conjunction with the Town of Port Hedland's Local Planning Scheme No. 5 (Scheme) and the *Planning and Development (Local Planning Schemes) Regulations 2015* (Regulations). If this policy is inconsistent with the Scheme, Regulations or any Design Guidelines, the Scheme, Regulations and/or Design Guidelines prevail to the extent of the inconsistency.

1. Signage that meets all development standards outlined in Table 1 is exempt from obtaining development approval.
2. Signage on buildings or places listed in the Town's Heritage Inventory or registered by the Heritage Council is not exempt from development approval. The Town will assess signage on heritage buildings or places on its merit considering location, scale, materials, colour and the extent to which the signage respects the heritage values of the building or place.
3. Signage not listed in Table 1 and signage that does not meet all development standards in Table 1 as determined by the Town must obtain development approval from the Town.
4. Businesses seeking to display more than five (5) separate signs in total on a lot will require development approval from the Town.



5. Home business signage shall not exceed 0.2m² as per the Scheme.
6. The Town will assess all Development Applications against the objectives of this policy and the Assessment Criteria in Table 2.
7. Even if signage is exempt under Table 1 or meets all criteria under Table 2, structures permanently fixed to the ground or a structure for a period exceeding 30 days in a calendar year require a Building Permit.
8. Signs not listed in this policy and deemed as 'community signs' require approval through the Town's Technical Services Department.

4. Non Permitted Signage

The following signage shall not be permitted:

1. Any signage that, in the opinion of the Town is objectionable, dangerous or offensive.
2. Signage located on land not owned or leased by the advertiser unless where otherwise specified in this policy.
3. Illuminated, animated, moving, pulsating or flashing advertisements unless specified in this policy.
4. Advertisements located in the centre of any roundabout or within the minimum distance from any traffic signal as specified in the *Main Roads Western Australia (MRWA) Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves*.

5. Existing Signage

1. Existing signs are those which were erected, placed or displayed lawfully prior to the coming into force of this policy will not be impacted. Modification to existing signs will be subject to this policy.
2. Council may require the removal or repair of existing signage where it is considered that the sign(s) have deteriorated to a point where they are illegible, dangerous or in poor condition.
3. Signs that have been erected without approval and where they do not meet the Development Standards outlined in Table 1, may be removed with or without notice.


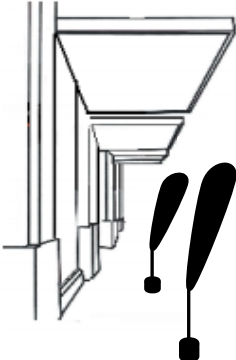
6. Signs Exempt from Development Approval

Development Criteria for Signage which is Exempt from Development Approval

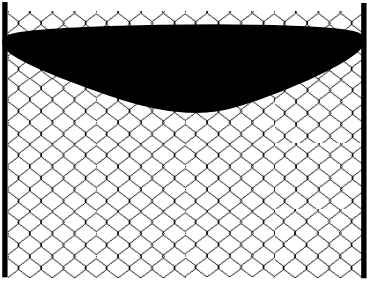
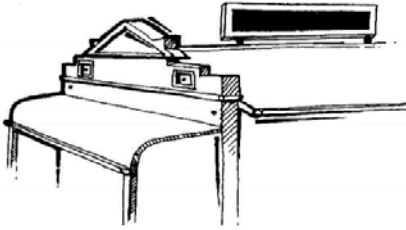

The sign types that meet all following Development Standards outlined in Table 1 do not need development approval. If any signage does not meet all applicable standards, development approval from the Town must be obtained.



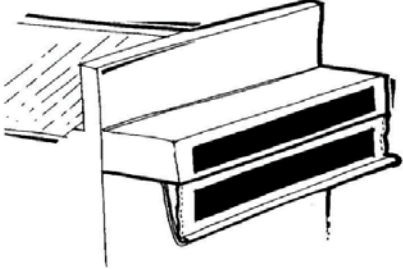
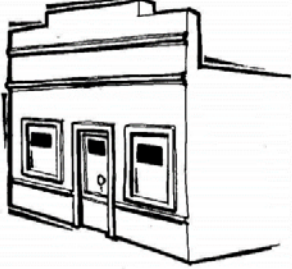

Table 1: Signage exempt from the requirement to obtain development approval

SIGNAGE	DEFINITION	DEVELOPMENT STANDARDS
<p>Portable A-Frame and other small portable signage</p>	<p>Definition: A free-standing portable sign not permanently attached to a structure or fixed to the ground or pavement.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> A maximum height of 1m and width of 750mm. <p>Location:</p> <p>Shall</p> <ul style="list-style-type: none"> Be located entirely within the property boundary. Be removed at the end of each day. <p>Shall not</p> <ul style="list-style-type: none"> Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. <p>Design Standards:</p> <p>Shall</p> <ul style="list-style-type: none"> Only advertise the business located on the property. Be removed at the issue of a cyclone warning 'yellow' alert. Have a maximum of one (1) sign per tenancy.
<p>Flag Sign</p>	<p>Definition: A sign with advertising printed on a flag and flown from a pole.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> A maximum area of 2m² for each flag. <p>Shall</p> <ul style="list-style-type: none"> Achieve a minimum separation of 2m between the bases of each flag. <p>Location:</p> <p>Shall</p> <ul style="list-style-type: none"> Be located entirely within the property boundary. Be removed at the end of each day. <p>Shall not</p> <ul style="list-style-type: none"> Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. <p>Design Standards:</p> <p>Shall</p> <ul style="list-style-type: none"> Only advertise the business located on the property. Be removed at the issue of a cyclone warning 'yellow alert'. Have a maximum of two (2) signs per tenancy.

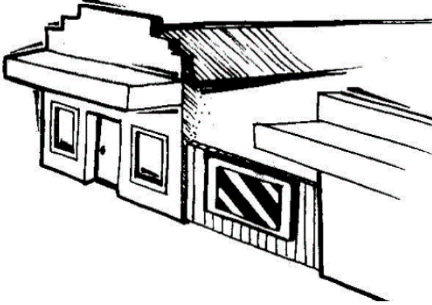
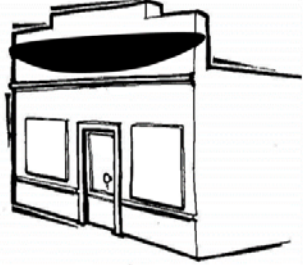
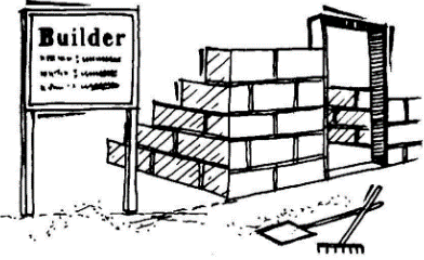


<p>Community Display (non – for profit events)</p>	<p>Definition: A temporary sign displaying information to notify the public of an upcoming non-for profit community event.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • 2m at its highest point above natural ground level. • A maximum area of 4m² in aggregate area. <p>Location: Shall</p> <ul style="list-style-type: none"> • Be integrated with its surroundings. • Be removed no later than the day after the event. <p>Shall not</p> <ul style="list-style-type: none"> • Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Only to be used to promote non-for-profit community events. • Be removed at the issue of a cyclone warning 'yellow alert'.
<p>Roof Sign</p>	<p>Definition: A sign erected on or attached to the roof of a building.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • A maximum of 4m² in aggregate area per property. <p>Location: Shall not</p> <ul style="list-style-type: none"> • Exceed 1m in height above the roofline. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Only advertise the business located on the property. <p>Shall not</p> <ul style="list-style-type: none"> • Exceed one sign per street frontage, with a maximum of two (2) roof signs per building.
<p>Wall Sign</p>	<p>Definition: A sign which is affixed to the external part of a wall of the building but does not project more than 300mm from the wall.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • 20% of the wall to which it is affixed/painted or an area greater than 4m² in aggregate, whichever is the greater. <p>Location: Shall not</p> <ul style="list-style-type: none"> • Be located above ground floor level (signage on second story requires development approval). <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Only advertise the business located within the building/tenancy the sign is located on. • Be limited to two (2) signs on any one wall.




<p>Awning Sign</p>	<p>Definition: A sign displayed on the outer facia of an awning or eaves of a building, and include signs on blinds, sunshades and similar structures attached to an awning, veranda, balcony or eaves of a building.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> The face of the awning canopy. <p>Location: Shall</p> <ul style="list-style-type: none"> Be located wholly within the face of the building in which the sign is being displayed. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> Only advertise the business located on the property. Be consistent with the dimensions of the building.
<p>Window / door signs</p>	<p>Definition: A sign which is affixed to either the interior or exterior of the glazed area of a window and /or door.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> 25% of the window area to which the sign is affixed or 10m² maximum area in aggregate, whichever is the greater. <p>Location: Shall</p> <ul style="list-style-type: none"> Be located wholly on the windows or door(s) of a building. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> Only advertise the business within the building or tenancy the window is part of.
<p>Variable Message Sign (VMS)</p>	<p>Definition: An electronic sign positioned to notify members of the community of upcoming events and/or safety messages.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> A sign area greater than 4.2m² for each side. <p>Location: Shall not</p> <ul style="list-style-type: none"> Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. Be located within a State Road reserve without approval from Main Roads. Be located within a Local Road reserve. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> Be granted temporary approval if the sign is to be used for less than 30 days upon written request and confirmation from the Town of Port Hedland. Be used for community events or safety messages only. Be removed in the event of a 'yellow' cyclone warning. <p>Shall not</p> <ul style="list-style-type: none"> Be used for commercial purposes.



<p>Fence Sign</p>	<p>Definition: A Sign which is affixed to a panel/fence.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • 2m diagonally across the face. • 2m at its highest point above natural ground level. <p>Location: Shall</p> <ul style="list-style-type: none"> • Be located entirely within the property boundary and secured flat to a fence. <p>Shall not</p> <ul style="list-style-type: none"> • Project over/within a road reserve or public place. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Only display advertising which relates to the business located on the lot. • Be no more than two (2) signs per property.
<p>Banner Sign</p>	<p>Definition: A temporary sign of non-rigid material attached between posts or from a veranda of a building to promote sales or special activity on the site but does not include a community display sign.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • A face area of 4m² in aggregate area. <p>Location: Shall</p> <ul style="list-style-type: none"> • Be located entirely within the property boundary. • Removed at the issue of a 'Yellow' alert cyclone warning. <p>Shall not</p> <ul style="list-style-type: none"> • Project beyond the face of the building. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Only advertise the business located on the property. • Be removed at the issue of a cyclone warning 'yellow alert'.
<p>Development Sign</p>	<p>Definition: 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.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • A face area of 4m² in aggregated area. <p>Location: Shall</p> <ul style="list-style-type: none"> • Be wholly located within the boundary of the property the development/subdivision is occurring within. • Be located in a prominent position on the site and be able to be read by members from the public from outside the site. • Be removed upon practical completion of a building. • Be removed upon issuance of all titles of subdivision. • Be removed if the development or building approval has lapsed. <p>Shall not</p> <ul style="list-style-type: none"> • Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Contain the following details – <ol style="list-style-type: none"> (i) The name and registration number of the building contractor; (ii) A contact telephone number for the building contractor; and

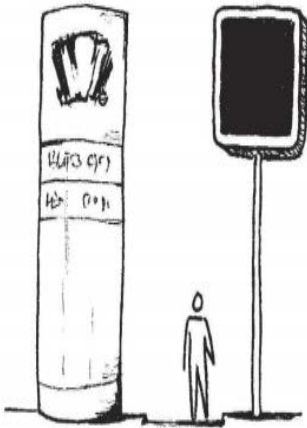


		<p>(iii) The name and registration number of the nominated supervisor for the building contractor.</p> <ul style="list-style-type: none"> Be limited to two (2) sign per street frontage.
Real Estate Sign		<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> An overall height of 1.8m and 1.2m in width. <p>Location: Shall</p> <ul style="list-style-type: none"> Be wholly located within the lot boundaries of the property which is for sale. Be removed once a contract of sale/purchase has been signed. <p>Shall not</p> <ul style="list-style-type: none"> Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> Only incorporate the logo and contact details of the realtor and /or the Real Estate Developer. Be limited to one (1) sign per lot.

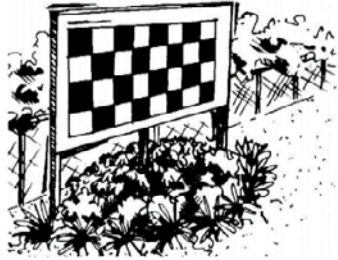

9. Assessment Criteria for Signage that Requires Development Approval

Assessment will be undertaken with regard to the Objectives of this Policy and the Assessment Criteria of Table 2.

Table 2: Development Standards used to Assess Signage That Requires Development Approval

SIGNAGE	DEFINITION	ASSESSMENT CRITERIA
Pylon Sign	<p>Definition: A pylon sign which is infilled 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>Size: Shall not exceed a maximum</p> <ul style="list-style-type: none"> Face area dimension of 3.5m width or height. Face area of 4m² on each side (single tenancy). Face area of 13m² on each side (multiple tenancy). Height of six (6) metres from natural ground level. Depth of 400mm. <p>Location: Shall</p> <ul style="list-style-type: none"> Be located within a property boundary <p>Shall not</p> <ul style="list-style-type: none"> Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. Project over a road reserve, walkway or any other public area. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> Where a lot contains more than one tenancy, the design shall ensure provision within the allowable sign size for every tenancy to be displayed. Be limited to one (1) sign per lot, even where there are multiple tenancies. Except where a lot contains two or more tenancies and has more than one street frontage. In which case, one (1) sign per street frontage may be permitted.



<p>Hoarding Sign</p>	<p>Definition: 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>Size: Shall not exceed</p> <ul style="list-style-type: none"> • A face area of more than 8m² for each side. • 4m in height from natural ground level. <p>Shall</p> <ul style="list-style-type: none"> • Achieve a minimum vertical clearance of 1.2m from natural ground level. <p>Location: Shall not</p> <ul style="list-style-type: none"> • Be located on or within 6m of a road reserve or public reserve. • Impede traffic, pedestrians, affect car parking or be placed in a hazardous way. <p>Design Standards: Shall be limited to</p> <ul style="list-style-type: none"> • One (1) sign per lot.
<p>Shipping Container Sign</p>	<p>Definition: A sign located on a shipping container.</p> 	<p>Size: Shall not exceed</p> <ul style="list-style-type: none"> • 6.06m or equivalent 20ft. • 2.75m in height above natural ground level. • 16m² in aggregate area. <p>Location: Shall</p> <ul style="list-style-type: none"> • Be located within a property boundary and cannot project over a road reserve or public place. <p>Design Standards: Shall</p> <ul style="list-style-type: none"> • Dimensions exceeding the diagonal dimensions of the sea container. • Not exceed one (1) per lot. • Obtain a Building Permit if placement exceeds 30 days in a calendar year.

10. Definitions

For the purposes of this policy, the following definitions apply:

“Amenity” is defined by factors which combine to form the character of an area and include the present and likely future amenity.

“Sign” or **“Signage”** means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purpose of advertising, announcing or directing, and includes;

- Any hoarding or similar structure used, or adapted for use, for the display of advertisements;
- Any airborne device anchored to any land or building used for the display of advertising; and
- Any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.



Relevant legislation	<i>Planning and Development Act 2005</i> <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> Town of Port Hedland Local Planning Scheme No. 5
Delegated authority	
Business unit	Planning & Development
Directorate	Development, Sustainability & Lifestyle

<i>Governance to complete this section</i>			
Version Control	Version No.	Resolution No.	Adoption date
	V01	CM201920/074	23 October 2019
Review frequency	2 Yearly		