
SHIRE OF GINGIN
LOCAL PLANNING SCHEME NO. 9
LOCAL PLANNING POLICY STATEMENT NO – 1.12
ADVERTISING SIGNS



1. STATUTORY CONTEXT

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

The local government may prepare a Local Planning Policy in respect of any matter related to the planning and development of the Scheme area. In making a determination under the Scheme, the local government must have regard to each relevant Local Planning Policy to the extent that the Policy is consistent with the Scheme.

2. POLICY PURPOSE

The purpose of this Local Planning Policy is to provide guidance as to the identification of advertising sign types and the requirements for exemptions and requirements for development approval.

3. POLICY OBJECTIVES

- 3.1. To ensure advertising signs are minor in scale to the buildings and place they are erected on.
- 3.2. To ensure that advertising signs do not adversely impact the amenity of the surrounding area and protect the cultural heritage significance of a building or place.
- 3.3. To ensure that advertising signs only display services offered for sale and/or produced on the land or related to the approved land use taking place.
- 3.4. To ensure that advertising signs are maintained to an acceptable standard and do not fall into disrepair.
- 3.5. To ensure advertising signs do not pose any risk to the safety of pedestrians and motorists due to design and location.
- 3.6. To ensure that the installation of signs on properties or places with multiple sign requirements does not create an excessive amount of signage.

4. DEVELOPMENT REQUIREMENTS

4.1. General Requirements

- 4.1.1. Sign types that are not listed or defined under the definitions, or not otherwise mentioned in this Policy, shall be deemed 'Not Permitted', unless otherwise accepted by the Shire for consideration.
- 4.1.2. Advertising signs that do not meet the standard requirements of this Policy are deemed not exempt from development approval and will require the lodgment of an application to the Shire for consideration of approval.
- 4.1.3. A signage strategy is required by the Shire for new developments proposing multiple tenancies. The strategy shall outline the type, size, and location of all proposed advertising signs.
- 4.1.4. An approval is required for a sign on a designated heritage site, other than an election, real estate or temporary sign.
- 4.1.5. An approval is required from Main Roads WA for a sign that is installed within the State Road Reserve or is beyond the State Road Reserve but is intended to be viewed by passing traffic on a State Road (Indian Ocean Drive or Brand Highway). Signage should be compliant with the current Main Roads Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves.
- 4.1.6. The advertising sign shall achieve the following design and location criteria:
 - Be of a minor nature and subservient to the scale of a building and/or place in which they are installed.
 - Limited to one sign type per lot frontage.
 - Not cause visual clutter of the streetscape, building or place.
 - Not display offensive wording or images.
 - Only display services offered for sale and/or produced on the land.
 - Not obscure architectural attributes of a building.
 - Not cause a nuisance, by way of light spillage, to adjoining or nearby properties.
 - Not flash, pulsate or chase when illuminated.
 - Not contain colours that interfere with, or are likely to be confused with, traffic control signals whether illuminated or not.
 - Not obstruct visual sightlines or movement for motorists and pedestrians.
 - Not obstruct views of significance.
 - Not be placed on any natural feature, including a rock or tree, on a thoroughfare, or on any bridge or the structural approaches to a bridge.

4.2. Specific requirements for signs exempted from development approval.

Sign Type	Deemed to Comply
4.2.1 Billboard Sign	Not Permitted
4.2.2 Bill Posting	Not Permitted
4.2.3 Community Service Sign	<p>A temporary sign on a board or banner, that meets the following:</p> <ul style="list-style-type: none"> a) has maximum dimensions of 1.5m (height) and 2.5m (length); b) its purpose is to notify the community of upcoming events, such as a fete/fair or festival for non-for profit, charitable, religious, sporting organisations or similar; c) is erected within 2 weeks of the event; and d) is removed immediately after the event.
4.2.4 Directional Sign (Private Property)	<p>A directional sign that meets all the following criteria:</p> <ul style="list-style-type: none"> a) maximum of 0.2m wide and 0.7m in length; b) limited to a maximum of 4 signs within the lot, per business; and c) not outside the lot.
4.2.5 Display Home Sign	<p>Display home signs shall be:</p> <ul style="list-style-type: none"> a) only permitted for the duration of development approval for the display home use; b) is permitted to one sign per lot; c) has a maximum sign area of 4m²; and d) has maximum dimensions 2.7m (height) and 1.5m (width).
4.2.6 Electoral Sign	<p>Electoral signs subject of the <i>Commonwealth Electoral Act 1918</i>, <i>Electoral Act 1907</i> or <i>Local Government Act 1995</i> are exempt from development approval under the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i>, Schedule 2 Deemed provisions for local planning schemes.</p>
4.2.7 Entry Statement/ Estate Sign	<p>Entry statements and estate signs are only permitted subject to approval by the Shire. A sign can be approved as part of civil works and a building permit where conditional subdivision approval has been granted by the Western Australian Planning Commission, and meets the following:</p> <ul style="list-style-type: none"> a) does not exceed a length of 6m and height of 2.5m; b) is incorporated into a retaining wall, dividing fence wall or other feature structure; c) is located wholly within private property and not on the road reserve; and d) is maintained by the landowner of the property.

Sign Type	Deemed to Comply
4.2.8 Hoarding Sign	<p>A hoarding sign that meets all the following criteria:</p> <ul style="list-style-type: none"> a) maximum of 2m (height - includes clearance from ground) and 3m (length); b) minimum ground clearance of 0.5m to the sign and supporting posts to be exposed; c) is mounted on support posts anchored to the ground; d) limited to one sign per lot; and e) not be illuminated.
4.2.9 Home Business	<p>A home occupation or home business sign that meets the following criteria:</p> <ul style="list-style-type: none"> a) consists of a plaque on a wall near the entry of the building or on a fence or post near the front boundary; b) the sign has maximum dimensions of 0.4m x 0.6m or 0.24m² in area; and c) not be illuminated.
4.2.10 Light Projecting Sign	<p>A light projecting sign that meets the following:</p> <ul style="list-style-type: none"> a) is used for community, cultural or festival events; b) is limited to one sign per property; c) displays a static image that does not change for at least 15 seconds; d) has a projection area no greater than 25m²; e) is projected for no more than 7 continuous days and no more than 21 days in a calendar year; and f) is turned off at 11pm.
4.2.11 Monolith Sign	<p>A monolith sign that meets all the following criteria:</p> <ul style="list-style-type: none"> a) with maximum dimensions 3m (height) and 1.5m (width); b) limited to one sign type per lot frontage; and c) where there is more than one business tenancy on a lot, the sign must be designed to accommodate all businesses.
4.2.12 Panel/Fence Sign	<p>A panel and fence sign that meet all the following:</p> <ul style="list-style-type: none"> a) with maximum dimensions 1m (height) x 2m (length); b) a sign area no greater than 2m²; c) limited to one sign per lot frontage; and d) not be illuminated
4.2.13 Portable Ground-based Sign (sandwich board)	<p>A portable ground-based sign that meets all the following:</p> <ul style="list-style-type: none"> a) with maximum dimensions 1m (height) and 0.7m (width); b) must be erected adjacent to the business premise to which the sign relates; and c) limited to one sign per business.
4.2.14 Portable Illuminated Variable Message Sign	Not Permitted.

Sign Type	Deemed to Comply
4.2.15 Projecting Sign	<p>A projecting sign that meets all the following:</p> <ul style="list-style-type: none"> a) limited to one sign per tenancy; b) have a minimum clearance of 2.75m from finished pavement or natural ground level; c) project not more than 1m from the wall; d) not exceed 2m²; e) placed no closer than 1.5m from either end of the wall they are attached to; and f) not project above the top of the wall they are attached.
4.2.16 Pylon Sign	<p>A pylon sign that meets all the following:</p> <ul style="list-style-type: none"> a) have maximum dimensions of 4m (height) and 2m (width); and b) limit of one sign type per lot.
4.2.17 Real Estate / Construction Sign	<p>A temporary sign that meets all the following:</p> <ul style="list-style-type: none"> a) the sign is located on immediately next to the property for sale or lease, and/or where construction is occurring; b) limited to one sign per lot; c) maximum height of 2m and width of 2.5m wide; and d) not be illuminated.
4.2.18 Remote & Tourism Sign	<p>Remote & Tourism Signs that meet the following:</p> <ul style="list-style-type: none"> a) are approved by Shire and Main Roads WA; b) design of bay structures and signs to be in consistent colours and material themes; and c) advertising signs with maximum dimensions of 0.4m (height) x 0.6m (length).
4.2.19 Roof Signs	<p>Roof signs that are:</p> <ul style="list-style-type: none"> a) above the apex, highest part of the roof or painted on roof coverings are not permitted. b) incorporated into or placed on the building gable facia adjacent to covering requires approval, and meets the following: <ul style="list-style-type: none"> i) must not detract from the amenity of the building; ii) be a maximum of 40% of the gable facia; and iii) not to be illuminated.
4.2.20 Rural Producers Sign	<p>A rural producers sign that meets all the following:</p> <ul style="list-style-type: none"> a) a sign panel of maximum dimensions 3m (height) x 1.5m (width); b) a maximum ground clearance of 1m from natural ground level, to exposed support posts to which the sign is attached; and c) limited to one sign per lot frontage.
4.2.21 Tethered Signs	Not Permitted.

Sign Type	Deemed to Comply
4.2.22 Vehicle Display Sign	Not Permitted.
4.2.23 Verandah/ Awning Sign	<ol style="list-style-type: none"> 1. Below verandah / awning sign that meets all the following: <ol style="list-style-type: none"> a) minimum height clearance of 2.75m from pavement level; b) maximum dimensions of 0.5m (height) and 2m (length); c) not exceed 1m² total area; d) a minimum 3m separation from another under awning sign; e) not project or overhang beyond the edges of the awning; f) one sign per tenancy; and g) be located near the entrance to a tenancy. 2. Above verandah / awning sign that meets all the following: <ol style="list-style-type: none"> a) not exceed 800mm above the roof of the awning; b) not exceed 2m² total area; c) not overhang beyond the awning fascia; and d) one sign per tenancy. 3. On verandah / awning fascia sign that meets all the following: <ol style="list-style-type: none"> a) does not exceed a width of 0.5m; and b) does not extend beyond the perimeter of the veranda / awning fascia.
4.2.24 Wall Sign	<p>Wall signs shall meet all the following:</p> <ol style="list-style-type: none"> a) limited to an aggregate of 10% of the wall surface, per street frontage to a maximum of 8m²; b) is no closer than 1.5m from each side edge (end) or top of the wall; and c) be integrated with the building design.
4.2.25 Window Sign	<p>Window signs shall meet all the following:</p> <ol style="list-style-type: none"> a) not cover more than 50% of the total window area (glazing and frame) per tenancy; and b) not obstruct views from the street into the building or from inside the building to the street.

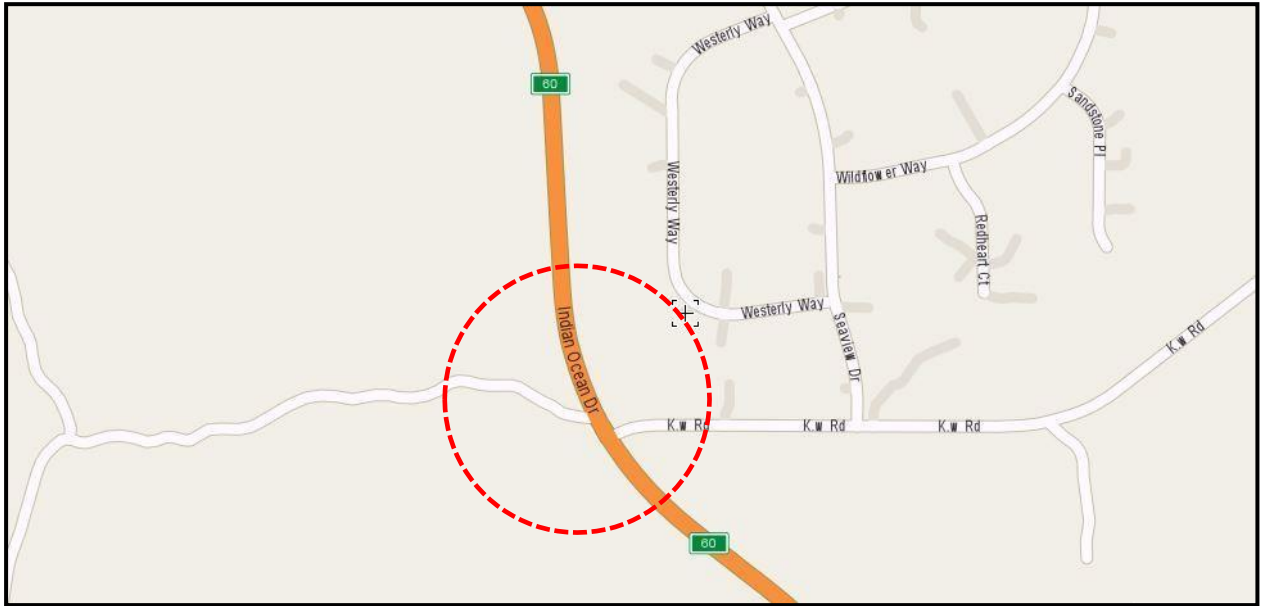
5. REMOTE / TOURISM SIGNS LOCATIONS

Indian Ocean Drive, Gingin Brook Road & Brand Highway are major access roads that carry the commercial and tourist traffic through and around the Shire. As part of the Policy, it is recommended that opportunities be provided through tourist / advertising bays to support business growth and encourage identity for the various settlements areas. The advertising space to be managed by the Shire will assist with funding the maintenance of the bays. The Shire shall not provide any bays unless there is enough commitment and funding by businesses, to the satisfaction of the Shire.

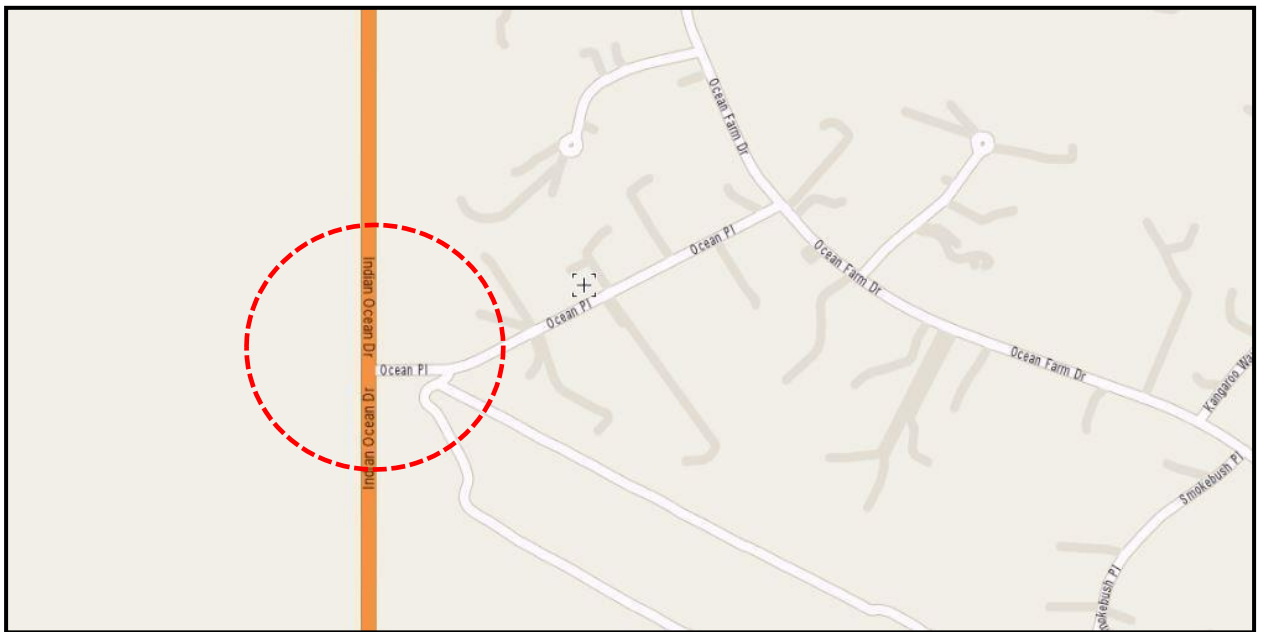
It should note that Indian Ocean Drive and Brand Highway are State roads managed by Main Roads WA. Application to install signage in the road reserve of these two roads will also need to be attained from Main Roads WA.

All signage that is beyond the State Road Reserve but is intended to be viewed by passing traffic on a State road shall be reviewed by Main Roads WA to ensure it does not pose a safety hazard to road users and does not adversely impact on the visual amenity of the roadside environment and surrounding areas.

5.5 Figure 5: Intersection of Indian Ocean Drive and KW Road



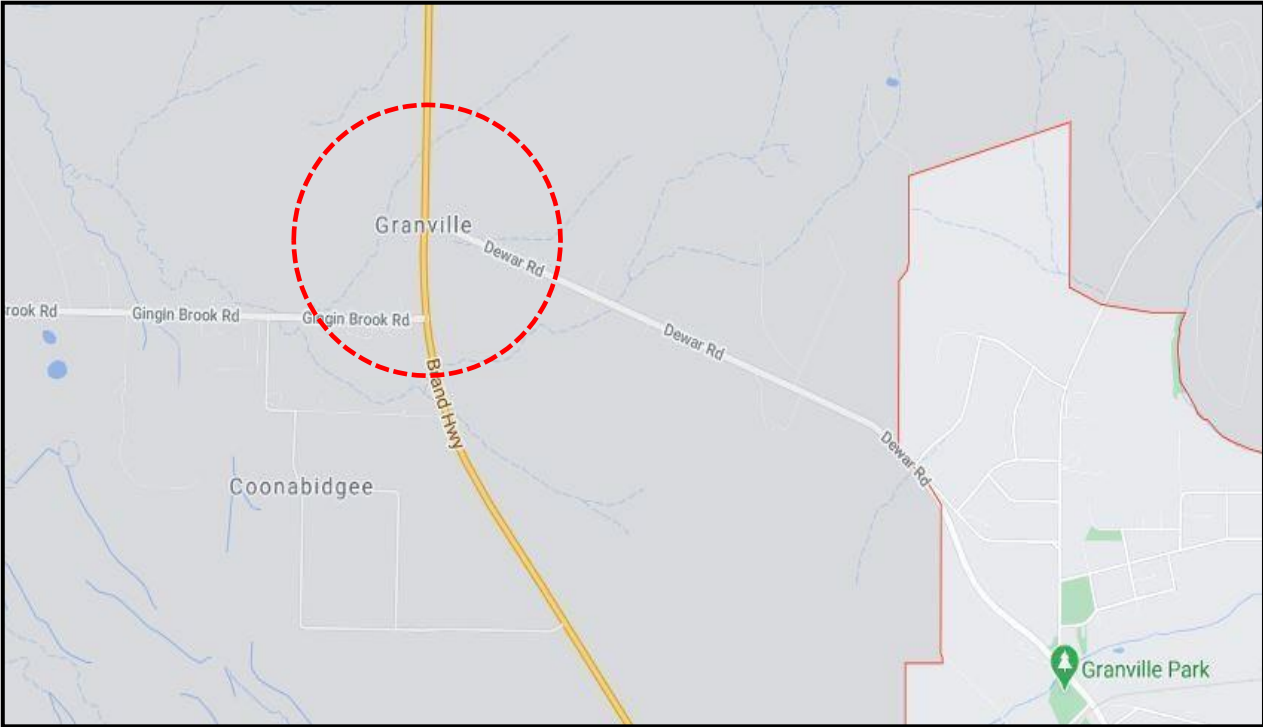
5.6 Figure 6: Intersection of Indian Ocean Drive and Ocean



5.7 Figure 7: Intersection of Indian Ocean Drive and Gingin Brook Road



5.8 Figure 8: Intersection of Brand Highway and Dewar Road



6. DEFINITIONS AND TERMS OF USE

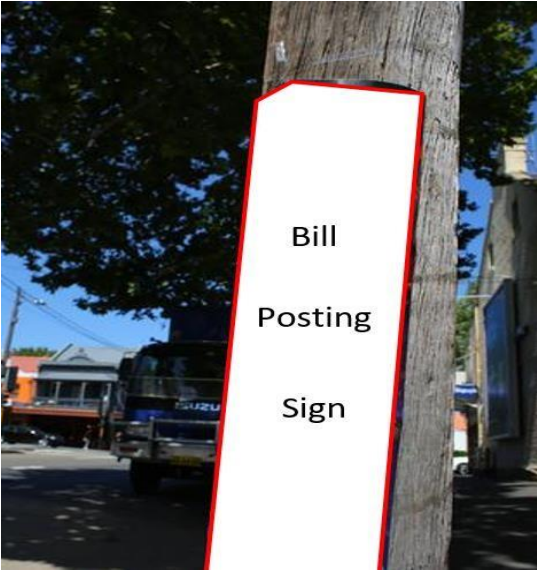
Billboard

A large sign fixed to a free-standing structure or a building which may include illuminated components, but not a pylon or wall sign.



Bill Posting

The posting of a bill, painting, stenciling, placing or affixing an advertising poster, bulletin, onto a building, structure, fence, wall, sign, post/power pole, blind or awning, within the streetscape.



Community Service Sign

A temporary non-illuminated sign that advertises non-profit, short-term events such as a fete, fair, or festival for charitable, religious, education, childcare, sporting organisations or the like.



Directional Sign

A minor sign located within a property, used for the sole purpose of directing pedestrians or motorists to the location of a building, facility or place.



Display Home Sign

A sign for the purpose of advertising a building open for inspection by the public, permitted for the duration coinciding with a development approval for a display home use.



Entry Statement /Estate Sign

A sign attached to a feature structure, retaining wall or dividing fence located at the access point to a single lot or a subdivision estate.



Hoarding Sign

A freestanding sign not attached to a building, that is ground mounted, where the sign's largest dimension is horizontal and has two or more supporting posts that can or cannot be seen.



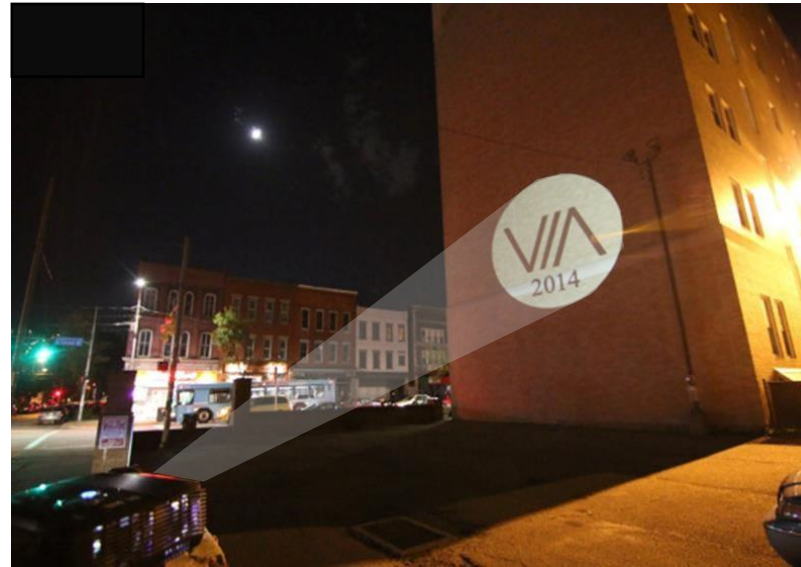
Home Occupation / Business Sign

A small sign erected at the entrance to the building being use for the home occupation / business activity.



Light Projecting Sign

A sign created by projecting light onto the wall of a building, or a screen or similar structure.



Monolith Sign

A free-standing sign not attached to a building or other structure that is ground mounted, where the sign's largest dimension is vertical and its supporting post/structures mostly cannot be seen.



Panel/Fence Sign

A sign painted on or attached to a fence or fence panel.



Portable Ground Based Sign

A small non-fixed sign, that is removed from its location daily, used for display of regular messages or advertisements updates. The sign consists of two sign boards attached to each other, end to end by hinges or other means.



Portable Illuminated Variable Message Signs

A sign erected on a trailer that displays illuminated digital messages that can be rotated and present different messages at intervals.



Projecting Sign

A sign attached at right angles to a building or structure.



Pylon Sign

A sign which is freestanding and affixed to supports with elevated signage erected to the top of the supports sometimes with allowance for infill to be added below. The vertical supporting dimension is greater than the horizontal dimension of the sign.



Real Estate / Construction Sign

An advertising sign for the sale, construction or lease of buildings, land and/or development for the period of time that the property is for sale, lease or under construction.



Remote & Tourism Sign

A sign to support and encourage the development of the main settlement areas, tourist places and related services, in accordance with the Shire's Local Planning Policy - Tourism Zone.



Roof Sign

A sign erected directly above the roof apex or painted directly on the roof covering of a building or forming part of the roof fascia of a building.



Rural Producers Sign

A sign for sale of produce grown means a sign advertising for sale produce grown on a farm.



Tethered Sign

A sign which is suspended from or tethered to any building, structure or free-standing pole, by ropes or wire lines. This term includes inflatable devices, kites, flags, bunting and banners.



Vehicle Display Sign

A sign attached to or placed on a vehicle (including trailers, cars, boats, trucks, caravans, machinery etc.) which can be stationary or portable.



Verandah /Awning Sign 1

A sign painted onto or attached to the veranda /awning fascia.



Verandah /Awning Sign 2

A sign attached to and above the veranda / awning fascia.



Verandah /Awning Sign 3

A sign suspended on the outside or underneath a veranda /awning.



Wall Sign

A sign attached to or painted directly onto the external face of a wall of a building.



Window Sign

A sign painted or attached to either the interior or exterior surface of the glazed area of a window or door.



GOVERNANCE REFERENCES

Statutory Compliance	<ul style="list-style-type: none">• Planning and Development Act 2005• Planning and Development (Local Planning Schemes) Regulations 2015• Shire of Gingin Local Planning Scheme No. 9
Industry Compliance	N/A
Organisational Compliance	N/A

POLICY ADMINISTRATION

Review Cycle	Biannual
Review Next	15 November 2024
Department	Office of the Chief Executive Officer

Version	Decision Reference	Synopsis
1.	15 November 2022	Policy Adopted under LPS No.9
2.		