



Advertising Signage Guidelines

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Introduction

The Shire of Exmouth encourages local businesses to create vibrancy, enhance amenity and maximise business opportunities whilst adhering to these tourism friendly advertising signage guidelines.

These Guidelines are set under the Shire of Exmouth's Advertising Signs, Town Centre Public Space & Outdoor Eating Permits Policy.

Objectives

The objective of these guidelines is to ensure that the display of advertising signs on properties complements the surrounding area without impacting on public safety and access.

To achieve the above the Guidelines will give due regard to:

- The Shire of Exmouth's Disability Access and Inclusion Plan July 2015.
- The Shire of Exmouth's Strategic Community Plan – Exmouth 2030.
- Clause 4.31 of the Shire of Exmouth Local Planning Scheme No.4

Who do the Guidelines apply to?

The guidelines apply to:

- Advertising signs on all land zoned or reserved pursuant to the Shire of Exmouth Operative Local Planning Scheme.
- In accordance with Clause 61(1)(h) of the Planning and Development (Local Planning Schemes) Regulations 2015 development approval is not required for signs that are identified as exempted signs under Exemptions of this guideline or expressly comply with the General Provisions and Specific Requirements under General Provisions and Specific Requirements (Table 1) of this guideline.
- Where there is any inconsistency between this Advertising Signage policy and guidelines and the local government's Structure Plans, Local Development Plans and Special Control Areas then the provisions within those documents shall prevail.
- Where a sign does not require development approval under this Policy and Guidelines it should be noted that a building permit may still be required in certain circumstances and is to be obtained separately from the local government's Building Services. A building permit is to document the methods of construction and how the sign is to be affixed to a building or the ground.
- Where a sign type is proposed that is not prescribed in the Policy it will be considered on its merits and assessed against the criteria outlined in Variations of this guideline.

General Provisions

1. Advertisements will not be approved on properties primarily used for residential purposes where the advertisement does not pertain to a relevant home-based business unless otherwise provided for in this Policy Guideline.
2. Where a commercial activity (specifically excluding home based businesses) has been

approved on land zoned Residential under the Shire's Local Planning Scheme, signage proposals shall be assessed against the criteria within Table 1 of this Guideline.

3. Advertisements shall be located such that traffic and pedestrian safety is not compromised.
4. Advertisements shall not contain any obscene or offensive information or illustration.
5. Advertisements shall not impede pedestrian or vehicle movements.
6. Advertisements associated with new commercial, industrial or mixed-use developments with multiple tenancies are to be accompanied with a wider signage strategy for the site.
7. The local government supports the tourism collaboration principle of local businesses cross promoting each other products and services. Third party advertising is permitted on public space within the town centre via permit, and all private land with the exception of land zoned Residential where General Provision 1. as detailed above prevails.
8. No advertising signs are permitted within the road reserve.
9. No advertising signs are permitted in public space without approval excluding the town centre public space permit areas and Shire temporary banner display locations.
10. Where signs are illuminated they will:
 - i. not cause a nuisance, by way of light spillage to abutting sites;
 - ii. not comprise flashing, intermittent or running lights, or change more than once in every 5- minute period;
 - iii. not interfere with or be likely to be confused with, traffic control signals;
 - iv. have any boxing or casing in which it is enclosed constructed of non- combustible material;
 - v. have its electrical installation constructed and maintained to the satisfaction of the relevant electricity supply authority;
 - vi. be maintained to operate as an illuminated sign; and
 - vii. not have a light of such intensity as to cause annoyance to the public.
11. Where the policy refers to a maximum area and the advertisement sign involved has more than one visible face the measurement identified is applicable to each face.
12. Street numbering to be clearly visible and incorporated into signage wherever possible.

Exempted Advertisements

The following signs are specifically exempt from the requirement to obtain development approval:

- a) Signs implemented in accordance with legislated requirements;
- b) Signs erected by a public authority or on its behalf for the primary purpose of public safety or information and/or the direction and control of people, animals or vehicles;
- c) All advertisements erected, placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings;
- d) All classes of building, one (1) advertisement sign containing the name, number or address of the building, the purpose for which the building is used or the name or address of the managing agent thereof, with a maximum area of 0.2 square metres;
- e) Home based business signs not exceeding 0.2m² in area;
- f) Temporary (48 hours prior, removed within 48 hours after) erection or installation of electoral advertisements as provided in clause 61(1)(g) of the deemed provisions;
- g) Temporary banner signs erected on dedicated Shire local community and sporting group banner sign infrastructure. Complete and submit local government's "Booking Temporary Banner Display" form required and adherence to guidelines.
- h) Real Estate signs not exceeding 6m² in area in residential zoned areas (noting that greater allowances are permitted where 'Development Signs' are involved as per General Provisions of this guideline.
- i) Real Estate signs not exceeding 12m² in commercial/industrial zoned areas (noting that greater allowances are permitted where 'Development Signs' are involved as per Specific Requirements of the guideline); and
- j) Home Open for inspection signs.

SPECIFIC REQUIREMENTS

TABLE 1: ACCEPTABLE STANDARDS FOR VARIOUS SIGN TYPES

SIGN TYPE AND DEFINITION	DIAGRAM	REQUIREMENTS
<p>HOARDING (BILLBOARD) SIGN</p> <p>A detached or detachable structure other than a pylon or monolith sign, that is erected for the sole purpose of displaying a sign or signs and includes a poster panel, a wall panel or an illuminated panel but does not include a hoarding erected as a barrier or screen on a building site</p>		<ul style="list-style-type: none"> • Is limited to a maximum of one sign per lot. • Is not to exceed 10m² in area. • Is to be no less than 1.2m or greater than 2.5m above ground level. • Is not permitted within the Residential, Rural and Special Rural zone. • Is not to be erected in the area between any building and any street boundary of a lot except with the approval of the local government. • Is not permitted if there is a monolith sign or pylon sign on the same lot. • Is to be located wholly within the boundaries of the land.

MONOLITH SIGN

A sign that is not attached to a building or any other structure and with its largest dimension being vertical. Such a sign may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.



- Is limited to a maximum of one monolith sign per lot, unless it is a corner lot where one sign per lot frontage may be permitted.
- Is not permitted where there is an existing pylon sign or hoarding sign on the same lot.
- Where there is more than one business tenancy on the lot, the sign shall be designed to accommodate advertising requirements of all tenancies.
- Is to have a maximum depth of 0.5m.
- If the lot frontage is less than 71m, then a sign shall be limited to 7.5m in height and 2.5m in width.
- If the lot frontage is between 71m and 100m, then a sign shall be limited to 9m in height and 3m in width.
- If the lot frontage is above 101m, then a sign shall be limited to 10.5m in height and 3.5m in width.
- Is to be setback 1m from any crossover.
- Is to be located wholly within the lot boundary.
- Is to be no higher than 3m in height and 1.5m in width for commercial uses within a Residential zone.
- Is to be located wholly within the boundaries of the land.

PORTABLE SIGN

A sign not permanently attached to the ground or to a structure, wall, fence or building and including but not limited to a sandwich board sign consisting of two sign boards attached to each other at the top or elsewhere by hinges or other means.



- Is to be no higher than 1.2m above ground level.
- Is not to exceed 2m² in area per sign (total area where sign has a double side) with a maximum 1m² on any one side.
- Multiple A frames are permitted.
- Is to be secured and stabilized, removed outside normal business hours or left appropriately secured.
- Is to be located wholly within the boundaries of the land and not permitted within public space nor within the road reserve.
- May be displayed by tenants obtaining and adhering to conditions of a Town Centre Public Space Permit.

PRODUCT DISPLAY SIGN

A product or object displayed for the purposes of advertisement or a sign which is applied or otherwise attached or placed on a vehicle. For the purpose of the term a vehicle includes a car, truck, boat, trailer, caravan, machinery, and the like whether moveable or not.



- Is limited to a maximum of one sign per lot.
- Is located wholly within the boundaries or a lot.
- Be placed so as not to cause any interference, whether directly or indirectly, to vehicular traffic or pedestrians.
- Is to have no moving parts.
- Has a maximum vertical dimension or horizontal dimension of 2m.
- Is only permitted within Industrial zones (including Service Commercial zone).
- Multiple business vehicles displaying business name and parking within the boundaries of the lot where the business is approved to operate are permitted.

PYLON SIGN

A freestanding and elevated sign supported by one or more posts, which is not attached to a building.



- Is limited to a maximum of one pylon sign per lot, unless it is a corner lot where one sign per lot frontage may be permitted.
- Is not permitted where there is an existing monolith or hoarding sign on the same lot.
- Where there is more than one business tenancy on the lot, the sign shall be designed to accommodate advertising requirements of all tenancies.
- Is not permitted within a Residential zone.
- When a lot has an area up to 5000m² and one tenancy, a pylon sign shall be limited to 4m² in area, 6m in height and 2.5m in any dimension.
- When a lot has an area up to 5000m² and more than one tenancy, a pylon sign shall be limited to 5m² in area, 7.5m in height and 3m in any dimension.
- When a lot has an area over 5000m², a pylon sign shall be limited to 6m² in area, 9m in height and 3m in any dimension.
- Is to be located wholly within the lot boundary.
- Is to have a minimum clearance of 2.7m to ground level

DEVELOPMENT SIGN

A sign mounted on one or more support poles, erected on a lot with an approved subdivision or development, displaying information about the project such as its name, the plan of subdivision or development, its features, sales and real estate agency contact details.



- Is to be limited to one sign on the site.
- Is to be restricted to 6m² in area for single residential developments.
- Is to be restricted to 12m² in area and a maximum dimension of 4m for multiple dwelling residential developments, commercial and industrial projects.
- Is to be restricted to 20m² in area and a maximum dimension of 6m for larger developments or redevelopment projects involving shopping centres, office or other buildings exceeding 3 stories in height.
- Is only to be in place for the duration of the construction works / development / transaction period.

DISPLAY HOME SIGN

A sign erected on a lot on which a display home has been erected



- Is limited to one sign per display home
- Is not to exceed 2m² in area per display home.
- Is to be no higher than 4m above ground level.
- Is not to be illuminated after 9:00pm.
- Is to be removed on the cessation of the Display Home use.

CREATED ROOF SIGN

A sign which is affixed to the fascia or parapet, or forms part of a projection above the eaves or ceiling of the building and complements the architectural style of the building, but does not include a Roof Sign



- Is to be limited to one sign per tenancy on a lot.
- Is not to project more than 300mm from the portion of the building it is attached.
- Is not to be within 600mm of either end of the fascia, roof or parapet of the building.
- Maximum areas in accordance with the **Table A**.

Table A

Height	Area
<7.5m	3m ²
7.5m – 9m	4.9m ²
>9m	6m ²

PROJECTING SIGN

A sign attached to a projection (such as a verandah) or projects more than 300mm from a wall of the building below the eaves or ceiling height.



All Projecting Signs

- Is limited to one sign per tenancy on a lot other than any Projecting Signs which are attached to the fascia of a verandah.
- Is to have a minimum clearance of 2.4m to ground level.

Projecting Sign attached to verandah:

- Is not to project beyond the outer frame or surround of the fascia.

Projecting Sign underside of verandah:

- Is not to exceed 2.4m in length.
- Is not to weigh in excess of 50kg.
- Is not to be within 3m of another such sign attached to the underside of the same verandah.

		<ul style="list-style-type: none"> • Is to be at right angles to the front street boundary except on a corner lot where the signs may be so placed to be visible from both streets. • Is not to project beyond the outer frame or surround of the verandah. <p><u>Projecting Sign attached directly to a building:</u></p> <ul style="list-style-type: none"> • Is not to project more than 1m from the wall and not to exceed 4m² in area. • Is not to be placed within 2m of either end of the wall to which they are attached. • Is not to project above the top of the wall to which they are attached.
<p>ROOF SIGN</p> <p>A sign erected on or attached to the roof of a building.</p>		<ul style="list-style-type: none"> • Is not at any point to be closer than 4m to the ground. • Is not to extend laterally beyond the external walls of the building. • The maximum height of the sign shall be limited to 20% of the height of the building at the point where the sign is to be fixed, to a maximum height of 2.5m. • Is limited to one sign per building. • Is only permitted within Industrial zones.

TETHERED SIGNS

A sign which is suspended from or tethered to any structure, tree, pole (with or without supporting framework) or ground and made of paper, plastic, fabric or similar materials. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites.



Tethered Signs (not including inflatable devices):

- Is limited to a maximum of one sign per street frontage on any lot.
- Is to be wholly located within the boundaries of the lot.
- Is to have a maximum vertical dimension of 0.75m and a maximum area of 2m².
- Is not to be greater than 8 metres from ground level.
- Is not to be within 10m of a Pylon or Monolith sign.

Tethered Signs (including inflatable devices):

- Is limited to a maximum of one sign per lot.
- Not exceed 6m in diameter or 6m in height.
- Is to be erected for no more than 28 days in aggregate for any one calendar year.

WALL SIGN

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



- Is not to exceed 25% of the area of each building façade or fence frontage.
- If placed over door openings, or projects from the wall in excess of 30mm, to have a minimum clearance of 2.7m.
- Is not to be within 600mm of either end of the wall to which it is attached.
- Is not to project above the top of the wall.

WINDOW SIGN

A sign affixed to either the interior or exterior of the glazed area of a window



Within the (Commercial) Centre Zones:

- is not to exceed 25% of the total area of all windows facing a street; and
- lettering height for the window is not to exceed 1m.

Variations

The signs that do not comply with Table 1 above are generally deemed unacceptable unless it is established that a particular standard or provision in this guideline is unreasonable or undesirable in the particular circumstances of the case. In order for the local government to determine the merits in such instances a development application will need to be lodged identifying any exceptional circumstances involved and include justification against the following performance criteria that the signage proposal:

- (a) is clear, simple and concise;
- (b) is compatible with existing signage on the site and within the surrounding area and will not obscure existing signage on adjacent tenancies;
- (c) will not result in the creation of an unacceptable level of visual clutter within the area, to the detriment of visual amenity;
- (d) is appropriate to the locality and surrounding land uses, in terms of its size, location and design;
- (e) will not result in an adverse impact upon the character or historical significance of the surrounding area;
- (f) is designed to complement the architectural style and character of the building, site or area;
- (g) will not compromise traffic or pedestrian safety;
- (h) will not result in unacceptable light spill on to abutting sites;
- (i) will not pose a threat to public safety or health; and
- (j) does not contain obscene or offensive information or illustration.