



Signs on Public Places & Thoroughfares

Council's main concerns in regard to advertising signage relate to;

- visual impact on surrounding land and buildings;
- visual impact on streetscape; and
- the structural integrity and safety aspects of a sign for cyclonic events.

Policy Provisions

All advertisement signs and devices shall not pose a threat to public safety or health or be hazardous to vehicular or pedestrian traffic.

Planning Requirements

1. Every sign shall be securely fixed to the structure by which it is supported to the satisfaction of Council and shall be maintained in a safe condition.
2. All signs shall be designed, constructed, finished, installed and maintained to a standard compatible with their surroundings including buildings, townscape, landscaping and other signs.
3. Hoarding signs, Pylon signs, non-portable on ground signs and some forms of projection signs are required to obtain a Building Permit prior to erection of the structure and the application shall include certification from a suitably qualified structural engineer.
4. Temporary signs and Portable on ground signs located on council property require a permit pursuant to the Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.

Provisions for each type of signage

Business & Essential Services/Facilities Direction Signs

This form of sign means a sign erected in a street or public place to indicate the direction to another place or facility in the Shire. Main Roads WA approval is required prior to the erection of signs on the Minilya-Exmouth Road and Burkett Road.

Directional Signs (single on pole)

- Council will allow erection of a direction sign at the cost of the business proprietor.
- Directional signs shall have a maximum height of 200mm, a length of 1000mm, with 120mm letters.
- Writing is to be white on blue background for a business or tourist service/facility, or white on brown for a tourist attraction.
- Signs shall not be located more than 3.0m above the ground.

A Direction sign is not permitted for home occupation uses or business within the Town Centre shopping precinct and business direction signs are not to be erected along Murat Road.

Stack Signs

Where more than one such direction sign is required for a particular street junction, then they may be incorporated into a stack sign structure which will be funded by Council and erected to meet the following standards:

- All letters and numbers shall be white on a blue background for essential services facilities and businesses or white on brown for tourist attractions.
- each individual sign shall be a maximum height of 200mm and length of 1500mm for Murat Road Stack Signs.
- to be located to the satisfaction of the Council to ensure traffic safety.



Stack signs within the town centre are generally not supported due to the impact upon traffic and pedestrian movement.

Council will give priority for essential facilities such as schools, churches, hospital, medical centre, toilets, sport and recreational facilities, tourist sites and attractions, etc on the Murat Road Stack Signs. Council will allow erection of a direction sign for essential services/facilities at its own cost.

Real Estate “For Sale” Signs

- “For Sale” signs are those erected on various kinds of individual properties being offered for sale and include the selling real estate agency contact details and the words “For Sale”. They are to be a maximum size of 1.2m² and erected on steel poles.
- “For Sale” signs in the urban areas shall be limited to two such signs per property. The two signs can be located in a V shape for ease of identification and for safety reasons. Such signs do not have to be placed parallel to lot boundaries.
- In the case of a joint exclusive between two agents, then both agents can erect one normal “For Sale” sign each.
- The “For Sale” signs are to be removed after settlement of the property transaction up to maximum period of 14 days after settlement.
- The “For Sale” sign described above shall also be interpreted to include those advertising properties or premises to “Lease” or to “Let”.

On-Ground Signs

This is an advertising sign which is not attached to a building. No portion of this type of sign can be higher than 1.2m above ground level. These include sandwich board signs or ‘A’ frame signs.

On Ground signs which in the opinion of Council are portable shall, where possible, be located wholly within the boundaries of the lot. Portable on ground signs located within the lot boundaries shall:

- Be displayed only during normal business hours of the business to which the sign relates;
- Be limited to a maximum of 2(two) signs per tenancy on a lot;
- Not obstruct pedestrian access;
- Have no moving parts once the sign is in place; and
- Have a maximum vertical or horizontal dimension of 1.0m and have an area of not more than 0.6sqm.

Town Centre Shopping Precinct bound by Maidstone Crescent (west side), Learmonth Street (both sides), Kennedy Street (both sides) and Thew Street (north side).

- Be located wholly within 600mm of the front boundary wall of the lot subject to adequate insurance coverage being provided by the applicant to Council;
- Be limited to a maximum of one sign per tenancy on a lot;
- Not obstruct pedestrian access;
- Have no moving parts once the sign is in place; and
- Have a maximum vertical or horizontal dimension of 1.0m and have an area of not more than 0.6sqm.

Shire of Exmouth INFORMATION

A sign to be located on Council property will also be subject to an annually renewable permit pursuant to the Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law. Signs shall:

- Be displayed only during normal business hours of the business to which the sign relates
- Be limited to a maximum of one sign per tenancy on a lot
- Not obstruct pedestrian access

- Have no moving parts once the sign is in place, and
- have a maximum vertical or horizontal dimension of 1.0m and have an area of not more than 0.6m²

Banner Signs

The Council may allow the display of advertisements of meetings, charitable functions, art or cultural activities or other events of public interest. A banner sign application may be approved subject to the sign being;

- In relation to a special event
- In relation to the following areas prescribed by Council
 - a) In the shopping centre car park on the bollards adjacent to the public ablution facilities and
 - b) On Recreation Reserve 29066 on the bollards between Talanjee oval and Murat Road for community events and/or events upon the above reserve
- Of an acceptable material and appearance following presentation of the banner at the administration office for assessment
- Of lettering not less than 200mm high and of a size that falls within the following ranges

| Height | | Length |
|---------------|---|---------------|
| 0.5m – 1.2m | x | 1.2m – 2.4m |
| 1.2m – 2.0m | x | 1.2m – 2.4m |
| 1m | x | 4.8m |

Additional Information

If a sign is to be located on Council property, the advertiser is required to provide adequate insurance cover to Council. The sign will also be subject to an annually renewable permit pursuant to the Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.

The information provided above is a basic guide only. Council's Signage Policy is available from the Shire offices or online from www.exmouth.wa.gov.au. Should you require further information, please do not hesitate to contact the Shire's Planning Department on (08) 9949 3000.

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