

6.8 - Signs

Adoption		
Date	Meeting	Council Decision
15/11/12	OCM	07-1112-10.1.4
Review Details		
Date	Meeting	Council Decision
22/11/18	OCM	04-1118
27/06/19	OCM	05-0619
Delegation		
No.	Title	

Enabling Legislation

Local Planning Scheme No. 4

Related Legislation & Statutes

- Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law
- Building Regulations 2012

1. Introduction

POLICY OBJECTIVES

1. To guide the design, materials and siting of advertising structures and signs in the shire area.
2. To ensure consistent policy and clearly set out the requirements of the Shire of Exmouth for applicants making an application for outdoor advertising.
3. To preserve the streetscape locality values and qualities of Exmouth whilst enhancing the local tourism economy.
4. To provide relevant information at appropriate locations to guide visitors to tourist businesses and attractions.
5. To coordinate the style of signage through the use of components and features to achieve a strong distinct identity.
6. To establish a standard type of approved signs to clearly identify businesses.
7. To reduce visual clutter, driver confusion, landscape detracting and traffic hazards caused by poor and indiscriminate signage.
8. To decrease bureaucratic procedures, restrictions and constraints, as well as legal and jargonistic guidelines.

Policy Statement

This policy has been prepared to support and be read in conjunction with Clause 4.31 of the Shire of Exmouth Local Planning Scheme No.4 (Scheme). The Scheme requires the submission of an application for Development approval for non-exempt advertisements.

This policy is aimed at simplifying and explaining to potential advertisers or their agents the requirements of Council. It is not intended to be a strict rule to stifle high standard innovative design, but rather encourage good quality signage that is appropriate for Exmouth.

This Policy outlines what signage is acceptable under the provisions of the Scheme, and how applications can be made for new signage, or for alterations to existing signage.

Advertising signage is about communicating messages to consumers, and it comes in many forms. It can be printed, painted, projected or illuminated onto a wide variety of surfaces. Illuminated signs can include neon tubes, floodlights or back lights. Flags, bunting, awnings, tethered balloons, pylon signs, window signs, roof signs, hoardings, fibre optics, television, flashing, chasing signs and animated signs are all examples of the broad scope of advertising.

Signs may be on buildings, facias, windows, walls or roofs. Freestanding signs may be on frames or on poles or on street furniture.

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

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

The surface area of a proposed sign is calculated in square metres – that is, its measured height x breadth. When assessing odd or unusual shaped signs (for example, spheres, columns, animal shapes, etc.) the Council will define the surface area of the sign as its area in silhouette or profile when viewed from any one perspective. That is, the signs maximum assessable surface area will equate to its maximum silhouette or profile.

PLANNING CONSIDERATIONS

When considering proposals for new advertising signage Council will have regard to:

- whether a new sign is compatible with any existing signs on the site;
- whether a new sign complements or detracts from the dominant character of the surrounding landscape;
- whether a new sign complements or detracts from the architectural style and character of the building, site or area;
- whether a new sign compromises surrounding land uses due to its size, design, location or the use of illumination or devices such as flashing or moving elements;
- whether a new sign may be hazardous to vehicular or pedestrian traffic;
- whether a new sign added to an existing directional sign or structure would prejudice readability due to excessive signs at one location;
- whether a new sign on or attached to a heritage building is discreet and complements the building and area; and

- whether rationalisation or reduction in the number of existing signs is appropriate and achievable.

Where a proposed advertising sign or device is to be located within a reserve set aside under the Scheme or future Local Planning schemes, Council will determine applications on their merits based on the principles embodied in this policy. As a guide, general advertising of this nature is not supported.

2. Existing Signs

- Existing signs are those, which were erected, placed or displayed lawfully prior to the coming into force of this Policy.
- No provision of this Policy shall prevent the continued use of a sign for which, immediately prior to this Policy coming into operation, all licences and approvals required to authorise the erection of the sign, were duly obtained and are current.
- However, where Council considers that a particular sign conflicts with the aims or objectives of this Policy, it may serve an enforcement notice to require the advertiser to remove or adapt the sign.

3. Signs – Zoning Chart

The Zoning Chart below has been developed to provide a simple check to assist with applications for signage approval. It shows the types of signs that are permitted in the different zones and reserves.

Signs – Zoning Chart

SIGN TYPE	ZONES/RESERVES													
	Commercial zones C1, 2 & 3	Marina	Tourism	Service Commercial	Light Industry	General Industry	Residential	Urban Development	Rural Residential	Rural	Special Use	Open Public Space	Public Purpose	Roads
ON BUILDING														
Above Roof (11.1)	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Part of Roof (11.2)	S	S	S	PE	PE	PE	X	X	X	X	X	X	X	X
Wall (11.3)	S	S	S	P	P	P	S	S	X	X	X	X	X	X
Projecting (11.4) *1	S	S	S	P	P	P	X	X	X	X	X	X	X	S
Window (11.5)	PE	P	P	PE	PE	PE	X	X	X	X	X	X	X	X
OFF BUILDING														
Rural Business (7.0)	X	X	X	X	X	X	X	X	P	P	X	X	X	X
Pylon (12.1) *2	S	S	S	P	P	P	X	X	X	X	X	X	X	X
On Ground (12.2) *2 *3	P	P	P	P	P	P	X	X	X	X	PE	PE	X	X
Panel (12.3)	S	S	S	P	P	P	X	X	X	X	X	X	X	X
Hoarding (12.4) *2	X	X	X	X	X	X	X	X	X	X	X	P	P	X
Tethered (12.5)	P	P	P	P	X	X	X	X	X	X	X	P	X	X
Product Display (12.6)	X	X	X	P	P	P	X	X	X	P	X	X	X	X
TEMPORARY														
Real Estate Directional (8.0)	P	P	P	P	P	P	P	P	P	P	P	X	X	X
Real Estate Development (9.0)	P	P	P	P	P	P	P	P	P	P	P	X	X	X
Real Estate "For Sale" (10.0)	PE	PE	PE	PE	PE	PE	PE	PE	PE	PE	PE	X	PE	X
Construction Site (12.7)	P	P	P	P	P	P	P	P	P	P	P	P	P	X
Display Home (12.8)	X	P	P	X	X	X	P	P	P	X	P	X	X	X
Public Information (12.9) *3	PE*	PE*	PE*	PE	PE	PE	PE*	PE*	PE*	PE*	PE*	PE*	P	P
OTHER														
Business Direction (6.0)	X	X	X	P	P	P	P	P	P	P	P	X	X	P

LEGEND

X	Not permitted	*1	Certain types of Projecting signs require a Building Permit
P	Permissible, application required	*2	Building Permit is required
PE	Permitted, exempt from application	*3	Portable on Ground signs and Public Information signs on Council Property also require a permit pursuant to the Shire's Advertising signs on Thoroughfares Local Law.
PE*	Permitted, exempt from application unless the proposal is not consistent with the Policy		
S	Permissible, application required. A total site signage plan is required if varying the standards in this Policy.		

Note: Certain types of signs are not permitted (X) in any zones. These signs have been included so as to avoid confusion, which would occur if certain types were not described. Council presently considers those listed as not permitted are not acceptable forms of signage for that zone.

4.0 Policy Provisions

The Council may vary a standard or provision subject to conditions it thinks fit. However, all applications for variations must include justification for the variation and in most cases that will involve the submission of a Total Site Signage Plan. A sign application must include the following information to enable assessment of the proposed sign(s) and in some cases will form part of a Development Application or Building Permit application.

All advertisement signs and devices shall:

- not pose a threat to public safety or health;
- subject to the noted exceptions within this Policy, not extend beyond any boundary of a lot or lease area except with the approval of the Council.

If illuminated the advertising sign or device shall:

- not cause a nuisance, by way of light spillage, to abutting sites or roadways;
- not comprise flashing, running or intermittent lights;
- not interfere with or be likely to be confused with traffic control signals or create a traffic hazard;
- have any boxing or casing in which it is enclosed constructed of incombustible material;
- 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 breakage;
- have its electrical installation constructed and maintained to the satisfaction of Western Power or the appropriate electrical supply authority and in accordance with the relevant Australian Standard.

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. Signs attached to buildings shall reflect the architectural features of the building in placement, style and proportions, and should be based on the approved colours endorsed by Council where possible.
4. A person shall not erect a sign so as to obstruct access to or from a door, fire escape or window, other than a window designed for the display of goods.
5. 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.
6. 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.

5.0 TOTAL SITE SIGNAGE PLAN

A Total Site Signage Plan (TSSP) means an overall plan of the whole of the subject site showing the location and size of all advertisement signs proposed for the site, as well as the outline of any buildings, car parking areas, vehicular access points to the site, etc. Any existing signs must also be included on the plan and clearly delineated.

A TSSP is only required as part of an application when some variation from the standards is requested, or a development is proposed that has potential for many signs.

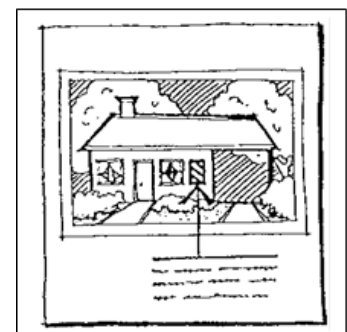
All subsequent applications for an advertisement sign on the subject lot must be in accordance with the approved TSSP. If not, a new TSSP may be required to be approved by the Council.

A "Simple Total Site Signage Plan" Example

A simple TSSP is suitable for the following applications only:

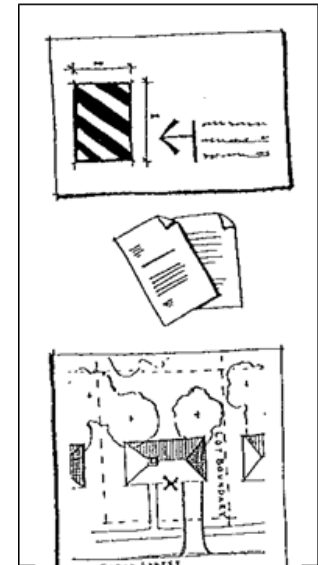
- Residential Zone Wall Signs
- On Ground Signs

1. A clear illustration of where the sign/s will be placed on the site or building. This could be:
 - a drawing of the sign done to the correct scale and pasted to a photo
 - a sketch on your builder's plans and/or elevations; or



- a perspective drawing

The illustration must also show the relation of the sign to neighbouring properties, so that Council can check it will not have a negative impact on your neighbours. An illustration or photograph of the sign/s with dimensions marked. (The actual content of the sign need not be shown.)



2. Additional notes to support your application and outline the reasons why you may wish to vary from the standards.
3. A Site Plan showing clearly where each sign is to be located in relation to the building, site boundaries and neighbouring properties.

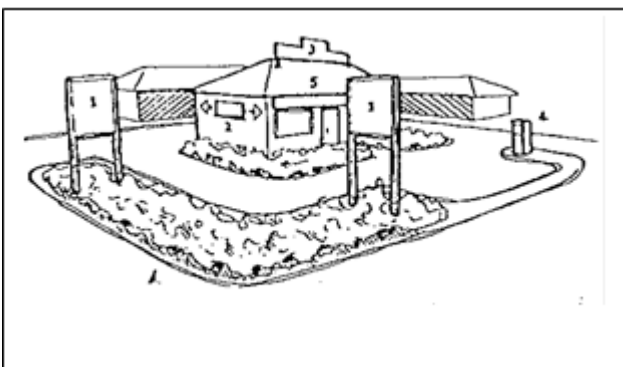
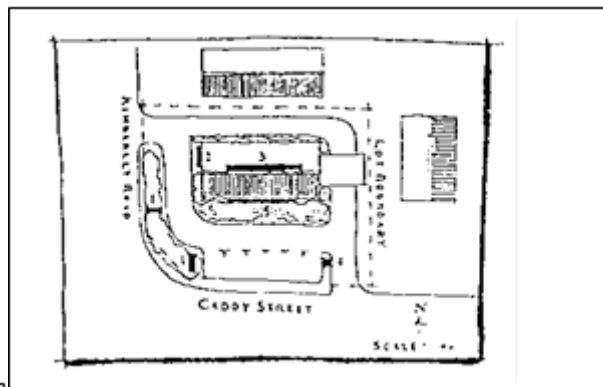
6.0 A " COMPLEX TOTAL SITE SIGNAGE PLAN" EXAMPLE

A complex TSSP is to be lodged for signs listed in 3.0 Signs – Zoning Chart

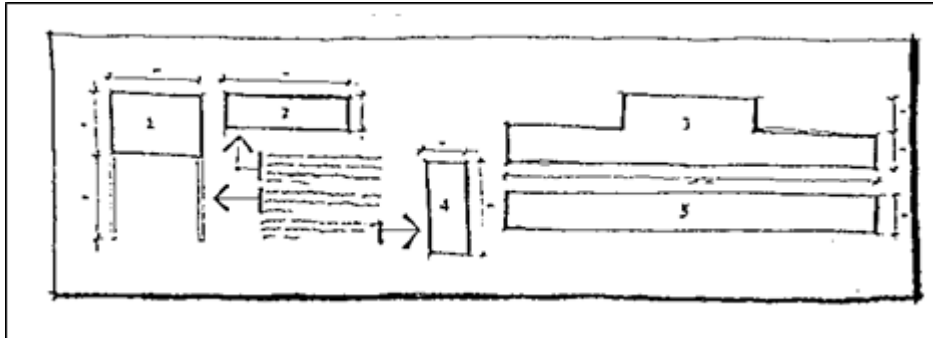
1. A Site Plan showing clearly where each sign is to be located in relation to the building, site boundaries and neighbouring properties.

The plan must show:

- A scale and North point;
- Lot boundaries;
- Street and road names; and
- Existing signs to be removed or retained.



2. A perspective drawing or photomontage (modified digital photo) showing;
 - Neighbouring buildings or sites;
 - Lot boundaries;
 - Existing signs to be removed or retained.



3. A sheet illustrating each sign to be installed and clearly showing:
 - Dimensions;
 - Surface areas; and
 - Heights above ground.
4. Additional notes to support your application as requested by Council's staff (i.e., structural engineer certificate).

7.0 Provisions for Each Type of Signage:

7.1 Business and 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. This does not include signs erected or affixed by the Council, the Commissioner of Main Roads.

Main Roads WA approval is required prior to the erection of signs on the Minilya-Exmouth Road and Burkett Road.

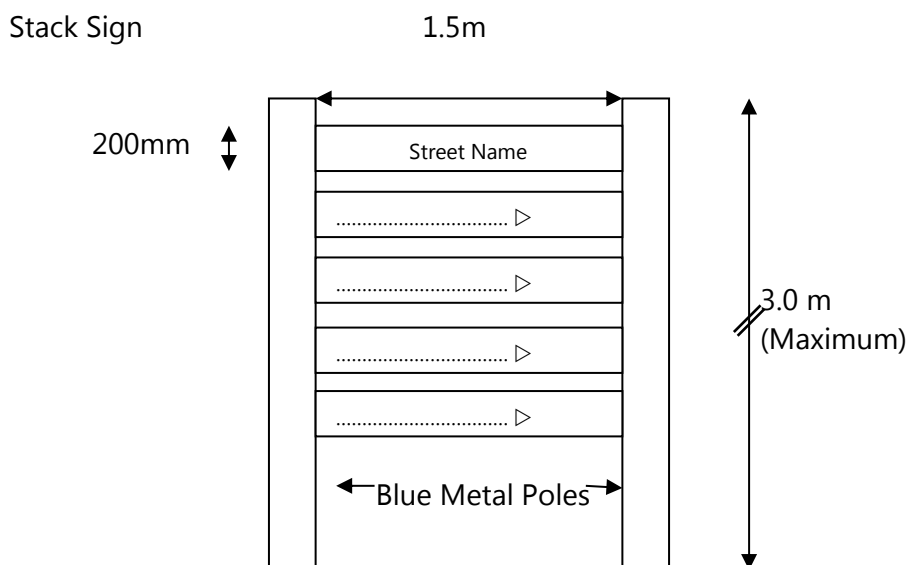
7.1.1 Directional Signs (single on pole):

- Council will allow erection of a direction sign at the cost of the business proprietor, which indicates the nature of the business or activity that may be located by following the direction indicated by the sign.
- 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. The individual business name may also be permitted and shall be incorporated with the sign. Such 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 (Commercial zones C1, 2 & 3) and business direction signs are not to be erected along Murat Road.

- With the exception of the delegated area, Main Roads WA approval is required prior to the erection of signs on the Minilya-Exmouth Road and Burkett Road.

7.1.2 Stack Signs

- The policy initiates a review of the signage on Murat Road Stack signs. The policy will require Council to fully review the provision of essential services and facilities in the Town Centre which should have sign priority and clear readability on Stack signs.
- The review may result in stack signs having only essential services in the vicinity of Maidstone Crescent and generic signs to the Service Commercial and Light Industrial areas.
- It is envisaged that one sign be positioned at the front of the Visitors Centre, along Murat Road stating 'local business directory'. The public could view a plan positioned near the Visitors Centre of the town with all businesses located on the plan.
- 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 1.5 metres for Murat Road Stack Signs.
 - to be located to the satisfaction of the Council to ensure traffic safety.
 - the overall structure shall be in the following form:



- In the Town Centre this stack sign concept may not be a practical proposition from a traffic/pedestrian safety perspective. Stack signs within the town centre are generally not supported due to the impact upon traffic and pedestrian movement.
- A moratorium on new commercial stack signs on Murat Road will occur until a review of all essential services/facilities has been completed by Council.
- Council will give priority for essential Services/Facilities such as major community facilities, 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.
- Any directional signs approved by council does not constitute approval in perpetuity and may be removed by council to facilitate erection of new stack signage which accords with clause 7.1.2 following consultation with businesses with signs on stack structures. Council may substitute generic business signage for stack signs where the signs are unable to accommodate the vast array of businesses, (for example the mixed use or light industrial area). Generic signs will be erected at Councils cost.
- Where a sign is required for in the rural zone a traffic safety perspective, a warning direction sign shall be located in advance of the street junction. The warning sign shall again be a composite form as follows:

7.2 Business Signs On Rural Property

A rural business sign means a sign erected on a rural property where the business is being carried out.

A rural business sign shall :

- not indicate or display any matter other than for the purpose of advertising the sale of produce grown, or made available on the land, on which the sign is erected;
- be erected within the boundaries of the land on which the produce offered for sale was grown or made, or alternatively on the adjoining road verge, if (in the opinion of Council) existing vegetation would otherwise obscure the sign;
- not exceed 2 square metres in area;
- not to exceed an overall height of more than 3 metres from the natural ground level;
- be secured on a frame mounted to timber or steel poles or similar and anchored securely to the ground;
- be of a professional standard; and
- be kept clean and free from unsightly matter and in good condition and presentation.

Generally only one sign will be permitted per lot, however in special circumstances (for instance such as the size of the lot or traffic safety), Council may allow two signs to be erected.

Where such a sign is to be erected on a lot where more than one activity is carried out, Council will require advertising to be incorporated into one sign complying with the following:

- not exceed 2 square metres in area and 3 metres in height from the natural ground level.
- Colours should not conflict with traffic management signs.

7.3 Real Estate Directional Signs

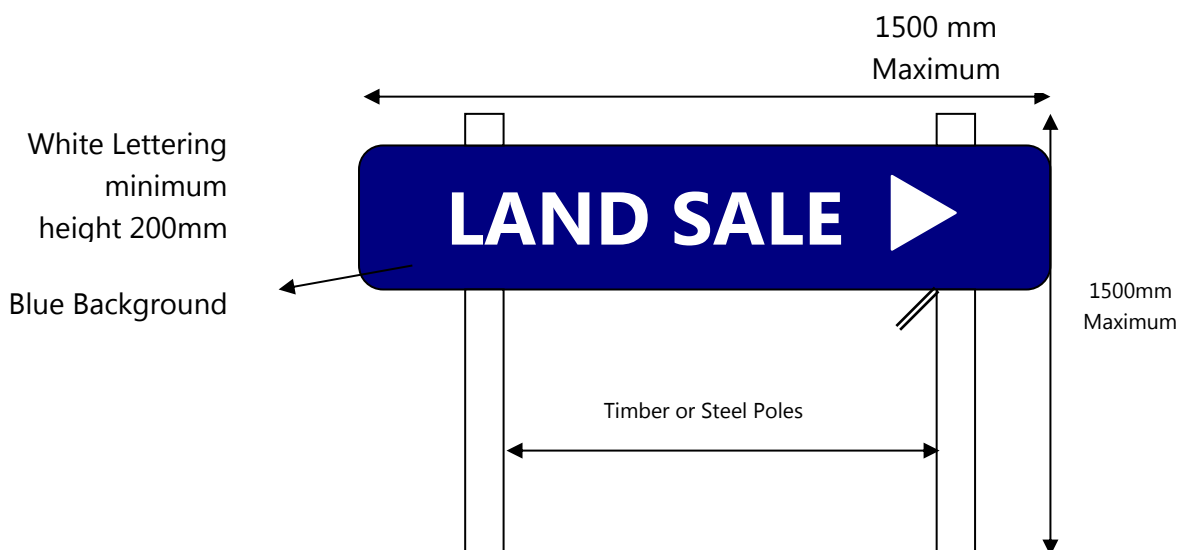
Real estate directional signs are those which direct persons towards a particular property that is being offered for sale. They are not located on the property, but are located in a prominent position in most instances on a major arterial road with an indication of how to find the property or how far away it is. For the purposes of this policy, major arterial roads include: Murat Road, Minilya-Exmouth Road and Burkett Road

It is considered that real estate directional signs detract from the character and amenity of the district of Exmouth. As a result a maximum of two signs are permitted.

Real estate directional signs are permitted if the property for sale is located outside the townsite, and is positioned off a major arterial road. Such signs are to be removed after settlement date of the property transaction with a maximum period of 14 days after settlement.

7.3.1 Standards For Real Estate Development Signs

Council's approved form of directional sign is shown below. Signs not adhering to this format are not permitted:



- The words on these standard signs may consist of "LAND SALE", "AUCTION SALE" or "FARM SALE".
- The sign must be securely fixed to the timber or steel poles, star pickets are not permitted.

- Approval from Main roads is required prior to the erection of signs on Minilya-Exmouth Road and Burkett Road.

7.4 Real Estate Development Signs

Real estate development signs are those erected on new residential and tourist developments or subdivisions. They are generally large and contain information such as the name of the estate, plan of the subdivision, details of facilities/number of lots/prices, leasing details, auction details and the real estate agency contact details.

Each subdivision/development shall be permitted one such development sign except that when there are two prominent road frontages, when a second such sign shall be permitted.

Development signs are to be a maximum of 12 square metres in area and shall be securely mounted on timber or steel poles. The sign must be located within the land area being offered for sale.

Development signs are to be removed as soon as possible up to a maximum period of 14 days after settlement of the sale or the leasing of 90% of the lots.

Should a sold block come back on the market with another agent, during the marketing of a subdivision or development, then that agent may erect their standard "For Sale" sign.

7.5 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.

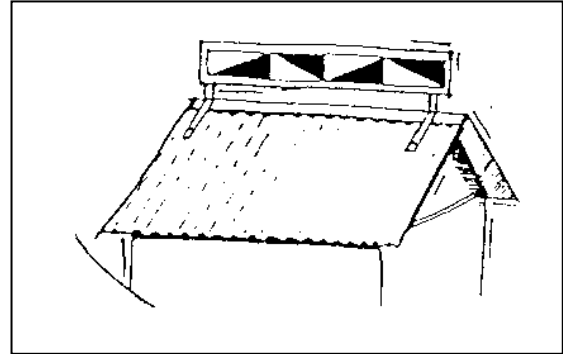
The "For Sale" sign described above shall also be interpreted to include those advertising properties or premises to "Lease" or to "Let".

7.6 ON BUILDING SIGNS

7.6.1 Above Roof Sign

This is an advertising sign, which protrudes above the normal roof line with little or no relation to the architectural design of the building. It does not however include a "Part of Roof" sign.

An Above Roof sign is not permitted in any zone.

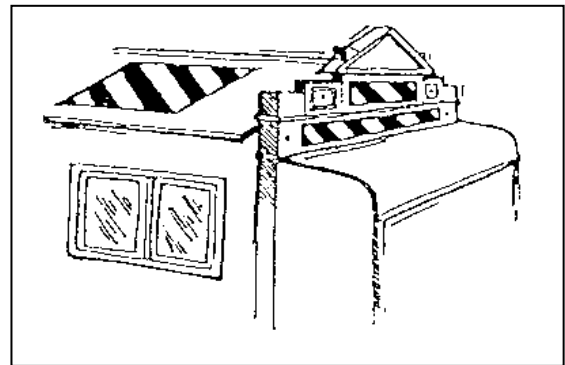


7.6.2 Part of Roof Sign

This is an advertising sign, which is fixed to a fascia, or to the roof itself or which forms part of a projection above the eaves, or ceiling of the building.

A Part of Roof sign shall be fixed parallel to the fascia or portion of the building (including the roof) to which it is attached.

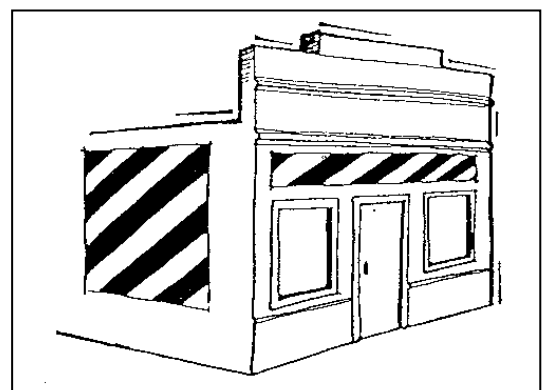
A Part of Roof sign shall have a maximum area of 3000mm, it shall not project more than 300mm from the portion of the building to which it is attached and shall not be within 500mm of either end of the fascia, roof or parapet of the building to which it is attached.



7.6.3 Wall Sign

This is an advertising sign which is fixed to the external part of a wall of the building and may not project more than 300mm out from the wall. Any such projection shall have a minimum clearance of 2.4m from the ground and no part of a wall sign shall be above the lowest point of the eaves or ceiling of the building

Wall signs shall be limited to a maximum number of two such signs on any one wall for each tenancy within a building other than a building within a Residential zone.



Wall signs shall not exceed 10m² in area in aggregate on any one wall or 25% of that wall area, unless a Total Site Signage Plan for the whole site has been submitted and approved by Council.

A Wall Sign, if placed directly over door openings, shall not project below the top of that door.

A Wall Sign if located within a Residential zone and attached to a building used predominantly for a residential use, shall;

- not exceed 0.2m² in area; and
- not exceed one sign per lot.

A Wall sign located within a Residential zone and attached to a building used predominantly for a commercial use, shall;

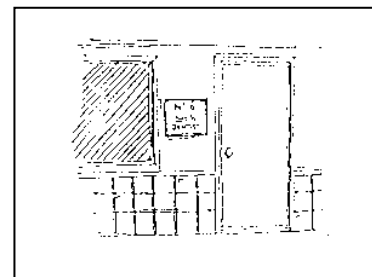
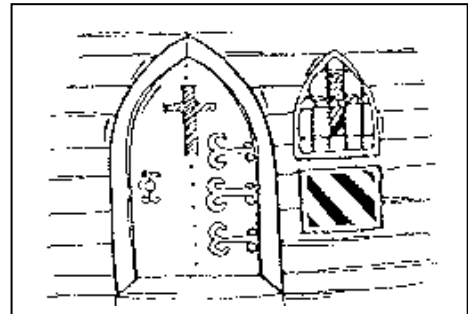
- not exceed 0.5m² in area; and
- not exceed one sign per lot.

A wall sign located in the General Industrial, Light Industrial and Service Commercial zone shall have a maximum combined area of 20m² and a maximum individual sign size of 8m².

Wall signs are permitted for places of public worship, meeting and assembly halls provided only one sign is placed on each building and such signs shall not exceed 1.0m².

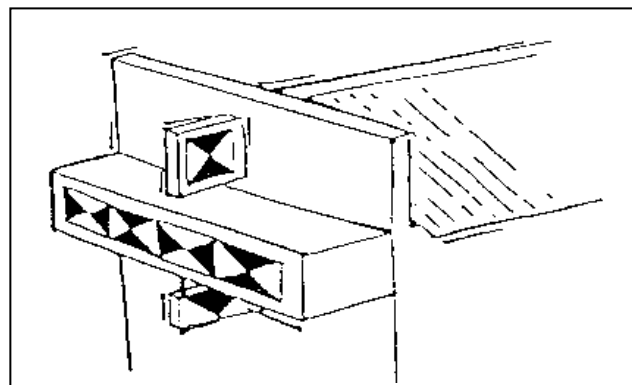
Wall signs to display the name, number and address of a building are permitted provided only one sign is placed on each building and such signs shall not exceed 0.2m²

A Wall sign of up to 0.5m² is permitted for home holiday accommodation.



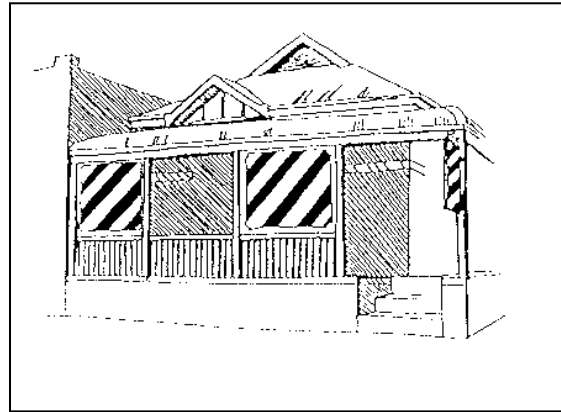
7.6.4 Projecting Signs

This is an advertising sign, which is attached to a projection (including a verandah), which projects more than 300mm from a wall of the building below the eaves or ceiling height.



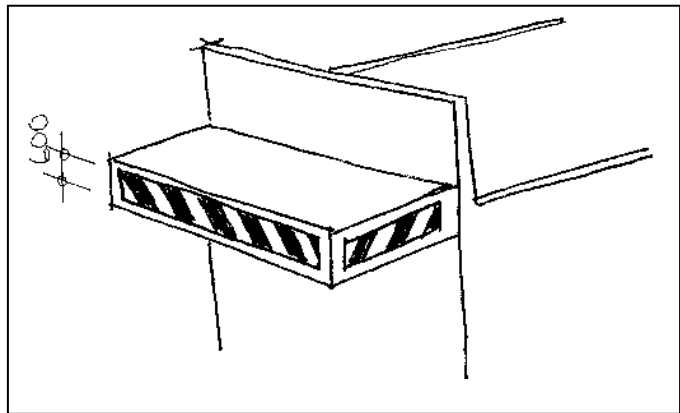
Projecting signs shall be limited to one such sign per tenancy on a lot other than any projecting signs that are attached to the fascia of the verandah or the like. All such signs shall have a minimum clearance of 2.4m from the ground.

Projecting signs on the fascia of a verandah shall not exceed 600mm in a vertical dimension and shall not project beyond the outer frame or surrounds of the fascia.



Projecting signs on the underside of a verandah shall not:

- exceed 2.4m in length
- exceed 600mm in a vertical dimension
- weigh more than 30kg
- be within 3.0m of another such sign attached to the underside of the same verandah unless deemed acceptable to Council
- project beyond the outer frame or surround of the verandah, or
- have a vertical clearance from the ground to the underside of the sign of less than 2.1m.



Projecting signs on the underside of a verandah shall be at right angles to the front street boundary except on a corner lot where the signs may be placed so as to be visible from both streets.

Projecting signs above a verandah shall not:

- exceed 2.0m in length
- exceed 600mm in a vertical dimension
- be within 3.0m of another such sign attached above the same verandah, or
- project beyond the outer frame or surround of the verandah.

In the absence of a verandah fascia less than 600mm high Council may consider a projecting sign at the gutter line but not exceeding 600mm high.

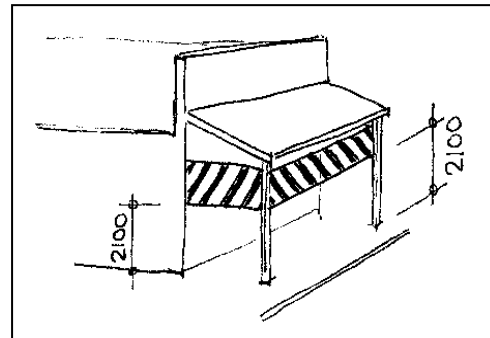
Projecting signs attached directly to the building shall not:

- project more than 1.0m from the outer wall and not exceed 1.5m² in area
- be placed within 2.0m of either end of the wall to which they are attached (in exceptional circumstances such as a narrow shop front Council may allow a reduction), or
- project above the top of the wall to which they are attached.

Projecting signs may be subject of a Building permit with appropriate structural engineering details.

Projecting signs include blinds or screens dropped vertically down from the fascia of a verandah, awning or canopy to provide protection from the sun, rain or wind where these blinds or screens contain forms of advertising. These blinds or screens shall be fixed rigidly into position and in special circumstances Council may approve such devices at the end of a verandah.

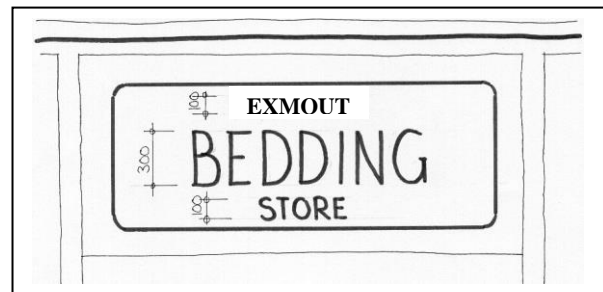
Any blind or screen shall have a minimum clearance of 2.1m from the ground and Council may average this headroom requirement where it is considered the device will not create a hazard for pedestrians or conflict with the built form.



The blinds or screens are to be sympathetic to the surrounding built form in regards to design, colour and material. Preferred background colours include colours in accordance with Council's Colour Palette.

All blinds or screens must be kept in good repair and condition to the satisfaction of Council. Council will not permit any device to be hung below or otherwise attached to any blind. This excludes connection of the blind to a building, verandah, awning or canopy approved by Council, or the attachment of an advertising device in accordance with this policy on the face of the blind or screen.

Advertising on blinds or screens shall be limited to the name of the business or the form of activity taking place within the building (i.e. Chemist, Bakery etc.). Signs advertising particular brand names will not be permitted excluding screening around alfresco areas up to 1 metre in height.



Advertisements must be either painted directly onto the blind, or alternatively securely fixed to the blind and maintained in a safe condition to the satisfaction of Council.

Writing shall be limited to a single line, except where smaller print above/or below the main wording is considered incidental to the main advertisement. Maximum height of writing, is to be 300mm.

Council will only permit the illumination of blinds in special circumstances. Justifications must be presented with regard to amenity and impact on adjoining properties and passing traffic.

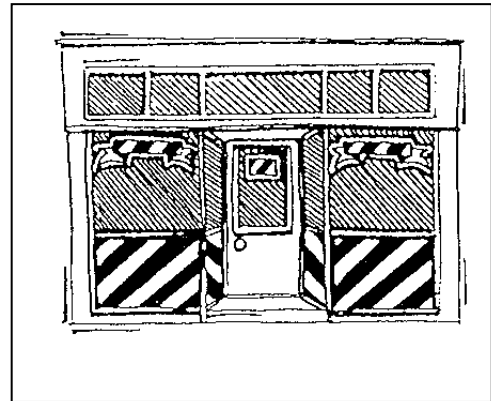
Projecting signs attached to verandah posts, power poles, banner poles or other features of street furniture located within road reserves are not permitted. In certain cases, Council may permit limited advertising in the form of lettering being painted directly onto the verandah post, but it will not allow signs to be attached to the post in any form.

In the case of all Projecting signs over public land, the applicant must provide written confirmation at the time of application that they have suitable comprehensive public liability insurance to indemnify Council against any claim should an accident involving the proposed projecting sign occur.

7.6.5 Window Signs

This is an advertising sign, which is painted or fixed either to the interior or exterior of the glazed area of a window and any part of which is visible from outside the building. Window signs internal to the building and which cannot be seen from outside do not require Council approval.

Window signs shall not cover more than 50% of the glazed areas of any one window or exceed 10m² in area in aggregate per tenancy lot.



7.7 Off Building Signs

7.7.1 Pylon Signs

This is an advertising sign, which is fixed to a structure, which has one or more supports. The overall height (including supports) is greater than the sign's width (horizontal dimension).

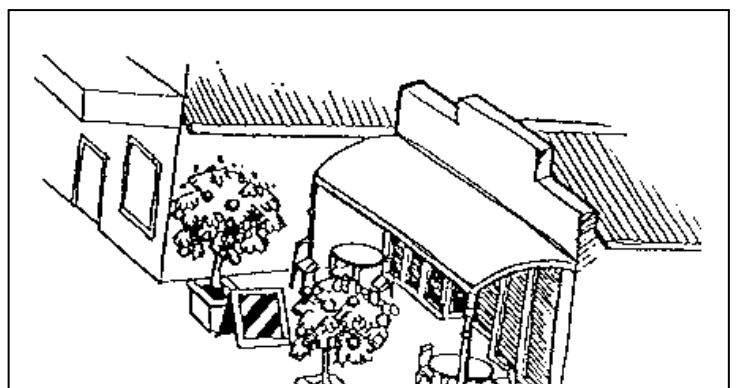
Pylon signs shall have a minimum clearance of 2.4m from ground level, shall not be more than 4.0m above ground level, shall not exceed 2.4m measured either vertically or horizontally across the face of the sign. Pylon signs shall not be greater than 2.88m² in area and shall be limited to one sign per street frontage on any one lot.

Pylon signs shall be subject of a Building permit with appropriate structural engineering details.

7.7.2 On Ground Signs

This is an advertising sign which is not attached to a building and 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 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 0.6m².

Where a portable on ground sign cannot be located within the lot boundaries due to nil setbacks and the lot is located within the Town Centre Shopping Precinct (Commercial zones C1, 2 & 3) bound by Maidstone Crescent (west side), Learmonth Street(both sides), Kennedy Street(both sides) and Thew Street(north side), a portable on ground sign may 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.

If owing to the above, a sign is to be located on Council property, 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. Such 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.

Where a lot has frontage to a road verge that is greater than 15 metres from the lot boundary to the edge of the carriage way, it is considered that the effectiveness of signage may be restricted due to distance. In such instances, a portable on ground sign may be located on the road verge subject to adequate insurance coverage being provided by the applicant to Council.

Such signs will also be subject to an annually renewable permit pursuant to and comply with the Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law. Such 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
- have no moving parts once the sign is in place
- not be located within 3m of the edge of the carriage way, and
- not be placed on a footpath.

Applications for portable on ground signage on Council property relating to premises that do not have nil setbacks or have frontage to a road verge less than 15m wide will generally be refused. However, any such application will be considered by Council on its merits and shall include a total signage plan with the application.

On Ground signs which in the opinion of Council are not portable shall:

- be subject to a Building permit with appropriate structural engineering details;
- be located wholly within the boundaries of the lot;
- have a maximum vertical dimension of 1.2m and a maximum area of 1.2m²;
- advertise only products or services available from the lot and
- be limited to a maximum of one sign per street frontage on any one lot.

On Ground signs are not permitted for holiday accommodation uses.

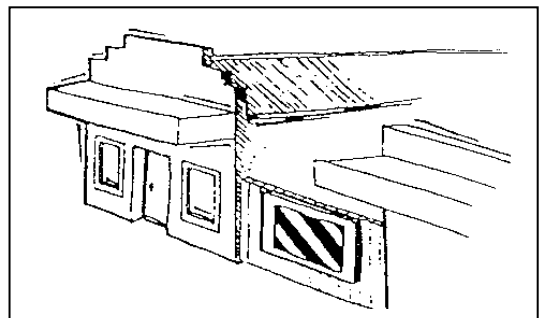
7.7.3 Panel Signs

This is an advertising sign, which is fixed to a panel and is greater than 1.2m above ground level. It does not include a pylon sign, a hoarding sign or a real estate development sign.

A Panel sign shall have a maximum vertical dimension of 1.5m and a maximum area of 4.0m².

A Panel sign shall not:

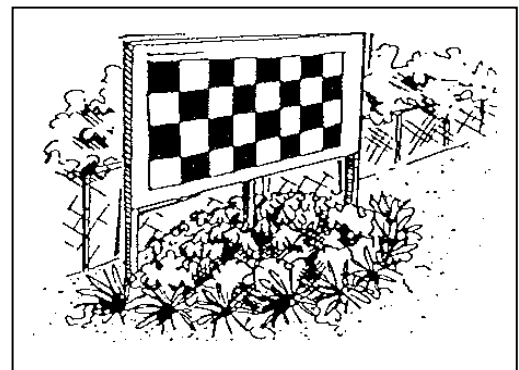
- in aggregate have a combined area of 16m² per lot
- not be less than 1.0m or greater than 2.5m from ground level
- not be erected in the area between a building and the front boundary of a lot except with the approval of Council, and
- not be with 10m of another panel sign on the same lot.



7.7.4 Hoarding Sign

This is an advertising sign, which is fixed to a structure and which has one or more supports. The overall height (including supports) is less than the sign's width (horizontal dimension). Part of the sign must be greater than 1.2m above ground level.

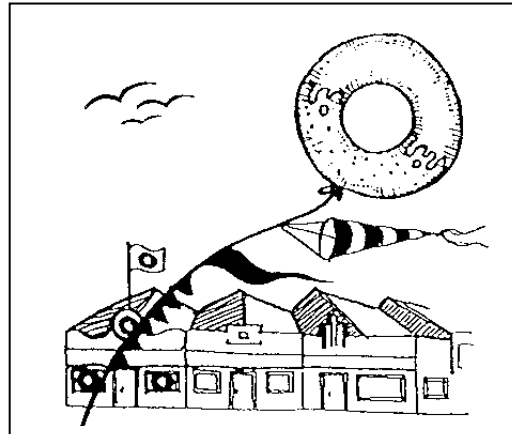
A Hoarding sign shall have a maximum area of 10m² and be limited to a maximum of one such sign per street frontage of the lot.



A Hoarding sign shall not:

- be less than 1.2m or greater than 2.5m from ground level and
- be erected in the area between any building and front boundary of a lot.

Hoarding signs shall be subject of a Building permit with appropriate structural engineering details



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7.7.5 Tethered Signs

This is an advertising or marketing sign, which is suspended from or tethered (tied) to any structure or tree or pole (with or without supporting framework). The sign may be made of paper, plastic, fabric or a similar material. It includes "lighter than air" aerial devices, inflatables, bunting, banners, flags, semaphore signs and kites.

A Tethered sign shall be located wholly within the boundaries of the lot and have a maximum vertical dimension of 0.75m and a maximum area of 2m².

A Tethered sign shall be limited to a maximum of one display per street frontage or any one lot unless agreed otherwise by Council.

A Tethered sign shall not:

- be less than 2.5m or greater than 5.0m from ground level, and
- be within 10m of a Pylon sign.

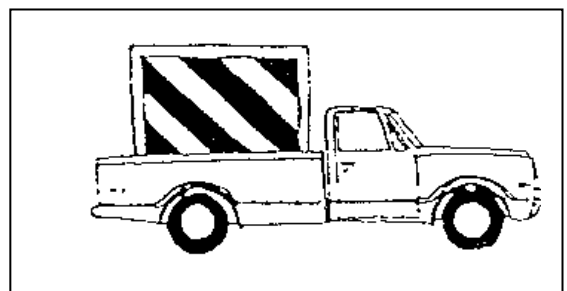
A Tethered sign which consists of balloon type objects shall not:

- exceed 5.0m in diameter or 6.0m in height, and
- be displayed for more than 14 days in aggregate in any one calendar year, except with the prior written approval of the Council.

7.7.6 Product Display Sign

This is an advertising sign applied to, or adhered to or placed on a vehicle (the vehicle might be a car, truck, boat, trailer, caravan, machinery or similar whether moveable or not). It can be a product or object, which is displayed for the purpose of advertising.

A Product Display sign shall be located wholly within the boundaries of the lot, placed so as to not cause any



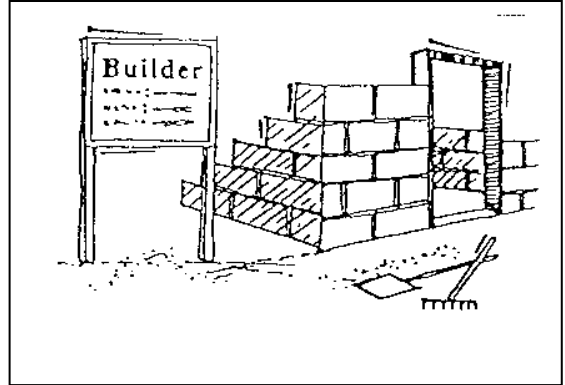
interference, whether directly or indirectly, to vehicular traffic or pedestrians, have no moving parts, limited to a maximum of one sign per street frontage on any one lot and have a maximum vertical or horizontal dimension of 2.0m.

A Product Display sign shall not be located within road or any other public reserves.

A Product Display sign does not include sign writing painted onto vehicles.

7.7.7 Construction Site Signs

This is an advertising sign, which is displayed only for the duration of the construction of a building or development. It does not include a Real Estate Development sign. This sign can also include a tradesman's individual trades' signs or logos.



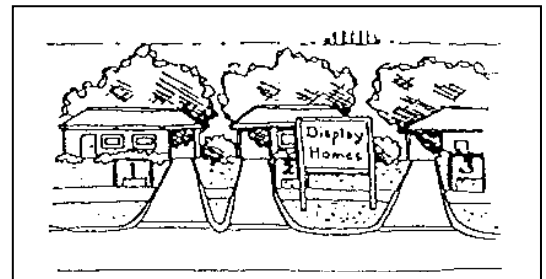
A Construction Site sign shall be limited to one sign per street frontage and contain details of the project and the contractors undertaking the construction work.

A Construction Site sign shall be limited to 2.5m² for housing, 12m² for major redevelopment, 8m² for commercial and industrial developments.

7.7.8 Display Home Signs

This is advertising sign displayed for the period over which homes are on display for public inspection.

One Display Home sign is permitted for each dwelling on display. The sign can have a maximum area of 2.5m² for single dwelling and 8m² for group dwellings.



Display Home signs cannot be illuminated.

7.7.9 Signs for Public Information

Notwithstanding any other provision of this Policy the Council may allow the display of advertisements of meetings, charitable functions, art or cultural activities or other events of public interest or the display of advertisements at theatres and other places of public entertainment (other than those conducted by a person for the purpose of commercial gain unless in the interest of the community or tourists).

A person shall not erect or maintain a sign more than 2 weeks before the meeting, function event or activity to which it relates and be removed no later than 24 hours after the conclusion of the meeting, function, event or activity.

A person shall not erect or maintain a public information sign on a thoroughfare unless an application has been made pursuant to the Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law and a permit issued.

An application made pursuant to the above in relation to Public information signs of the type commonly referred to as 'Banner Signs', may be approved under delegation by the Chief Executive Officer 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
a) 0.5m – 1.2m	x	1.2m – 2.4m
b) 1.2m – 2.0m	x	1.2m – 2.4m
c) 1m	x	4.8m

In respect to the activity commonly referred to as a "Garage Sale" sign(s) can be placed within road reserves directing people to the property the sale is being conducted at, but the sign(s) can only be placed on display on the day of the garage sale. The maximum size permissible for this type of sign is 0.4m². Such signs must be neatly prepared and be located in positions so as to not cause a traffic or pedestrian hazard. For example, the sign shall not be located on or within 3.0m of a carriageway or on a footpath. Such signs must be removed immediately upon the completion of the sale on the day.

7.7.10 Election Signage

Council may regulate the erection, location, size and removal of election signage in accordance with the principles of this policy and in line with other relevant laws and regulations.

NOTE: 'Adequate insurance coverage' as referenced in this Policy is satisfied by the following:

- the applicant having Public Liability Insurance to a minimum cover of \$5,000,000;
- the applicant ensuring that the above insurance is extended to cover any sign permit granted under the above Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law; and
- the applicant providing written evidence that the Shire of Exmouth is indemnified in respect of any injury to any person or damage to any property, which may occur in

connection with the use of the Public Place. Such evidence shall be produced prior to the Permit being issued.

- Any application for signage on Council property that requires a permit pursuant to the Shire of Exmouth Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law and does not comply with the requirements of the above Local Law, cannot be approved by Council.

8.0 Enforcement

The Council has powers to enforce compliance with the conditional approval; it issues for advertising signs.

The Council may serve an enforcement notice upon a non-complying advertiser, and the notice shall specify the following:

- the advertisement sign(s) in question;
- full details of the action to be taken by the advertiser to comply with the notice;
- the period (which will not be less than 28 days) within which the action specified by the Council shall be completed by the advertiser.

Prohibited signs that have enforcement notices served, are to be removed within 28 days from the date of the enforcement notice.

Any person upon whom an enforcement notice is served may, appeal against the action to the State Administrative Tribunal. Where any such appeal is lodged, the effect of the notice shall be suspended until the appeal is determined.

Any person who fails to comply with the requirements of an enforcement notice commits an offence and is liable to the penalties prescribed in section **223** of the Planning and Development Act 2005 (as amended).

If a person fails to comply with the requirements of the enforcement notice, representatives of the Council may enter the subject land and carry out the requirements of the notice and Council may then recover its costs as a debt from the person who failed to comply with the enforcement notice.

9.0 Approval Process

Signs are only exempt if they comply with the dimensions in this policy. Signs exceeding maximum area or signs not included in this policy require approval.

An application for proposed signage/or approval shall be accompanied by a completed Schedule 8 – Control of Advertisements additional information sheet.

Where a sign, which requires an application for Consent, conforms with the requirements listed in this Policy then a Notice of Approval / Consent will be issued. Where such a sign is proposed to depart from



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the requirements listed, then the application will be considered in the context of the aims and objectives of this Policy.

10.0 Fees

Council may charge a fee in respect to applications for planning consent for signs and annual sign licence fees.

Fees and charges shall be determined by Council in the current budget process in accordance with section 6.16 of the *Local Government Act 1995* and can be viewed in council's current budget.



SCHEDULE 8

ADDITIONAL INFORMATION FOR ADVERTISEMENTS

(to be completed in addition to Application for Development Approval)

1 Name of Advertiser (if different from owner):.....

2 Address in full:.....

3 Description of Property upon which advertisement is to be displayed including full details of its proposed position within that property:
.....

4 Details of Proposed Sign:

Height: Width: Depth:

Colours to be used:

Height above ground level - To top of Advertisement:

To underside of Advertisement:

Materials to be used:

Illuminated: Yes/No

If yes, state whether steady, moving, flashing, alternating, digital, animated, or scintillating, etc.:
.....

If yes, state intensity of light source:

5 State period of time for which advertisement is required:.....

6 Details of signs, if any, to be removed if this application is approved:
.....
.....

NB Application should be supported by a photograph or photographs of the premises showing superimposed thereon the proposed position for the advertisement and those advertisements to be removed detailed in 6 above.

Signature of Advertiser(s):

(if different from landowners)

Date:

Control of Advertisements

Power to Control Advertisements

- (a) For the purpose of the Scheme, the erection, placement and display of advertisements and the use of land or buildings for that purpose is development within the definition of the Act requiring, except as otherwise provided, the prior approval of the Council. Development approval is required in addition to any Licence, Permit or Approval required under Building Regulations and/or Council's Activities on Thoroughfares and Trading in Thoroughfares and Public Places Local Law.
- (b) Applications for the Council's Development approval pursuant to this clause shall be submitted in accordance with the provisions of the Scheme and shall be accompanied by Additional Information in the form specified in Schedule 8 giving details of the advertisement(s) to be erected, placed or displayed on the land.
- (c) All signage shall accord with the Scheme and Councils signage Policy 6.8 unless varied at the discretion of Council.

Existing Advertisement

Advertisements which:

- (a) were lawfully erected, placed or displayed prior to the approval of the Scheme, or
- (b) may be erected, placed or displayed pursuant to an approval granted by the Council prior to the approval of the Scheme, hereinafter in this clause referred to as "existing advertisements", may except as otherwise provided, continue to be displayed or be erected and displayed in accordance with the approval as appropriate.

Consideration of Applications

Without limiting the generality of the matters which may be taken into account when making a decision upon an application for Development approval to erect, place or display an advertisement, the Council shall examine each such application in the light of the objectives of the Scheme and with particular reference to the character and amenity of locality within which it is to be displayed, including its historic or landscape significance and traffic safety, and the amenity of adjacent areas which may be affected.

Exemptions from the Requirement to Obtain Development Approval

Subject to the provisions of the Main Roads (Control of Signs) Regulations 1983 and notwithstanding the provisions of sub-clause 4.31.3, of the 'scheme, the Council's prior development approval is not required in respect of those advertisements listed in Schedule 5 which for the purpose of this clause are referred to as "exempted advertisement". The exemptions listed in Schedule 5 do not apply to places, buildings, conservation areas or landscape protection zones which are either:

- (a) listed by the National Trust; or
- (b) listed on the register of the National Estate; or
- (c) included in the Heritage List; or

- (d) in a Heritage Precinct.

Discontinuance

Notwithstanding the scheme objectives and sub-clause 4.31.2 where the Council can demonstrate exceptional circumstances which cause an exempted or existing advertisement to seriously conflict with the objectives of the Scheme, it may by notice in writing (giving clear reasons) require the advertiser to remove, relocate, adapt, or otherwise modify the advertisement within a period of time specified in the notice.

Derelict or Poorly Maintained Signs

Where in the opinion of the Council, an advertisement has been permitted to deteriorate to a point where it conflicts with the objectives of the Scheme or it ceases to be effective for the purpose for which it was erected or displayed, the Council may by notice in writing require the advertiser to:

- (a) repair, repaint or otherwise restore the advertisement to a standard specified by the Council in the notice; or
- (b) remove the advertisement.

Notices

- (a) "the advertiser" shall be interpreted as anyone or any group comprised of the landowner, occupier, or licensee.
- (b) any notice served in exceptional circumstances pursuant to sub-clause 4.31.2 shall be served upon the advertiser and shall specify:
 - (i) the advertisement(s) the subject of the notice;
 - (ii) full details of the action or alternative courses of action to be taken by the advertiser to comply with the notice;
 - (iii) the period, not being less than 60 days, within which the action specified shall be completed by the advertiser.

- (c) any person upon whom a notice is served pursuant to this sub-clause may within a period of 60 days from the date of the notice appeal in accordance with Part 14 of the Act, and where any such appeal is lodged the effect of the notice shall be suspended until the decision to uphold, quash or vary the notice is known and, shall thereafter have effect according to that decision.

SCHEDULE 5

EXEMPTED ADVERTISEMENTS

LANDUSE AND/OR DEVELOPMENT	EXEMPTED SIGN (includes the change of posters or poster signs and applies to non-illuminated signs unless otherwise stated)	MAXIMUM AREA
Dwellings	One professional name-plate as appropriate.	0.2m ²
Home Occupation	One advertisement describing the nature of the home occupation.	0.2m ²
Places of Worship, Meeting Halls and Places of Public Assembly	One advertisement detailing the function and/or the activities of the institution concerned.	0.2m ²
Cinemas, Theatres and Drive-In Theatres	Two signs (illuminated or non-illuminated) detailing the entertainment being presented from time to time at the venue upon which the signs are displayed.	Each advertisement sign not to exceed 5m ²
Shops, Showrooms and other uses appropriate to a Shopping Area	As per the Shire of Exmouth 6.8 - Signs Policy	

Industrial and Warehouse Premises	A maximum of four advertisements applied to or affixed to the walls of the building but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projecting from a building and excluding signs which are connected to a pole, wall, or other building.	Total area of such advertisements shall not exceed 15m ²
	A maximum of two free-standing advertisement signs not exceeding 5 metres in height above ground level.	Maximum permissible total area shall not exceed 10m ² and individual advertisement signs shall not exceed 6m ² .
Showroom, racecourses, major racing tracks, sports stadia, major sporting grounds and complexes	All signs provided that, in each case, the advertisement is not visible from outside the complex or facility concerned either from other private land or from public places and streets.	Not Applicable
Public Places and Reserves	<p>a) Advertisement signs (illuminated and non-illuminated) relating to the functions of Government, a public authority or Council of a local government excluding those of a promotional nature constructed or exhibited by, or on behalf of any such body; and</p> <p>b) Advertisement signs (illuminated and non-illuminated) required for the management or control of traffic on any</p>	Not Applicable

public road, car park, cycleway, railway or waterway where such advertisement has been constructed or exhibited by or at the direction of a Government department, public authority or the Council of a local government; and

- c) Advertisement signs (illuminated and non-illuminated) required to be exhibited by or pursuant to any statute or regulation or the like made pursuant to powers contained within a Statute provided that any such advertisement is constructed and/or exhibited strictly in accordance with the requirements specified therein. Not Applicable

Advertisements within Buildings	All advertisements placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings.	Not Applicable
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All classes of buildings other than single family dwellings	One advertisement sign containing the name, number and address of the building, the purpose for which the building is used or the name and address of the managing agent thereof.	0.2m ²
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TEMPORARY SIGNS	EXEMPTED SIGN TYPE AND NUMBER (All non-illuminated unless otherwise stated. Includes the change of posters or poster signs and applies to non-illuminated signs unless otherwise stated)	MAXIMUM AREA
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Building Construction Sites (advertisement signs displayed only for the duration of the construction) as follows:

- | | | |
|--|--|-------------------------------------|
| a) Dwellings | One advertisement per street frontage containing details of the project and the contractors undertaking the construction work. | 2m ² |
| b) Multiple dwellings, shops, commercial and industrial properties | One sign as for a) above. | 5m ² |
| c) Large development or redevelopment projects involving shopping centres, office or other buildings exceeding three (3) storeys in height | One sign as for a) above.
One additional sign showing the name of the project builder. | 10m ²
5m ² |

Sales of goods or livestock	One sign per lot displayed for a period not exceeding three (3) months advertising the sale of goods or livestock upon any land or within any building upon which the sign is exhibited provided that the land is not normally used for that purpose.	2m ²
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Property Transactions

Advertisement signs displayed for the duration of the period over which property transactions are offered and negotiated as follows:

- | | | | |
|----|--|--|--|
| a) | Dwellings | One sign per street frontage for each property relating to the sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed. | Each sign shall not exceed an area of 2m ² |
| b) | Multiple dwellings, shops, commercial and industrial properties | One sign as for a) above. | Each sign shall not exceed an area of 5m ² |
| c) | Large properties comprised of shopping centres, buildings in excess of four (4) storeys and rural properties in excess of five (5) hectares. | One sign as for a) above | Each sign shall not exceed an area of 10m ² |
-

Display Homes

- | | | | |
|--|----|---|-----------------|
| Advertisement signs displayed for the period over which homes are on display for public inspection | a) | One sign for each dwelling on display. | 2m ² |
| | b) | In addition to a) above one sign for each group of dwellings displayed by a single project builder giving details of the project building company and details of the range of dwellings on display. | 5m ² |
-