



LOCAL PLANNING POLICY No. 13: SIGNAGE

PURPOSE

To provide guidance for the requirements for all signage within the Shire of Beverley.

AUTHORITY TO PREPARE AND ADOPT A LOCAL PLANNING POLICY

Clause 4 of Schedule 2, Part 2 of the *Planning and Development (Local Planning Schemes) Regulations 2015* enables a Local Government to prepare and adopt Local Planning Policies.

This Policy supersedes the previous Signage Policy which is hereby rescinded.

BACKGROUND

Signage is considered to have a major impact on the amenity of the Shire, particularly in relation to roadside advertising. Except where specifically exempt under the Shire of Beverley Local Planning Scheme No. 3 or lawfully erected prior to the gazettal of the Local Planning Scheme No. 3 all advertisements within the Shire of Beverley require the prior approval of Council. This policy is to provide guidance for the location and desired standards when an application for planning approval is being considered.

OBJECTIVE

The policy is to enhance the amenity and character of all areas within the Shire of Beverley through the provision of acceptable standards of development for advertisements.

POLICY

1. This policy is for all signage that is visible from outside the property, complex or facility concerned, either from private land or from public places or streets.
2. For protection of amenity in the Rural, Rural Smallholding & Rural Residential zones, rural character shall be a priority when considering applications. Proposals which are not considered to be in harmony with the character and amenity of the area shall be recommended be refused.
3. Should the application be on or adjacent to a Main Road reserve, approval from Main Roads WA is also required.
4. Signs denoting property and/or owner name and/or property address do not require approval.
5. Temporary signage erected on any land, to encourage persons to vote for a candidate, political party or issue which may be for a forthcoming election of the parliament of the Commonwealth or State or Local Government or a referendum, removed within 72 hours of close of polls on the voting day, does not require planning approval.



6. Signage placed within the property boundary by a Licensed Real Estate agent specifically relating to the sale of the property, does not require planning approval.
7. Signage for community events, no larger than 1.2m² and for a period not exceeding 4 months, does not require the payment of a planning application fee and may be approved by the Shire Planner under delegated authority.
8. A-Frame type signage for retail sales placed adjacent to the associated business, no larger than 1.2m² does not require planning approval, on the proviso they be removed after close of business on business operational days.
9. Where an advertisement proposal requires approval, including those that form a component of a development application, the applicant shall complete and lodge a control of advertisements form contained in Appendix No. 1 to this policy in addition to an application for Planning Approval.
10. All advertisements shall comply with the criteria contained in Table 1 of this policy.



Location	Sign Purpose	Maximum Allowable Signage
All Locations	All Advertising	<ul style="list-style-type: none"> • Signage must be complementary to its surroundings. • Any signage which in the opinion of Council is distracting to motorists shall not be approved. • Except for Rural Townsite, Light or General Industry zones flashing or illuminated signs shall not be approved.
Recreational Precinct - Oval	Commercial Advertising	<ul style="list-style-type: none"> • Signage around the Oval circle shall have a minimum as well as maximum height of 80cm (inclusive of frame) measured from natural ground level to the top of the sign (refer to Appendix 2). • No limitation on width of signage. • Advertisements along the Oval circle shall be framed with an appropriate material to prevent possible injuries to spectators and participants in sports events. • Advertising contents, font and colour scheme shall be to the satisfaction of the Shire. • All other Commercial Oval Advertising to be considered on individual merit in relation to contents, dimensions, type and siting, etc.
Beverley Cornerstone Multi-Purpose Community Centre	Commercial Advertising	<ul style="list-style-type: none"> • All proposed commercial advertising shall require an application for planning approval. • Advertising for the commercial offices fronting Dawson Street shall be limited to signage on the two glass door panels (top and bottom) only – (refer to Appendix 3). Preference will be given to removable printed film. • No signage shall be permitted on adjacent external commercial office walls or facia's/eaves. • Should the business cease to operate, all relevant signage must be removed.
Within Main Roads Road Reserve	Local Government or Community Organisation	<ul style="list-style-type: none"> • Maximum dimension of 4.5m². • Should the organisation cease to operate, all relevant signage must be removed.
	Commercial Advertising	Not allowed
Adjacent to Main Roads Road Reserve	All Advertising	<ul style="list-style-type: none"> • Maximum dimension of 4.5m². • All signage must comply with the setback requirements contained in <i>Table 5 – General Site Requirements</i> in Local Planning Scheme No. 3. • Consideration must be given to the grouping of signage. • Should the business cease to operate, all relevant signage must be removed. • Advertising shall be for businesses or activity located within 5 km of the sign.



Road Reserve (Non Main Road)	Private and commercial advertising.	<ul style="list-style-type: none">• Signage must be specific to an event and time period. Ongoing approval shall not be granted.
	Local Government or Community Organisation	<ul style="list-style-type: none">• Signage must be specific to an event and/or time period
Residential Zone	Home Business – Signage does not require approval if compliant with policy	<ul style="list-style-type: none">• Maximum dimension of 1m².• Signage must relate to the business being conducted.• Should the business cease to operate, all relevant signage must be removed.
	Domestic Advertising for (Garage Sale Etc.)	<ul style="list-style-type: none">• Maximum dimension of 1m².• Advertising must relate to the property upon which the signage is placed.• All signage approval shall be limited to a maximum of two months after which a new approval must be sought and granted.
Rural Residential Zone	All Advertising	<ul style="list-style-type: none">• Maximum dimension of 4.5m².• Advertising must relate to the property upon which the signage is placed.
Rural Smallholding Zone	All Advertising	<ul style="list-style-type: none">• Maximum dimension of 4.5m².• Advertising must relate to the property upon which the signage is placed.
Rural Zone	All Advertising	<ul style="list-style-type: none">• Maximum dimension of 4.5m².• Consideration must be given to the grouping of signage.
Rural Townsite Zone	All Advertising	<ul style="list-style-type: none">• Advertising must relate to the property upon which the signage is placed.• Consideration must be given to the grouping of signage.• All signage approval shall be limited to the business for which approval has been granted. For any change of business, a new approval must be sought and granted.
Light & General Industry Zone	All Advertising	<ul style="list-style-type: none">• Maximum individual dimension of 6m².• Maximum total area of signage 15m².• Advertising must relate to the property upon which the signage is placed.• Consideration must be given to the grouping of signage.• All signage approval shall be limited to the business for which approval has been granted. For any change of business, a new approval must be sought and granted.



Appendix 1

ADDITIONAL INFORMATION SHEET FOR ADVERTISEMENT APPROVAL (to be completed in addition to Application for Planning Approval)

Name of Advertiser (if different from owner):

Address in full:.....

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

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Details of Proposed Sign:

Height:..... Width:..... Depth:

Colours to be used:

Height above ground level - (to top of advertisement):

(to underside):.....

Materials to be used.....

Illuminated: Yes/No. If yes, state whether steady, moving, flashing, alternating, digital, animated or scintillating and state intensity of light source:

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State period of time for which advertisement is required:

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

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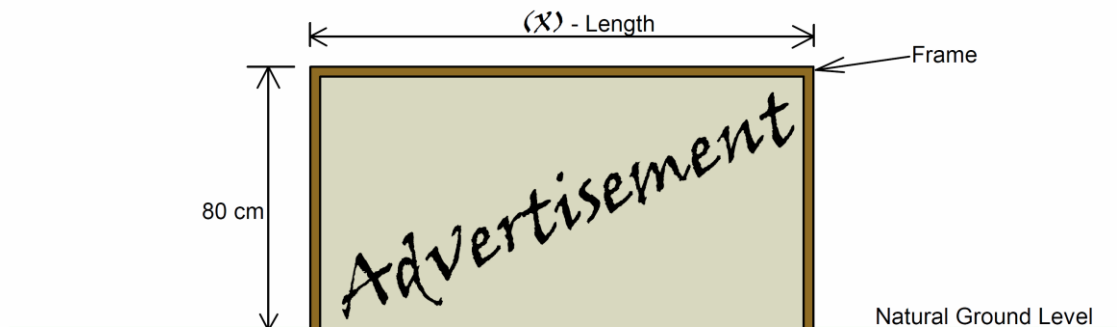
NB. This application should be supported by a photograph or photographs of the premises showing superimposed thereon the proposed position for the advertisement and those advertisements to be removed detailed above.

Appendix 2

Location of Oval Circle:



Elevation Sketch Plan – Oval Signage Dimensions:





Appendix 3

COMMERCIAL ADVERTISING – CORNERSTONE MULTI-PURPOSE COMMUNITY CENTRE

