

POLICY MANUAL

Title:	Signage within Zoned and/or Reserved Land
Previous No:	new
File No:	ADM 0206
Statutory Environment:	Town Planning Scheme No. 3 – Cl. 8.7
Minute No:	10.02.11.01
Last Updated:	
Review Date:	June 2013

Objective:

To enhance the amenity and character of all areas within the Shire of Brookton through the provision of acceptable standards of development for advertisements.

Policy:

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 Brookton's Town Planning Scheme No. 3 (TPS 3) or lawfully erected prior to the gazettal of the Scheme, under Clause 6.2 of TPS 3, all advertisements within the Shire of Brookton require the prior approval of Council. This policy is to provide guidance for the location and desired standards when applications for planning approval are being considered.

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. Should the application be on or adjacent to a Main Road reserve, approval from Main Roads WA is also required.
3. Signs denoting property and/or owner name and/or property address do not require approval.
4. Exempted advertisements, as detailed in Appendix No. 6 of TPS 3 do not require Planning Approval.
5. 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. 5 of TPS 3 in addition to an application for Planning Approval.
6. All advertisements shall comply with the criteria contained in Table 1 of this policy.

7. Approval for the continuation of approved signage requires that a request shall be made to the Shire in writing, prior to planning approval expiring. Approval for the continuation of signage approval **may** be granted by the Shire Planner under delegated authority and does not require a new Application for Planning Approval as prescribed under Clause 7.1 of the Shire of Brookton's Town Planning Scheme No. 3.

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.
Within Main Roads Road Reserve	Local Government or Community Organisation	<ul style="list-style-type: none"> • Maximum surface 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 surface of 4.5m². • All signage must comply with the setback requirements contained in Table 2 of TPS 3. • Consideration must be given to the grouping of signage. • Should the business cease to operate, all relevant signage must be removed.
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"> • Flashing or illuminated signs shall not be approved. • Maximum surface of 1m². • Signage must relate to the business being conducted. • Should the business cease to operate, all relevant signage must be removed.
	Domestic Advertising (Garage Sale Etc.) –	<ul style="list-style-type: none"> • Maximum surface 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	All Advertising	<ul style="list-style-type: none"> • Flashing or illuminated signs shall not be

Residential Zone		<p>approved.</p> <ul style="list-style-type: none"> • Maximum surface of 4.5m². • Advertising must relate to the property upon which the signage is placed..
Rural Townsite Zone	All Advertising	<ul style="list-style-type: none"> • Flashing or illuminated signs shall not be approved. • Maximum surface of 1m². • Advertising must relate to the property upon which the signage is placed.. • Should the business cease to operate, all relevant signage must be removed.
Farming Zone	All Advertising	<ul style="list-style-type: none"> • Maximum surface of 4.5m². • Consideration must be given to the grouping of signage.
Commercial Zone	All Advertising	<ul style="list-style-type: none"> • Maximum surface of free standing signs to be 5m². • 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.
Industrial Zone	All Advertising	<ul style="list-style-type: none"> • Maximum individual surface 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.