

TITLE:	SIGNS
ADOPTED:	OMC 9 August 2012 – Pages 50 - 56
REVIEWED:	OMC 21 February 2013 – Pages 94 – 97 OMC 30 July 2015 – Pages 28 – 40 OMC 17 December 2015 – Pages 110 – 121 OMC 25 May 2017 – Pages 85 – 260 OMC 14 December 2017 – Pages 1030 – 1043 OMC 12 December 2019 – Pages 213 - 221 OMC 30 May 2024 – Pages 10 –16
ASSOCIATED LEGISLATION:	Planning and Development Act 2005 Planning and Development (Local Planning Schemes) Regulations 2015 Local Planning Scheme No 7 (LPS7)
ASSOCIATED DOCUMENTS:	
REVIEW RESPONSIBILITY:	Director Development Services
DELEGATION:	Delegations are exercised in accordance with delegation granted in terms of Section 5.42 of the Local Government Act 1995 as amended or other statutes as applicable to specified officers.
APPLICATION	This policy applies to the LPS7 area.

BACKGROUND

Advertising signs help identify businesses, promote products or activities and provide direction / information.

If designed and sited well signs make a positive contribution and can add to the vitality of the streetscape. If located in a way that is poorly thought out, not well designed or not well maintained the sign becomes an eyesore and can have a negative impact on the character and amenity of the surrounding area.

The proportion and size are critical elements when considering new signs. The placement of signs must be cognisant of the particular area and the 'view shed'. There may be areas where large amounts of signage are considered appropriate and integral to the image sought to be created. Conversely there may be areas where because of heritage and amenity signs need to be kept to a minimum.

POLICY OBJECTIVES

1. Coordinate and control signage within the Shire of Broome.
2. Ensure signs within the Chinatown Conservation Area reflect the traditional the form, location and style.
3. Ensure the siting, design and general appearance of advertising does not detract from the visual amenity and character of the Shire.
4. To avoid a proliferation of signs on individual sites, buildings and the Shire generally.
5. To ensure the architectural style of the building is considered in the design and placement of an advertising sign.
6. Ensure that the scale and colour of the sign is appropriate to the size of the building.
7. To improve the quality of advertising signs and their overall visual impact.
8. Define which signs are exempt from the requirements to obtain development approval.

EXEMPTIONS

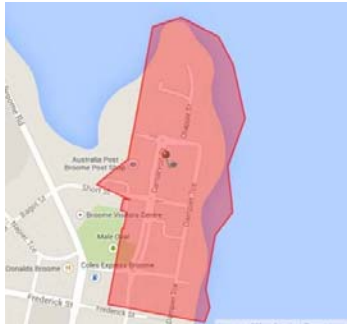
This policy does not apply to:

- Signs approved or are in accordance with the *Shire of Broome Local Government and Public Places Local Law*;
- Signs approved as part of an Event Permit / Trading Licence approved by the Shire of Broome;
- Public Art/Integrated Art/ Community Art as defined by the Council's Policy - Public Art;
- Sign(s) only visible within a building or only visible within the boundaries of the property on which the sign is positioned;
- Blue & White directional signs;
- Signs relating to the functions of Government, a public authority or local government, excluding those of a promotional nature, constructed or exhibited by, or on behalf of any such body;
- Signs required for the management or control of traffic on any public road, car park, cycleway, railway, waterway where such sign has been constructed or exhibited by or at the direction of a Government department, public authority or the local government;
- Signs required by other Legislation; or
- Signs/advertisements defined in Clause 61 of the Deemed Provisions (temporary erection of advertisement in connection with an election).

DEFINITIONS

The following definitions relate directly to the application of this Policy

“Chinatown Heritage Area” means any property that is positioned within the Chinatown Conservation Area included on the State Register of Heritage Places, as shown below:



“Election Sign” – is a sign that:

- a) is erected or installed in connection with an election, referendum or other poll conducted under the *Commonwealth Electoral Act 1918* (Commonwealth), the *Referendum (Machinery Provisions) Act 1984*, the *Electoral Act 1907 Local Government Act 1995* or the *Referendums Act 1983*; and
- b) the primary purpose of the advertisement is for the political communication in relation to the election, referendum or poll; and
- c) is not erected or installed until the election, referendum or other poll is called and is removed no later than 48 hours after the election, referendum or other poll is conducted. .

“Fence” - is a freestanding structure put in place to mark a boundary and restrict movement across a property. It can be a permeable or solid structure. A fence may consist of several sections each section being defined by a clear edge at which the angle of alignment of the adjoining fence changes.

“Gable” - is the generally triangular portion of a wall between the edges of a sloping roof.

“Heritage Building” – is a building listed on the Register of Heritage Places or the Shire of Broome Municipal Inventory of Heritage Places.

“Sign”- includes all forms of advertising devices, signage and bill posting including a notice, flag, mark, structure or device, or part thereof, whether or not words, numbers, expressions or symbols are shown thereon.

“Sign surface area” where the sign is painted, printed or affixed on a building or fence and there is no contrasting background used to the predominant colour of the building elevation or fence, the surface area of the sign is taken as the outer edge of the lettering, symbols images used. In the event contrasting colour(s) are used, the outer edge of the contrasting colour(s) will form the sign surface area. The surface area of the sign in a co-joined ‘V’ shape is the sum of both surfaces.

“Wall” - is the vertical external face of a constructed building comprising solid building material and includes any openings (windows/doors) but does not include a fence. A building may consist of several walls each wall being defined by a clear edge at which the angle of alignment of the adjoining wall changes.

POLICY STATEMENT

General Provisions:

Location of signs

- 1.1 Signs must be within or on the boundaries of the lot on which the business is operating (except election signs). The only exception is signs which are attached to an approved awning or verandah which extends into the road reserve.

Content of signs

- 1.2 The content of a sign (other than an election sign) shall be limited to:
- (i) Name of traders/occupants/operators;
 - (ii) Details of business name or business carried out on the land;
 - (iii) Telephone or contact details;
 - (iv) Details of the goods sold or services provided; and
 - (v) The trademark or logo of the business or products for sale
- 1.3 The sign (other than an election sign) can only advertise the activity or business that is carried out on the property.

Safety

- 1.4 No sign shall pose threat to public safety or health, obstruct sightlines of vehicles, cyclists or pedestrians or obstruct pedestrian movement.

Signs visible from a Main Road

- 1.5 Signs on private land but visible from a road controlled by Main Roads WA (MRWA) under the provisions of the Main Roads (Control of Advertisement) Regulations 1996 will be referred to MRWA for comment.

Building Permit

- 1.6 Any sign that requires structural features is required to obtain a Building Permit. An Engineers certificate from a registered structural engineer is to accompany the application.

Illuminated Signs

- 1.7 Any signs which are proposed to be illuminated must comply with the following:

- (i) Can have a maximum luminance measured in candela per square metre, in accordance with the following table:

<i>'Regional Centre,' 'Mixed Use,' 'Tourism,' 'Service Commercial' and all 'Industry' zones</i>	<i>'Local Centre' and 'District Centre' zone</i>	<i>Where the sign is within 100 metres of Residential development.</i>
500 cd/sqm	350 cd/sqm	300 cd/sqm

- (ii) All conduits, wiring, switches or other electrical apparatus are to be concealed from general view;
- (iii) A maximum of one illuminated sign per tenancy is permitted.

Maximum aggregate number of signs

- 1.8 Notwithstanding the provisions of the table under Clause 1.13, the maximum number of signs permitted for each tenancy within a lot/property is:
- One Portable sign; and
 - Four other signs.

Signs in the Chinatown Conservation Area or on Heritage Buildings:

- 1.9 Notwithstanding any other provision of this Policy, any sign proposed in the Chinatown Conservation Area must comply with the following:
- (i) Lettering to be simple. However, the lettering should not dominate the design of the sign.
 - (ii) Oriental graphics may be used.
 - (iii) Maximum number of five (5) colours permitted on each sign.
 - (iv) The bare light bulb signage as found on the 'Sun Pictures' sign may be considered if the lettering size and style of this particular sign is also used. However, this type of sign should not appear on more than one in every ten buildings in any given streetscape.
 - (v) A maximum of three (3) signs per tenancy may be approved, i.e. one roof sign and other type of signs. On tenancies with two street frontages, a maximum of three (3) signs per street frontage may be approved.
 - (vi) Is to be affixed in a way that causes no damage to the building and can be removed without leaving evidence of having been affixed.
- 1.10 Signs on Places within the Shire of Broome Heritage List with a grading of A or B must comply with the following:
- (i) Lettering to be simple.
 - (ii) Maximum number of five (5) colours permitted on each sign.
 - (iii) Is to be affixed in a way that causes no damage to the building and can be removed without leaving evidence of having been affixed

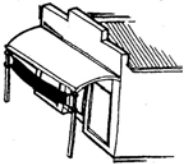

Signs not permitted:



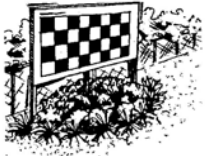
1.11 The following signs are not permitted:




- (i) Any advertisement that is objectionable, offensive or dangerous;
- (ii) Illuminated signs that pulsate, flash or contain moveable electronic text;
- (iii) Signs that incorporate animation or movement in to the design or structure;
- (iv) Creative buildings where structures, including permanent or inflatable structures, are placed on top for promotional purposes;
- (v) Signs placed in/or on infrastructure associated with a bus stop, telephone booth or a highway sign;
- (vi) Signs that are moveable other an a 'mobile Billboard' sign;
- (vii) Bunting;
- (viii) Tethered balloons, blimps or other such objects that float above building or property;
- (ix) Any signs listed as 'X' in Table under Clause 1.14.
- (x) Any sign which is not erected within or on the boundaries of the lot to which the business is operating (except election signs). The only exception is signs which are attached to an approved awning or veranda which extends into the road reserve.



Sign Standards


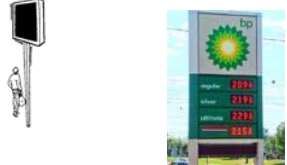

1.12 The following table details the types of signs, the design requirements and maximum numbers for each sign type which must be complied with in addition to the general provisions listed above:

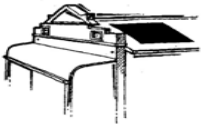
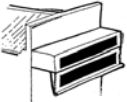

Type of Sign	Design Standards	Maximum number of signs
<p>Banner Sign - is a temporary sign on non-rigid material hung on a building or a fence to promote sales or special activity but does not include a 'Community Service Sign' or an 'Event Sign.'</p> 	<ul style="list-style-type: none"> • The banner does not exceed 4sqm in area; • If located under eaves or verandahs provides head room clearance of 2.75m above natural ground level; and • Is displayed for no longer than 4 weeks during any 12 month period. 	One sign per tenancy
<p>Canopy Sign - is a sign placed on one or more of the canopy fascia at a petrol filling station or similar facilities.</p> 	<ul style="list-style-type: none"> • Must be attached to the facades of the canopy only and shall not project more than 1m above the canopy. 	N/A
<p>Community Service Sign - is a temporary sign on non-rigid material hung on a building or fence to promote a not-for-profit fete, fair or festival for a charitable, religious, education, childcare, sporting organisation or the like but does not include a 'Banner Sign' or 'Event Sign.'</p>	<ul style="list-style-type: none"> • Maximum area of 4sqm; • Located on the site of the proposed activity or the property of the relevant organisation where the activity is to occur; and • Is displayed not more than 2 weeks before the community activity and taken down the day after the community activity occurs. 	One sign per street frontage
<p>Entertainment Sign - is a sign that is displayed at an entertainment venue or to publicise a particular movie or performance.</p>	<ul style="list-style-type: none"> • An aggregate area of 0.2sqm per 1m street frontage of the tenancy with a maximum area of 4sqm; and • Removed on the completion of the movie or performance to which they relate. 	N/A

<p>Event/Trading Sign – is a sign erected in accordance with a Trading Licence or Event Permit issued by the Shire.</p>	<ul style="list-style-type: none"> • Determined in accordance with the Event Policy. • Cannot involve any advertising devices which are inflatable, or devices which are illuminated with pulsating, flashing or moveable electronic writing or animation. 	N/A
<p>Fence Sign – is a sign erected, attached to or painted on a fence.</p> 	<ul style="list-style-type: none"> • Maximum area of 20% of the section of fence to which it is attached to or 4sqm whichever is lesser. <p>In the Chinatown Conservation Area, only the following type of fence signs are permitted:</p> <ul style="list-style-type: none"> • Maximum area of 20% of the section of fence to which it is attached to or 2sqm whichever is lesser. 	N/A
<p>Flag Sign – is a sign printed on a flag and flown from a pole and can include up to 4 separate flags but does not include bunting (small triangular flags attached to rope).</p> 	<ul style="list-style-type: none"> • Each flag has a maximum area of 2sqm; • There is a minimum separation of 1.5m between each flag; • Is no higher than the building to which the sign relates; • Is not placed in a way to be a hazard or safety risk to pedestrians, bicyclists or vehicular traffic; and • Is removed at the end of each business day. 	One flag sign per lot (one flag sign can consist of 4 flags)
<p>Freestanding Sign – – is a sign that is not a ‘Pylon Sign’ supported above ground level by one or more piers and is not attached directly to any building or other structure.</p> 	<ul style="list-style-type: none"> • Maximum area of 2 sqm; • Does not exceed 2.5 metres in height; and • Cannot be located on a property where there is one ‘Pylon Sign’ or one ‘Hoarding Sign’. 	One sign per lot except within a ‘Public Purpose’ reserve where the maximum number is one sign per street frontage.

<p>Gable Sign – is a sign attached to or painted on the gable of a roof.</p> 	<ul style="list-style-type: none"> • Fits within the gable feature • The sign area is not greater than 1.2sqm, • Can be inclined no more than 10 degrees from the vertical • Has a maximum depth of 300mm. <p>In the Chinatown Conservation Area, only the following type of gable signs are permitted:</p> <ul style="list-style-type: none"> • Fits within the gable feature • The sign area does not exceed two-thirds the width of the tenancy with the sign having the maximum area of 1.2sqm. 	<p>N/A</p>
<p>Garage Sale Sign – is a notice stuck on an upturned and weighted down standard sized cardboard box and placed on a road safety island advertising a garage sale for a private dwelling.</p> 	<ul style="list-style-type: none"> • The sign is temporary, and is removed once the sale has concluded, usually within 24 hours. 	<p>N/A</p>
<p>Hoarding Sign - is a sign on a detached structure supported above ground level by one or more piers and is not attached directly to any building or other structure.</p> 	<ul style="list-style-type: none"> • Maximum area 20sqm; • Does not exceed 6 metres in height; • The bottom edge is to be not less than 1.2m from ground level; • Not located within 15m or not closer than its own height (which ever is the lesser) from any road reserve, street, footpath or public place; and • Cannot be located on a property where there is one 'Pylon Sign' or one Freestanding Sign' already approved or constructed. 	<p>One sign per lot</p>

<p>Holiday House Sign – is a sign that is erected on-site within the property boundary.</p>	<ul style="list-style-type: none"> • Maximum area 0.2sqm (i.e. 50cm x 40cm). • Clearly visible from the street. • Must have the current property managers name and contact details. 	<p>One sign per Holiday House</p>
<p>Mobile Billboard Sign – is a sign painted on, attached to or placed on a vehicle (car, truck, boat, motorcycle, scooter, bicycle, trailer, caravan, machinery or similar) whether to not it is moveable.</p> 	<ul style="list-style-type: none"> • Maximum horizontal or vertical dimension being 2.0m • The vehicle is removed when Cyclone warning 'Yellow' alert is issued 	<p>N/A</p>
<p>Portable Sign – is a temporary sign placed on the ground outside a shop or business that has 2 panels on which advertising is displayed.</p> 	<ul style="list-style-type: none"> • Is located within the property of the business it is advertising; • Advertises only the name of the owner or occupier of the premises to which it relates and the nature of the business; • Does not exceed 1,000mm in height; • Size of each advertising panel is no greater than 0.8 sqm; • Must not be located to impede pedestrian, bicycle or vehicular movement; • Is to be taken in each day at close of business; and • Is removed when Cyclone warning 'Yellow' alert is issued. 	<ul style="list-style-type: none"> • One sign per tenancy

<p>Projecting Sign – is a sign fixed to and projecting from a wall above an awning or verandah or suspended from beneath a verandah.</p> 	<ul style="list-style-type: none"> • Maximum area of 1.2sqm • Does not impede or create a hazard for pedestrian or cyclists • If suspended has a clearance of 2.75m from the ground/pavement. <p>In the Chinatown Conservation Area, only the following type of projecting signs are permitted:</p> <ul style="list-style-type: none"> • Maximum size of 0.6sqm • Does not impede or create a hazard for pedestrian or cyclists • If suspended has a clearance of 2.75m from the ground/pavement. • If illuminated such signs are only permitted above the verandah with a maximum length of 1/3rd of frontage or 0.6sqm whichever is the lesser. 	<ul style="list-style-type: none"> • One sign per tenancy
<p>Pylon Sign – a sign that is either supported above ground level by one or more piers or is a monolith and is not attached directly to any building or other structure.</p> 	<ul style="list-style-type: none"> • If advertising one business maximum area of 4sqm; • If advertising three or more businesses maximum area of 10sqm; • Has a maximum height of six (6) metres; • Has a maximum depth of 400mm; • Where clearance for pedestrian or cyclist traffic is required the bottom edge it is 2.75 metres above ground or pavement level; and • Cannot be located on a property where there is one 'Freestanding Sign' or one 'Hoarding Sign.' <p>In the Chinatown Conservation Area, only the following type of pylon signs are permitted:</p> <ul style="list-style-type: none"> • Multi-tenancy sites where identification is required for tenancies in a rear or side laneway or mall development; • The sign (excluding the pylon) shall be a maximum of 2.4m in height and 1m in width; • The overall height of the pylon cannot exceed 3m; and • Must be situated adjacent to the principal pedestrian entrance point provided no restriction of traffic flow is created. 	<ul style="list-style-type: none"> • One sign per lot
<p>Real Estate Sign – is any sign advertising property transactions</p> 	<ul style="list-style-type: none"> • A maximum size of 2sqm; • Is located within the property boundary to which the transaction relates; • Requires no guy ropes or stays or other external devices to ensure stability; • Is removed when the property transaction is completed or twelve months whichever is the lesser; and • Is removed when Cyclone warning 'Yellow' alert is issued. 	<p>N/A</p>

<p>Roof Sign – is any sign painted or fixed to the roof of a building that does not protrude above the ridge line of the roof.</p> 	<ul style="list-style-type: none"> • A maximum area of 20% of the area of the roof panel on which it is located or 4 sqm whichever is the lesser; • A maximum width of 2/3 of the width of the roof; • Does not protrude above the roof ridge line; and • Does not project more than 300mm from the portion of the building to which it is attached. <p>In the Chinatown Conservation Area only the following type of Roof Signs are permitted</p> <ul style="list-style-type: none"> • Only be located on the tenancy to which the sign directly relates to. • Maximum area of 10% of the area of the roof on which it is located or 4 sqm whichever is the lesser • If illuminated maximum length to be 1/3rd length of the roof or 3 metres whichever is lesser. 	<ul style="list-style-type: none"> • One sign per lot
<p>Verandah Sign – is a sign displayed on the outer fascia of a verandah, canopy, blind or sunshade.</p> 	<ul style="list-style-type: none"> • Maximum area of 1.2sqm; and • Provides a clearance of 2.75m from ground/pavement level; and • If located on the outer fascia has a maximum depth of 300mm. 	<p>N/A</p>
<p>Wall Sign – is a sign attached to or painted on wall.</p> 	<ul style="list-style-type: none"> • Maximum area of 20% of the wall to which it is attached to or 4 sqm whichever is the lesser; and <p>In the Chinatown Conservation Area only the following type of Wall Signs are permitted:</p> <ul style="list-style-type: none"> • Maximum sign size is 2sqm 	<p>N/A</p>
<p>Any Other Sign - Is a sign that is not listed or defined within the general terms of the definitions or otherwise mentioned in this Policy.</p>	<p>These are to be considered against the provisions of a sign definition of 'nearest fit' and the performance criteria.</p>	<p>N/A</p>

Permissibility

1.12 Notwithstanding the exemptions set out under Clause 1.14, the following signs must have development approval from the Shire of Broome:

1.13.1 all signage attached to buildings that are Graded A and B in on the Heritage List including signage proposed on all buildings in the Chinatown Heritage Area, is subject to development approval.

1.13.2 Signs on private land but visible from a road controlled by Main Roads WA (MRWA) under the provisions of the Main Roads (Control of Advertisement) Regulations 1996 will be referred to MRWA for comment.

1.14 Signs that are notated as the following in Table 1 have the following permissibility/approval requirements:

A Do not require development approval if erected in accordance with the details contained in the General Provisions (1.1 to 1.11) and particular Sign Standards (1.13).

Any sign that is listed as 'A' and will not comply with the General Provisions (1.1 to 1.11) and particular Sign Standards (1.13) will require development approval and are to be assessed against the Performance Criteria (1.15).

C Require development approval and must comply with the details set out in the General Provisions (1.1 to 1.11) and the particular Sign Standards (1.13) and are to be assessed against the Performance Criteria (1.15).

X Are prohibited.

Performance Criteria

1.15 Signs denoted by a 'C' or a sign denoted as 'A' (which do not comply with the General Provisions of Sign Standards) in table 1 are to also be assessed against the following criteria:

<u>Size</u>	Is in keeping/scale with the development or site on which it is proposed
<u>Colour and Shape</u>	Is complementary to the development and surrounding landscape
<u>Number</u>	There is not an excess of signage that detrimentally impacts on visual amenity
<u>Location</u>	The location is sympathetic to the existing landscape /streetscape
<u>Design</u>	The scale and form of the sign complements the building /development and does not obstruct key architectural features.

1.13 In assessing a proposed sign against the above criteria the Shire in its discretion may advertise the proposal as set out in Local Planning Policy 5.14 – Public Consultation – Planning Matters.

1.14 Any application which is deemed to not satisfy the performance criteria under Clause 1.15 above, which proposes signs which in aggregate exceed 20% of the building elevation to which they relate to or proposed a sign which is not permitted as defined under Clause 1.12, are to be referred to Council for determination.

SHIRE OF BROOME LOCAL PLANNING SCHEME No. 7 (LPS7) – LOCAL PLANNING POLICIES

This Policy is a Local Planning Policy adopted pursuant to Part 2 clause 4 of the deemed provisions of LPS7. LPS7 is administered by the Shire of Broome as the responsible authority under the Scheme. LPS7 was gazetted and came into operation on the 28 September 2023.

Planning policies adopted under LPS7 may be amended or rescinded after the procedures set out in Part 2 clause 5 & 6 of the deemed provisions of LPS7 have been completed.