

Attachment 1 to Item 12.1.4 Proposed Initiation of the Draft Control of Signs and Advertising Devices
Local Planning Policy

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| Policy Type: | Planning |
| Date Adopted: | |

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| Policy No: | PXX |
| Date Last Reviewed: | |

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| <p>Legal (Parent):</p> <ol style="list-style-type: none"> 1. Town Planning Scheme No. 5, Clause 5.1 2. Town Planning Scheme No.5, Clause 6.12. |
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| <p>Legal (Subsidiary):</p> <ol style="list-style-type: none"> 1. Planning and Development Act 2005. |
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| Delegation of Authority Applicable |
| Yes/No |

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| Delegation No. |
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| ADOPTED POLICY | |
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| Title: | PLANNING – CONTROL OF SIGNS AND ADVERTISING DEVICES |
| Objective: | To provide guidance on design and placement of the common forms of advertising within the Town. |

1.0 PURPOSE AND INTRODUCTION

- 1.1 This policy has been prepared to support and be read in conjunction with Clause 6.12 of Town Planning Scheme No. 5 (Control of Advertisements). Town Planning Scheme No. 5 requires the submission of an application for planning consent for non-exempted advertisements which are listed in the Scheme. A copy of Clause 6.12 is attached to this Policy.
- 1.2 This Policy is about advertising signage within the Town of Port Hedland; what signage is acceptable under the provisions of the Council's Town Planning Scheme, and how applications can be made for new signage, or for alterations to existing signage.
- 1.3 Signs may be on buildings, fascias, windows, walls or roofs. Freestanding signs may be on frames or on poles or on street furniture.
- 1.4 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 is aimed at encouraging good quality signage that is appropriate for Port Hedland and its attractive setting.
- 1.5 Council's main concerns in regard to advertising signage relate to:
 - a) visual impact on surrounding land and buildings;
 - b) visual impact on streetscape; and
 - c) visual impact on the overall locality.
- 1.6 When considering proposals for new advertising signage Council will have regard to:
 - a) whether a new sign is compatible with any existing signs on the site;
 - b) whether a new sign complements or detracts from the dominant character of the surrounding landscape;
 - c) whether a new sign complements or detracts from the architectural style and character of the building, site or area;

- d) 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;
 - e) whether a new sign may be hazardous to vehicular or pedestrian traffic;
 - f) whether a new sign on or attached to a heritage building is discreet and complements the building and area, and
 - g) whether rationalisation or reduction in the number of existing signs is appropriate and achievable.
- 1.7 Where a proposed advertising sign or device is to be located within a reserve set aside under Town Planning Scheme No.5, 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.
- 1.8 Appendix 1 contains a diagram of common sign types to assist identify the type of sign an applicant may be seeking approval to erect.

2.0 APPLICATION

This policy applies as a Local Planning Policy adopted under the provisions of Clause 5.1 of the Town of Port Hedland Town Planning Scheme No 5.

3.0 RESTRICTIONS

- 3.1 A person shall not erect or maintain an advertising device:
- a) So as to obstruct the view from a street or public place or traffic in a street or public place;
 - b) So as to be likely to be confused with or mistaken for an official traffic light or sign or so as contravene the *Road Traffic Act 1974* or the Regulations made thereunder;
 - c) On land that is zoned Residential (pursuant to current Town Planning Scheme provisions) if the approved use is other than Residential, unless an approval has been granted under this policy;
 - d) On a light or power pole without the approval of the relevant authority responsible for the erection or maintenance of that pole;
 - e) In a position where it obstructs or obscures a person's view from a dwelling of the sea or any other natural feature of beauty;
 - f) In a position where, in the opinion of Council, it would be injurious or unsuitable to the amenity or natural beauty of the area.

4.0 DEFINITIONS

In this Policy, unless the context otherwise requires—

advertisement means the publication, display or presentation of any sign or advertising device, and the terms “advertising” and “advertising sign” have corresponding meanings;

advertising device means any object or structure on which any word, letter, number, symbol, figure, drawing, image or other representation whatsoever is written, placed, affixed, attached, painted, projected, electronically produced or otherwise displayed for the purpose of giving any message or direction or promoting or publicizing any business, project, enterprise, or undertaking, or any function or event, or any person, body or group, or any product or article, or other thing whatsoever, and includes any vehicle or trailer or other similar object placed or located so as to serve the purpose hereinbefore referred to;

bill means the attaching, sticking, painting or stencilling of any bill, poster, placard or advertisement on any building, wall, hoarding or structure whether erected upon private property or upon a public place and to “post a bill” has a corresponding meaning;

Council means the Council of the Town of Port Hedland;

child care centre means a day care centre as defined by the Child Welfare (Care Centres) Regulations 1968, published in the *Government Gazette* of 15 July 1968, but does not include a family care centre or an occasional care centre as defined by those regulations;

consulting rooms means a building or part of a building (other than a hospital) used in the practice of their profession by legally qualified medical practitioners or dentists, or by physiotherapists,

masseurs or persons ordinarily associated with medical practitioners in the investigation or treatment of physical or mental injuries or ailments;

development sign means a sign erected on land which has been approved for subdivision into a number of small lots, advertising the Lots for sale but upon which no building development has taken place at the time of the approval of the sign;

direction sign means a sign erected in a street or place to indicate the direction to another place but does not include a sign erected or affixed by the Council or the Commissioner of Main Roads or a road direction sign erected or affixed by a duly incorporated association or union of motorists authorised in that regard by the Minister for the time administering the Road Traffic Act 1974;

district means the district of the Town of Port Hedland;

display home sign means a sign erected on a Lot on which a house is erected and which notifies members of the public that the house is open for inspection;

election sign means a bill, poster, placard or advertisement attached to or pasted, painted, stencilled, on any hoarding, wall, building, or structure whether erected upon private property or upon a public place notifying members of the public of a person's intention to stand as a candidate at an election for the Federal or Western Australian Parliament or the Council of the Town of Port Hedland, but does not include a sign erected by Council for the purpose of public information;

fly posting without limiting the generality of the provisions in this Policy relating to bill posting means advertising by means of more than one bill, poster or placard attached, applied, painted, stencilled or affixed on fences, walls, buildings, structures, trees, rocks and any place or thing, and "fly post" has a like meaning;

hoarding means a detached or detachable structure including wall panel other than a pylon sign that is erected for the sole purpose of displaying one or more signs or advertising devices and includes a poster panel, a wall panel or an illuminated panel but does not include a hoarding within the meaning of Section 377 of the Local Government (Miscellaneous Provisions Act) 1960;

horizontal sign means a sign affixed or attached with its largest dimension horizontal to and parallel with the wall of a building or a structure to which it is attached;

illuminated sign means a sign that is so arranged as to be capable of being lit either from within or from without the sign by artificial light provided, or mainly provided, for that purpose;

information panel means a panel used for displaying Government and Local Government notices, functional and dated announcements of a religious, educational, cultural, recreational or similar character, general information for the benefit of the public and travellers and general commercial advertising;

institutional sign means a sign erected or placed on any private property, public place or building used for or in connection with a medical or dental surgery, clinic, hospital, rest home, home for the aged, or other institution or place of a similar nature;

planning approval means approval by the Council under any Town Planning Scheme controlling land development and use within the district;

portable sign means a sign not permanently attached to the ground or to a structure, wall, fence or building and including but not limited to a sandwich board sign consisting of two sign boards attached to each other at the top or elsewhere by hinges or other means;

projection sign means a sign that is made by the projection of light on a wall or similar structure;

pylon sign means a sign supported by one or more piers and not attached to a building and includes detached sign framework supported on one or more piers to which sign infills can be added;

residential area means any area classified as a residential zone under the Town Planning Scheme;

roof sign means a sign erected on or attached to the roof of a building;

semaphore sign means a sign attached or affixed to a structure or building which sign is affixed and supported at, or by, one of its ends only;

service station sign means a sign used solely for the purpose of advertising the price of petrol, diesel or other products sold from land used as a motor vehicle service station;

sign includes a sign board or any message, direction or representation whatsoever displayed on a building or structure, a bunting sign which contains a written message, a clock other than a clock

which is built into a wall and does not project beyond the face of the wall, and includes any display produced by way of video or electronic means and every other type or style of sign defined or referred to in this Policy;

sign infill means a panel which can be fitted into a pylon sign framework;

tower sign means a sign affixed to or placed on a chimney stack or an open structural mast or tower;

Town Planning Scheme means the Town of Port Hedland Town Planning Scheme No. 5, as amended, from time to time or such other Town Planning Scheme for the time being in force within the District of the Town of Port Hedland, and the term also includes where the context permits any interim development order or other Town Planning Scheme operating in respect of any of the district to which Town Planning Scheme No. 5 does not apply;

vehicle has the meaning given to it and for the purpose of the Road Traffic Act 1974;

verandah includes cantilever awnings, cantilever verandahs and balconies whether in, or above a street, way, footpath, public place or private property;

verandah sign includes a sign above a verandah fascia, a sign on a verandah fascia and a sign under a verandah;

vertical sign means a sign affixed or attached to the wall of a building or a structure, of which the vertical dimension of the sign exceeds the horizontal dimension of the sign exclusive of the back projection of the sign;

5.0 EXEMPTION FROM PLANNING APPROVAL REQUIREMENTS

5.1 The following signs and advertising devices are exempt from the requirement to obtain development approval:

| LAND USE AND/OR DEVELOPMENT | EXEMPTED SIGN | MAXIMUM SIZE |
|---|--|-------------------|
| Home Business | 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 |
| Shops, Showrooms and other uses appropriate to a Shopping Area | All advertisements affixed to the building below the top the awning or, in the absence of an awning, below a line measured at 5 metres from the ground floor level of the building subject to compliance with the requirements of the Signs Policy. | N/A |
| Industrial and Warehouse Premises | 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. | N/A |
| Showroom, race courses, 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 | N/A |
| Public Places and Reserves | a) Advertised signs (illuminated and non-illuminated) relating to the functions of government a public authority or local government of a municipality excluding those of a promotional nature constructed or exhibited by, or on behalf of any such body, and | N/A |

| LAND USE AND/OR DEVELOPMENT | EXEMPTED SIGN | MAXIMUM SIZE |
|---|--|-------------------|
| Public Places and Reserves | b) Advertisement signs (illuminated and non-illuminated) required for the management or control of traffic on any 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 local government of a municipality; and | N/A |
| Advertisements within buildings | All advertisements placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings | N/A |
| 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 management agent thereof. | 0.2m ² |
| All land | A sign or advertising device that is required under any Act or Statute | N/A |

5.2 The following temporary signs and advertising devices are exempt from the requirement to obtain development approval:

| TEMPORARY SIGNS | EXEMPTED SIGN - TYPE AND NUMBER (All non-illuminated unless otherwise stated) | MAXIMUM SIZE | |
|--|--|--|------------------|
| Building Construction Sites advertisement signs displayed only for the duration of the construction as follows: | a) Dwellings. | 2m ² | |
| | b) Multiple Dwellings, Shops, Commercial and Industrial projects. | 5m ² | |
| | c) Large Development or redevelopment projects involving shopping centres, office or other buildings exceeding 3 storeys in height. | One Advertisement per street frontage containing details of the project and the contractors undertaking the construction work, and | 10m ² |
| | | One additional sign showing the name of the project builder | 5m ² |
| Display Homes Advertisement signs displayed for the period over which homes are on display for public inspection. | i) One sign for each dwelling on display | 2m ² | |
| | ii) In addition to (i) 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 | |

6.0 SIGNS AND ADVERTISING DEVICES THAT REQUIRE DEVELOPMENT APPROVAL

- 6.1 Signs and advertising devices that are not exempt under Clause 5 of this Policy require development approval.
- 6.2 Where a sign, which requires development approval conforms to the requirements listed in Clause 11, then a Planning Approval will be issued. Where such a sign is proposed to depart from the requirements listed in Clause 11, the application will be considered in the context of the aims and objectives of this Policy.
- 6.3 In respect to Signs for Public Information an application for planning approval is not required. Approval of the Chief Executive Officer is required to be obtained for these types of temporary signs.

7.0 STANDARDS FOR ALL SIGNS AND ADVERTISING DEVICES

- 7.1 The following standards apply to all advertising signs and devices.
- 7.2 All advertisement signs and devices shall:
 - a) Not pose a threat to public safety or health; and
 - b) Not extend beyond any boundary of a lot except with the approval of the Council.
- 7.3 If illuminated the advertising sign or device shall:
 - a) Not cause a nuisance, by way of light spillage, to abutting sites or roadways;
 - b) Not comprise flashing, running or intermittent lights;
 - c) Not interfere with or be likely to be confused with traffic control signals or create a traffic hazard;
 - d) Have any boxing or casing in which it is enclosed constructed of incombustible material;
 - e) 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;
 - f) 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.
- 7.4 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.
- 7.5 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.
- 7.6 All signs shall be designed, constructed, finished, installed and maintained to a standard compatible with their surroundings including buildings, landscaping and other signs.
- 7.7 Signs attached to buildings shall reflect the architectural features of the building in placement, style and proportions.

8.0 SIGNAGE STRATEGY

A Signage Strategy 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 Signage Strategy will be required to be submitted with application for planning approval for:

- a) All new buildings where multiple tenancies are proposed;
- b) Signs for subdivision or development estates which propose more than ten lots;
- c) Signs for display homes, villages or centres;
- d) Signage where the total number of signs (existing and proposed) on the site exceeds a total of four; and

- e) Involving a variation to the requirements of this policy.

The strategy should explain and demonstrate the need for the extent and design of signs proposed, having regard to the objectives of this policy and should seek to integrate the signage with the building design, particularly through the provision of signage panels within the building facades. Recognising that specific uses may not be known at the planning approval stage, it is not necessary to include specific signage content in the signage strategy.

Once approved, all subsequent sign applications will be assessed against previously approved signage strategies. Modifications to the signage strategy to permit additional signage will be subject to a further approval and will need to be further justified.

9.0 REAL ESTATE DEVELOPMENT SIGNS

- 9.1 Real estate development signs are those erected on new residential, industrial, commercial, tourist, special residential, special rural or landscape protection estates, 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 etc. and the real estate agency contact details.
- 9.2 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.
- 9.3 Development signs are to be a maximum of 8 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.
- 9.4 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.
- 9.5 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" signs.

10.0 REAL ESTATE "FOR SALE" SIGNS

- 10.1 "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 1000mm x 1000mm (1.0m²) and erected on steel poles.
- 10.2 "For Sale" signs in Residential 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.
- 10.3 In the case of an open listing, a single "For Sale" sign shall be erected with the agent's names and contact numbers in a neat row from top to bottom. Such signs can be erected at any angle and can be painted on both sides. The "For Sale" part of the sign is to be 800mm x 250mm with a white background and red lettering. The agent's name plates are to be 800mm x 150mm and can incorporate the agent's logo, colour scheme and phone number. When the property is sold, the "sold" sticker is to go on the selling agent's name plate. Real estate agencies will provide the generic signs with the agent getting the first open listing for a property being responsible for erecting and removing the sign and able to place their name plate first.
- 10.4 In the case of a joint exclusive between two agents, then both agents can erect one normal "For Sale" sign each. If more than two agencies are involved then the open listing format above shall be used.
- 10.5 The "For Sale" signs are to be removed as soon as possible after settlement of the property transaction or as soon as practicable up to maximum period of 14 days after settlement.
- 10.6 The "For Sale" sign described above shall also be interpreted to include those advertising properties or premises to "Lease" or to "Let".

11.0 SIGN SPECIFIC STANDARDS

- 11.1 Child Care Centre Signs
 - a) Approved Child Care Centres can display only one advertising sign approved by the Council.
 - b) The maximum lettering height is 200mm.
 - c) Where letters or numerals are individually fixed to walls, the colours and materials shall be approved by the Town Planner.

- d) Where signboards are used, the board shall not exceed 500mm in height and 1000mm in length, and lettering shall be black on a gold/bronze background.
- e) Signs shall not be illuminated after 8.00pm each night.

11.2 Consulting Room Signs

- a) The only signs which are permitted on premises when they are occupied for consulting room purposes are those which are approved during the application process or any subsequent changes to such signs which the Council may approve.
- b) Only the type of consulting room and the street number is permitted on signs which shall be of a size, design and colour consistent with preserving a high standard of amenity in the area.
- c) The size of the signs permitted are 500mm x 750mm x 70mm high text or 500mm x 1000mm x 90mm high text.

11.3 Development Signs

A development sign shall—

- a) only be erected where the area of residential land being subdivided exceeds five hectares;
- b) only be erected in the ratio of 1m² of area per hectare up to a maximum of 50m² with no individual sign exceeding 20m²;
- c) be removed from the site within two years or when all of the lots in the subdivision have been sold, whichever is the sooner.

11.4 Direction Signs

A direction sign attached to a pole in a street shall not exceed 150mm in depth or 750mm in length with a headroom of 2.75m.

11.5 Display Home Signs

A display home sign shall —

- a) be provided in a ratio not exceeding 2m² per house in a centre with no individual sign exceeding 4m²;
- b) not have an overall height of more than 4m;
- c) not be illuminated after 9.00pm;
- d) not be erected for a period exceeding six months at any one time.

11.6 Election Signs

An election sign does not require development approval, and shall not—

- a) exceed 0.75m² in area;
- b) be erected on a private property unless the approval of the owner of the property is obtained prior to the erection of the election sign;
- c) be erected in excess of thirty six (36) days prior to the election for which the election sign relates;
- d) be erected in excess of seven (7) days after the date of the election.

11.7 Hoardings

A hoarding shall not—

- a) be erected on land unless the Town Planning Scheme zones such land to permit an industrial and/or commercial use;
- b) except with the approval of the Council be erected within 15m of a street or other public place and in any case not closer than its own height to a street or public place;
- c) be of greater area than 22m².

11.8 Horizontal Signs

A horizontal sign shall—

- a) afford a minimum headway of 2.75m;
- b) be fixed parallel to the wall of the building to which it is attached;
- c) comply as regards the height above ground and height of sign with the following table—

| <i>Minimum Distance of Sign above Street</i> | <i>Maximum Depth of Letters on Sign</i> |
|---|--|
| Less than 7.5m | 900mm |
| 7.5m to 9m | 1100mm |
| 9m to 12m | 1300mm |

and each increase above 12m shall be 200mm in depth for each 300mm in height to a maximum of 4.5m;

- d) not project more than 600mm from the wall to which it is attached; and
- e) not be within 600mm of either end of the wall to which it is attached, unless the end of the sign abuts against a brick, stone or cement corbel, pier or pilaster which is at least 225mm wide and projects at least 25mm in front of and 75mm above and below the sign.
- f) The name of the building, owner or occupier may be shown on the façade of a building however—
 - I. unless otherwise specifically approved by the Council, only one such name shall be placed on any façade;
 - II. the letters of the name shall not exceed 1.5m in height;
 - III. the letters shall be of metal or other incombustible material; and
 - IV. the letters shall not be lit or illuminated unless all illuminated lettering has been approved by the Council.

11.9 Illuminated Signs

An illuminated sign shall—

- a) have any boxing or casing in which it is enclosed constructed of incombustible material;
- b) have its electrical installation constructed and maintained to the satisfaction of Western Power or the appropriate electricity supply authority and in accordance with AS3000-1989;
- c) be maintained to operate as an illuminated sign; and
- d) not have a light of such intensity as to cause annoyance to the public.

11.10 Information Panels

The Council may provide information panels and permit the inclusion of advertisements in such panels upon any conditions it thinks fit.

11.11 Institutional Signs

An institutional sign shall not exceed 0.5m² in area except with the approval of the Council and in any case shall not exceed 6m².

11.12 Projection Signs

All projection signs shall require the submission of an application for planning approval and other appropriate supporting documentation to Council for consideration.

11.13 Pylon Signs

- a) A pylon sign shall—
 - I. be monolithic or not have any part less than 2.75m or more than 9m above the level of the ground immediately below it, or exceed 3.0m measured in any direction across the face of the sign or have a greater superficial area than 6m² except in a business area or large shopping complex with the approval of the Council and unless it complies with the following—

- (i) the sign is the motif or emblem of the centre;
 - (ii) only one sign is erected;
 - (iii) the sign does not exceed 12m in height;
 - (iv) subject to Sub Clause 5.12.1(b) the sign does not exceed 25m² on any face;
 - (v) the sign is not erected within its own overall height of any street or right of way;
- II. the Council may in the case of a shopping centre permit a sign up to 25m² on any face;
 - III. not project more than 1m over any street;
 - IV. be supported on one or more piers or columns of brick, stone, concrete or steel of sufficient size and strength to support the sign under all conditions;
 - V. a sign supported on two or more piers or columns can be monolithic or shall remain open below the sign panel to a height of 2.75m above the ground immediately below it;
 - VI. not, as to any part thereof, project over any street at a height of less than 2.75m;
 - VII. not be within 1.8m of the side boundaries of the lot on which it is erected unless the lot on which it is erected abuts an intersecting street or right of way in which the Council may authorise the erection of the sign at a lesser distance than 1.8m;
 - VIII. not have any part thereof less than 6m from any part of another sign erected on the same lot.
- b) For a single tenant site, only one pylon sign is permitted. For a multi-tenant site, the Council may permit up to two composite pylon signs comprising equal sized infill panels for each tenancy and space for each shop or unit on the Lot.
 - c) Where the Council allows one or two composite pylon signs—
 - I. the total area of the face of the sign specified under Sub Clause 5.16.1(a) may be increased by up to fifty (50) percent to a maximum of 9m².
 - II. the individual infill to be fitted into the sign shall comply with the other requirements of this Policy.

11.14 Roof Signs

A roof sign shall—

- a) not at any point be within 4m of the ground;
- b) not extend laterally beyond the external walls of the building;
- c) comply as regards the height above ground and height of sign with the following table—

| <i>Height of main building above ground level at point where sign is to be fixed</i> | <i>Maximum height of sign</i> |
|--|-------------------------------|
| 4m and under 5m | 1.25m |
| 4m and under 6m | 1.8m |
| 6m and under 12m | 3m |
| 12m and under 18m | 5m |
| 18m and under 24m | 6m |
| 24m and upwards | 7m |

- d) When ascertaining the height of the main building above ground level for the purpose of this Policy, any part of the roof at the point where the sign is to be erected that is provided solely for the purpose of architectural decoration shall be disregarded.

11.15 Semaphore Signs

- a) A semaphore sign shall—
 - I. afford a minimum headway of 2.75m;
 - II. be fixed at right angles to the wall to which it is attached;
 - III. not project more than 1m from the point of attachment nor be of greater height at any point than 1m;
 - IV. be fixed over or adjacent to the entrance to a building;
 - V. not be fixed under or over any verandah.
- b) Not more than one semaphore sign shall be fixed over or adjacent to any one entrance to a building.

11.16 Service Station Signs

A maximum of two pedestal type signs are permitted on service station sites. In addition to the aforementioned, a service station sign shall—

- a) not exceed 3.5m² total area including all faces;
- b) be located wholly within the boundaries of the site used as a service station;
- c) be located so as not to cause a traffic or safety hazard; and if a directional sign denoting toilets, car wash, air, water, etc must not exceed 0.5m².

11.17 Signs on Fences

A person shall not erect, attach, affix, paint or maintain a sign or advertising device on or as part of a fence on any part of a lot and the owner or occupier shall not permit or suffer a sign or advertising device to be erected, affixed, painted or maintained on any fence or any part of a lot.

11.18 Tower Signs

All tower signs shall require the submission of an application for planning approval and other appropriate supporting documentation to Council for consideration.

11.19 Verandah Signs

- a) Signs above Verandahs and Fascias
- b) A sign comprising freestanding lettering only may be erected above the outer fascia of a verandah parallel to the kerb if the lettering does not exceed 400mm in height and is mounted on a base of at least 75mm in width.
- c) Signs on Verandah Fascias
- d) A sign fixed to the outer or return of a verandah—
- e) shall not exceed 600mm in depth;
- f) shall not project beyond the outer metal frame or surround of the fascia; and
- g) may be of changing colours if it is an illuminated sign but shall not emit a flashing light.

11.20 Signs under Verandahs

A sign under a verandah shall—

- a) afford a headway of at least 2.75m or, when approved by the Council, 2.4m;
- b) not exceed 2.4m in length or 500mm in depth;
- c) not weigh more than 50kg;
- d) not, if it exceeds 300mm in width be within 1.4m, or where it does not exceed 300mm in width be within 1m of the side wall of the building, measured along the front of the building before which it is erected;

- e) not, if it exceeds 300mm in width, be within 2.75m, or where it does not exceed 300mm in width be within 1.75m of another sign under that verandah;
- f) be fixed at right angles to the front wall of the building before which it is erected except on a corner of a building at a street intersection when the sign may be placed at an angle with the wall so as to be visible from both streets;
- g) be so placed that the centre of its base longitudinally is equidistant from the outer edge of the verandah and the vertical plane of the shop front directly opposite the end of the sign.

11.21 Vertical Signs

A vertical sign shall—

- a) afford a minimum headway of 2.75m;
- b) not project more than 1m from the face of the building to which it is attached;
- c) not be within 1.75m of either end of the wall to which it is attached;
- d) be of a height of at least twice its width;
- e) not project more than 1m above the top of the wall to which it is attached nor more than 1m back from the face of that wall;
- f) not be within 4m of another vertical sign on the same building;
- g) not be placed on a corner of a building, except at a street intersection when it may be placed at an angle with the walls so as to be visible from both streets; and
- h) except with the approval of the Council not exceed 1m in width exclusive of the back projection.

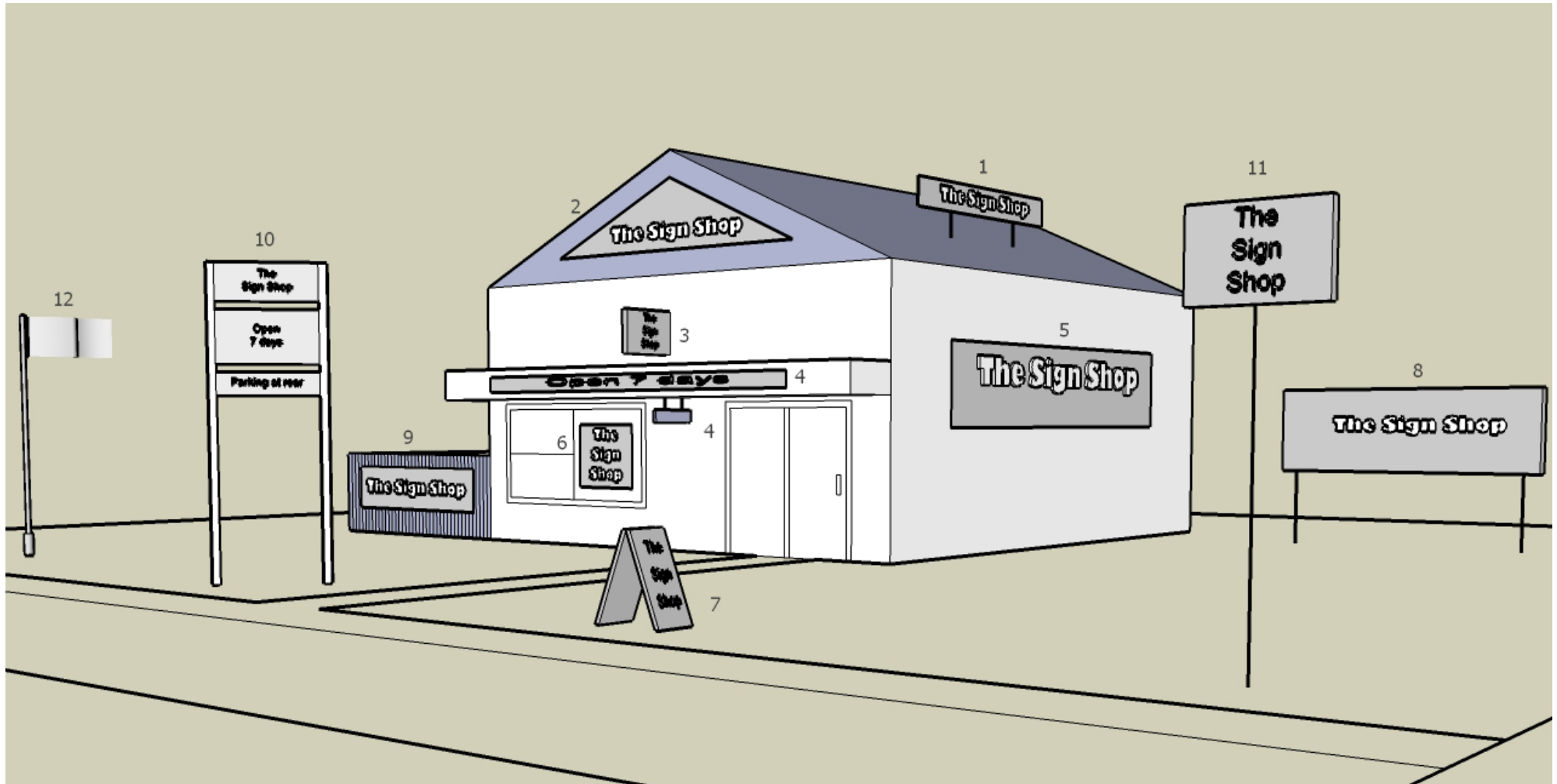
12 EXISTING SIGNS

- 12.1 Existing signs are those which were erected, placed or displayed lawfully prior to the coming into force of this Policy.
- 12.2 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.
- 12.3 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.

13 FEES

Council may charge a fee in respect to applications for planning approval for signs.

APPENDIX 1



Advertisement Sign Types:

1. Above Roof 2. Created Roof 3. Projecting 4. Awning 5. Wall 6. Window 7. Ground Based 8. Hoarding 9. Fence 10. Monolith 11. Pylon 12. Tethered

Note: The signs depicted in this diagram are those that can be diagrammatically illustrated. For all sign types allowed in the Town of Port Hedland, refer to the Definitions in Clause 4 and the corresponding Standards in Clauses 7 and 11.