

Responsible Directorate	Development Services
Responsible Business Unit/s	Statutory Planning
Responsible Officer	Manager Statutory Planning and Compliance
Affected Business Units	Statutory Planning

Objective

1. To provide a framework for the effective regulation of commercial signage on Shire road reserves, which ensures public safety is maintained and which protects the character and amenity of the area where signage may be proposed.
2. To avoid the general proliferation of commercial signage, and to focus commercial signage within town centre areas where they relate to promoting the range of businesses and services available.
3. To actively avoid commercial signage in rural areas and all areas of high amenity within the Shire, especially natural amenity.
4. To guide applicants in understanding where commercial signage may be considered.

Scope

This Policy applies to all commercial signage proposed to be located within local government road reserves. The scope includes a framework to consider applications for commercial signage permit, to be assessed.

Policy provisions

General provisions for all commercial signage

1. Commercial signs proposed on local government road reserves which are proximate to State Government Controlled Roads, requires a separate approval of Main Roads Western Australia (MRWA). This includes the following types of commercial signs:
 - a. Commercial signs which are visible from a highway or a MRWA main road; or
 - b. Commercial signs located within 50 metres of any traffic light signal.
2. The Shire will refer any proposal for commercial signage to MRWA where it considers there may be an impact on a road under the care/control of MRWA, or where it is unclear as to the potential for such impact on that road.
3. The applicant shall be responsible to maintain all commercial signage and ensure it is kept clean, free from stains, not permitted to deteriorate, not permitted to become unsightly and kept clean of graffiti at all times, to the satisfaction of the Shire.
4. Any permit granted for commercial signage must include a suitable performance bond, which covers the cost to remove such commercial signage at the end of the permit timeframe. An applicant will be required to remove such commercial signage and reinstatement the verge at their cost at the end of the permit timeframe, or alternatively seek a new permit for such commercial signage. In this regard, should:
 - a. An applicant not seek a new permit for the commercial signage; or



- b. An applicant, in seeking a new permit for the commercial signage, has such permit refused by the Shire; and/or
- c. Fail to remove such commercial signage;
- the Shire will utilise the performance bond to complete such removal and verge reinstatement works.

Acceptable Sign Types

5. The following freestanding sign types may only be considered for a permit (as defined under Local Planning Policy 4.11):
- Freestanding sign;
 - Pylon sign.

Location, display and positioning

6. Commercial signage will only be considered on Shire managed local road reserves located within commercial, centre or mixed use zones within the localities of Byford, Mundijong, Serpentine or Jarrahdale.
7. Commercial signage on local road reserves in all other areas will not generally be supported. Specifically, consistent with the policy objective, commercial signage in rural areas and areas of high amenity within the Shire, especially natural amenity, will not be supported.
8. Commercial signage should not be located within 100m of other commercial signage on the same local government road reserve.
9. Commercial signage should be positioned to not expose an unsightly back view of such commercial sign, to areas that are publicly visible.
10. Commercial signage will not be permitted if it has the potential to obstruct safe intersection site distances.
11. Commercial signage should only display information of available commercial and/or retail services located within the town centre environment where the commercial sign is proposed.
12. In assessing consideration of acceptable positioning of commercial signage, the following table will be given regard in respect of setbacks from the edge of the road carriageway curb:

Street Type	Design Speed Km/hr	Distance to edge of carriageway (Frangible sign)	Distance to edge of carriageway (Non frangible sign)
Integrator A and B	70	2.5m	2.75m
	60	2m	2.5m
Neighbourhood connectors and 50km/hr integrator B	50	0.75m	1.15m
Access street	50 or less	0.75m	0.75m



Safety

13. All commercial signs and their associated fittings are to be constructed in accordance with relevant current Australian Standards.
14. Each commercial sign is to have a frangible level above the base plate and the structural adequacy of the frangible support is to be certified by a suitably qualified structural engineer.
15. Commercial signage must be manufactured from damage resistant materials and be non-flammable.
16. Commercial signs will not be supported within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving.
17. Commercial signs will not be permitted if they impede pedestrian, bicycle or vehicular movement.

Application

18. When assessing a permit application for commercial signage on a local government road reserve consideration will be given to the following matters in addition to the provisions of this policy:
 - Whether the scale of the commercial sign is appropriate;
 - Whether the design, colours and materials of the commercial signage reflects natural character;
 - Whether the commercial signage would result in an excess/proliferation of signage in the area (taking account of existing commercial signage either located on private land or within local government road reserves);
 - Whether the form of the commercial sign unreasonably detracts or obstructs key landscape or architectural values of buildings;
 - Whether the proposed commercial signage poses unacceptable safety risk to the public.

Administration

19. Any permit application will be subject to an applicant demonstrating suitable public liability insurance in order to indemnify the Shire against any and all claims or action arising as a result of the commercial sign. No permit application will be assessed by the Shire until an applicant provides evidence of suitable Public Liability Insurance.
20. An applicant with an approved commercial sign must provide annual evidence of maintaining such Public Liability Insurance to the satisfaction of the Shire.
21. In addition to the permit application fee, an annual licence fee is required to be paid to the Shire for the commercial signage consistent with the adopted fees and charges.

Definitions

Edge of Carriageway - the face of a kerb or cycle lane or road carriage

Commercial, centre or mixed use zone – a zone however named, the objectives of which as set out within the town planning scheme for the locality which indicates that it is an area suitable for:

- A range of shops, offices, restaurants and other commercial outlets (whether or not in a town centre or activity centre); or



- A wide variety of active uses on street level that are compatible with residential and other non-active uses on upper levels

Frangible - able to be broken into fragments: brittle or fragile

Relevant Policies/Council Documents

- Strategic Community Plan 2017 - 2027

Legislation/Local Law Requirements

- *Local Government Act 1995*

Office Use Only				
Relevant Delegations				
Council Adoption	Date	16 August 2021	Resolution #	OCM207/08/21
Reviewed/Modified	Date		Resolution #	
Reviewed/Modified	Date		Resolution #	