



# SHIRE OF DONNYBROOK BALINGUP

## Town Planning Policy

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### 9.6 Signage / Advertisement

#### Policy Objectives

- 9.6.1 To provide a consistent approach to signage within the Shire of Donnybrook-Balingup.
- 9.6.2 To provide guidelines which will assist in the regulation and control of signage within the Shire.
- 9.6.3 To encourage advertising which complements the natural and urban landscapes and minimises any negative impacts.
- 9.6.4 To ensure that existing and future signage is maintained at a level which produces a positive image of the Shire of Donnybrook- Balingup.
- 9.6.5 To provide clear advice to those wishing to erect signage as to assist in meeting their needs and those of the Shire and general community.
- 9.6.6 To ensure that any signs erected or displayed on buildings are compatible with the architectural style and appearance of the building within the Shire.

#### Statutory Requirements

- 9.6.7 The erection of some signage/advertisements constitutes development under the Shire of Donnybrook-Balingup Local Planning Scheme No 7. and requires planning consent.
- 9.6.8 Details of "Exempt Advertisements" which do not require planning consent are contained in Schedule 9 of Local Planning Scheme No.7.
- 9.6.9 Council shall not approve the erection of any advertisement for a service or commodity, which is not produced, offered or sold on the lot on which the advertisement is erected.
- 9.6.10 Council will not support applications for advertisements that in the opinion of Council detract from the aesthetic qualities of an area by virtue of inappropriate size, colour and location. Additional to this, the Council will consider the existing number of signs placed in an area and on the building to ensure visual cluttering does not occur and a clear message is maintained.
- 9.6.11 Public open space and reserves within the shire shall not be used for the erection of signage except for purposes as determined by Council.
- 9.6.12 The use of vehicles, trailers and trucks for the display or exhibiting of signage will not be permitted except for special events as determined by Council.
- 9.6.13 The provision of signage associated with approved home occupations shall be a maximum of 0.2m<sup>2</sup>. (e.g. - 450 mm by 450 mm)
- 9.6.14 Council will support the use of standard directional signs on major roads to direct traffic to businesses. In approving directional signs the Council will limit one fingerboard sign at the junction of a highway or main road indicating the most direct route to the facility. The sign



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shall be white lettering on blue background and the sign, where possible, will be located in conjunction with existing road name and or other directional signage.

- 9.6.15** The Council will generally support the use of composite signs i.e. hoop signs, where appropriate, to remove the need for separate signs.
- 9.6.16** Council in recognising the historic nature of road side fruit sales will permit the erection of seasonal signage to bona fide orchardists who provide for the sale of fruit on an incidental basis in accordance with "Exempt Advertisements" contained in Schedule One.
- 9.6.17** Council will not permit the erection of signage on trees within the road reserve.
- 9.6.18** Council shall have regard to the placement of signage on places of heritage value and building listed in the Shire's Municipal Heritage Inventory, the historic appropriateness of the materials, style, design, and lettering of the sign and whether it is affixed in such a way that it causes no damage to the building and may be removed without leaving evidence of it having being affixed.

### Moveable Signs

- 9.6.19** Moveable signs shall not be allowed to be permitted where, in the Council's opinion they would obstruct pedestrian or vehicle movements or sightlines or obstruct access to or views from any other premises.
- 9.6.20** Any moveable sign should be located as close as possible to the premises to which it relates, unless the Council is satisfied that there are local circumstances which make this difficult and that an alternative location has been identified of which is to the satisfaction of Council.
- 9.6.21** The applicant will be required to maintain a minimum \$5 million public liability insurance covering the placement of the moveable sign on the footpath that indemnifies Council.
- 9.6.22** Moveable signs shall only remain in public places while the shop or business is open for trading.

### Real Estate Signs

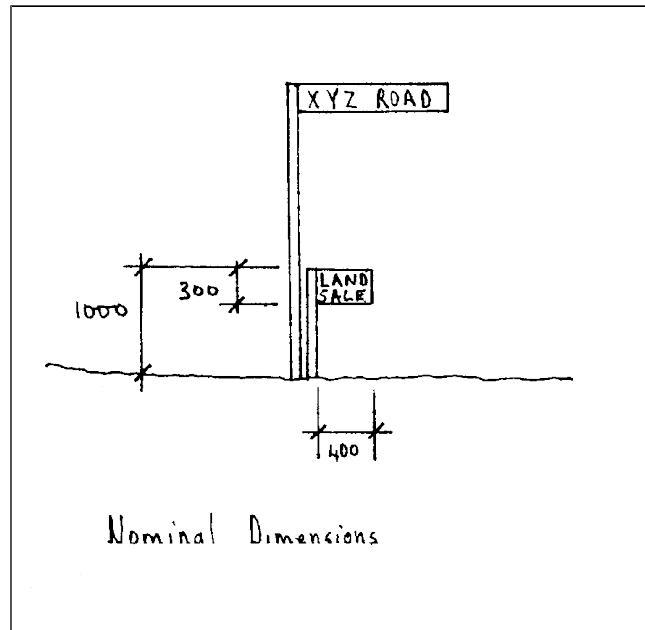
- 9.6.23** No real estate advertising signs will be permitted on road reserves other than those detailed in Clause 9.6.24.
- 9.6.24** Only single directional signs located adjacent to existing road signs will be permitted in road reserves.



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Preferred property land sale directional sign

- 9.6.25** Real estate signs located on road reserves within townsites of the Shire of Donnybrook-Balingup are not permitted and may be removed by Shire employees.

### General

- 9.6.26** In granting planning consent for the erection or display of an advertising sign Council will have regard to and may attach conditions concerning the following matters; the location, position, size, shape, colour, number of existing signs, degree of internal illumination and the presence or rate of flashing lights.

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| <b>Adopted:</b>                | 1 January 1993   |
| <b>Last Amended:</b>           | 17 December 2014 |
| <b>Last Reviewed:</b>          | 1 May 2016       |
| <b>Next Review Date:</b>       | 2017             |
| <b>Responsible Department:</b> | Town Planning    |