



## LPP2 Advertising Signs

### Policy Objectives

To guide the design, materials and siting of advertising structures and signs in the Shire of Ravensthorpe and to provide a clear direction in respect to all sign types.

### Policy

#### **Background**

Control of signage is in two parts; advertising signs on private land and directional signs on public land (road reserves & reserves). This policy addresses the signage requirements as they apply to private land.

Schedule 2, cl. 80 of *Planning and Development (Local Planning Schemes) Regulations 2015* allows Council to issue a notice pursuant to the Scheme requiring the advertiser to repair, , or otherwise adapt the advertisement if the advertisement is “in conflict with the aims of this Scheme”.

Signage will be determined at Council’s discretion in accordance with this Policy.

### Definitions

In this Policy, unless the context otherwise requires:

“**advertisement**” has the same meaning as “sign”;

“**advertising device**” means any object on which words or numbers or figures are written, printed, affixed, illustrated or painted for the purpose of advertising any business, function, operation, event or undertaking or any product or thing and includes any vehicle or trailer or other similar stationery object placed or located so as to serve the purpose of advertising any business, function, event or undertaking or any product or thing;

“**bill**” means any material on which words, numbers or figures are written, placed, printed, illustrated or painted;

“**business**” includes the conduct of a profession, trade or occupation;

“**depth**” unless otherwise specifically stated, refers to the height of a sign, and not a three dimensional measurement. The word “depth” is used to differentiate between the lateral width of a sign and the height of the sign above the ground.

“**development sign**” means a sign erected on an area of land which has been approved for subdivision into a number of smaller lots, advertising the lots for sale but upon which no building development has taken place at the time of the approval of the sign;

“**electoral sign**” means a sign containing an advertisement relating to an election or to a referendum;

“**exempt sign**” means a sign referred to in the ‘Requirements’ section of this Policy;

“**fascia sign**” means a sign erected or displayed on the fascia of a building or the fascia of a verandah;

“**fly posting**” means advertising by means of posters placed on fences, walls, trees and like structures;



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**“freestanding sign”** means any sign not attached to a structure or permanently fixed to the ground or pavement and includes “A frame” or “Sandwich Board” signs consisting of two sign boards attached to each other at the top or elsewhere by hinges or other means;

**“illuminated sign”** means a sign which can be lighted either from within or without the sign by artificial light provided, or mainly provided for that purpose and which does not emit a flashing light;

**“institutional sign”** means a sign erected or placed on any land or building used for or in conjunction with a surgery, clinic, hospital, rest home, home for the aged or other institution or place of a similar nature;

**“panel / fence sign”** – means an advertisement sign which is affixed to a panel or fence, but does not include a Pylon Sign, or any sign attached to a wall.

**“planning consent”** means the approval granted by Shire for the erection or display of a sign pursuant to the Town Planning Scheme;

**“premises”** means land and, unless the context otherwise requires, the buildings upon that land;

**“projecting sign”** means a sign the extends at right angles from a wall of a building;

**“pylon sign”** means a sign supported by one or more piers and not attached to a building and includes a detached sign framework supported by one or more piers to which sign infills may be added;

**“remote sign”** means a sign that is not located within or immediately adjacent to the business to which the sign relates, but does not include a portable sign.

**“reserve”** includes land vested in, or under the care, control and management of the Shire;

**“roof sign”** means a sign erected on or above the roof of a building;

**“rural producer sign”** means a sign erected on land zoned ‘Rural’ under a Town Planning Scheme indicating the products grown, reared or produced on the property;

**“sign”** includes any advertising device or other sign type defined in this Local Planning Policy;

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

**“tourism sign”** means a traffic sign with white letters and/or symbols on a brown background used to guide travellers to: natural features and approved heritage sites of interest to tourists; and tourist establishments.

**“verandah sign”** an advertisement above, on or under a verandah, cantilever awning, cantilever verandah and balcony whether over a public thoroughfare or private land;

[Local Planning Policy No.2 - Requirements](#)

**Exemptions from Development Approval**

Nil

**General Requirements**

All signs and advertisements shall comply with the requirements set out in Table 1 of this policy and shall:

- a) stipulate the content of the sign with the application.
- b) not pose a threat to public safety or health and shall not have any sharp or pointed projections where it is less than 2.75m above natural ground level.



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- c) be structurally sound and capable of withstanding any forces to which it would be reasonably subjected to without collapsing, deforming or moving.
- d) not extend beyond any property boundary of a lot, overhang or encroach onto any reserve, Council verge or road reserve.
- e) not be erected on land within a townsite unless it has a direct relationship with the business operated from the property or relevance to the premises on which they are located.
- f) not be in any position where it obstructs the view from a street or site lines for vehicles entering and departing the subject lot on which the sign is placed;
- g) if illuminated:
  - i) use a low level of illumination and not cause a nuisance, by way of light spillage, to abutting sites;
  - ii) not comprise of flashing, pulsating, chasing or running lights;
  - iii) not interfere with or be likely to be confused with traffic control signals;
  - iv) have a minimum clearance of 2.75 metres from ground level.
- h) not undermine or conflict with the objective of this Policy.

Council reserves the right to refuse any sign in which the content of the advertisement:

- i) could harm or cause detriment to the State;
- ii) make reference to a product which is unsafe, or is otherwise unsuitable to be referred to in the advertisement;
- iii) contains confusing, misleading, political, offensive or objectionable information; and
- iv) would breach any provision of the Trade Practices Act or any other State or Commonwealth legislation.



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Table 1 – Sign Specifications Sign Type	Maximum Height	Maximum Width	Maximum Area	Minimum Height of Sign Above NGL	Maximum Height of Sign Above NGL	Maximum Projection from Building	Minimum Setback to Front Boundary	Minimum Setback to Side Boundary	Special Requirements
<b>Remote Sign</b>			4.5m <sup>2</sup>		3.0m				<p>The remote sign is to be associated with a business or community organisation based in the Shire of Ravensthorpe;            It is erected within private property;            The owner or owners of the property in which the remote sign is to be erected sign the Application for Development Approval form;            The sign is located not less than:            140m of another remote sign where the speed limit of the adjacent road is 110km/h;            100m where the speed limit of the adjacent road is 90km/h or less;            It is to face the direction of approaching traffic.            It is located within 5km of a town site, or as otherwise determined by the local government taking into account the business location and the importance of the sign to providing information to the travelling public;            It is not located within a gazetted town site;            No more than two (2) remote signs per business will be permitted;            and            Development approval for a 'remote sign' is valid for five (5) years after which time a new application is required. Council may require the sign to be renewed at this time.            Note: all remote signs capable of being seen from highways also require separate approval of Main Roads WA in accordance with Main Roads WA own 'Roadside Advertising' policy.</p>



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<b>Roof Sign</b>	-	-	-	2.75m	-	-	-	-	i) General presumption against mounted roof signs, unless where the applicant can demonstrate: <ol style="list-style-type: none"> <li>the sign can be incorporated within the architectural design; and</li> <li>the form of advertising is determined to be necessary for the business.</li> </ol>
<b>Verandah Sign</b>	0.6m	-	-	2.75m	-	-	Nil	-	i) One sign per tenancy/business; ii) 3m minimum separation to another verandah sign; iii) Be at right angles to the front street boundary, except where located on a corner; iv) Verandah Signs attached to the fascia of a verandah or the like shall not project beyond the outer frame or surround of the fascia.
<b>Projecting Sign</b>	-	-	4m <sup>2</sup>	2.75m	-	1.0m	-	2.0m	i) One sign per tenancy/business; ii) Do not project above the top of the wall to which they are attached.
<b>Pylon Sign</b>	6.0m	-	4m <sup>2</sup>	2.75m ** (see e iv)	6.0m	-	-	2.0m	i) Exemptions: <ol style="list-style-type: none"> <li>Where pylon signs are to be erected on a lot on which a factory tenement building or small shops are erected or are to be erected the Shire may require all pylon signs to be incorporated into one sign in which case:               <ul style="list-style-type: none"> <li>all of the constituent or infill signs are of an equal size; and</li> <li>one constituent or infill sign is provided for each business, shop or unit on the lot</li> </ul> </li> </ol>



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									<ul style="list-style-type: none"> <li>ii) One sign per tenancy/business;</li> <li>iii) Be supported on one or more piers or columns of brick, stone, concrete, timber or steel of sufficient size and strength to support the sign under all conditions</li> <li>iv) May be permitted at less than 2.75m above NGL where located in a landscaping strip or similar</li> </ul>
<b>Hoarding Sign</b>	-	-	-	-	-	-	-	-	Hoardings are not permitted within the Shire of Ravensthorpe.
<b>Free-standing sign</b>	1.0m	1.0m	1m <sup>2</sup>	-	1.0m	-	-	-	<ul style="list-style-type: none"> <li>i) Maximum of one sign per business;</li> <li>ii) The sign shall only be displayed during business hours;</li> <li>iii) Once placed, does not have any moving parts;</li> <li>iv) Shall only be used to advertise products and services available from the lot.</li> <li>v) The sign is to generally be located wholly within the boundaries of the lot. However Freestanding signs may be displayed within the verge area of a road reserve subject to the following: <ul style="list-style-type: none"> <li>• Written evidence being provided has public liability insurance cover to an amount not less than \$10 million. The Certificate must note that the cover extends to any sign that is located in a road reserve.</li> <li>• The sign is to be displayed adjacent to and between the business frontage and the nearest kerb. The display location of the freestanding sign is to be approved by the Shire of Ravensthorpe.</li> </ul> </li> </ul>



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									<ul style="list-style-type: none"> <li>No part of the sign is to be less than 600 mm from the face of the nearest kerb or, if no kerb, from the edge of the nearest road surface (or car parking bay)</li> <li>The effective width of a footpath, pedestrian access way or the like not being reduced to less than 2 metres effective width.</li> </ul>
<b>Panel/Fence Sign</b>	-	-	5m <sup>2</sup>		6.0m	-	-	-	i) Affixed to an existing panel or fence; ii) Are not erected between the existing building and the front boundary of the lot; iii) Are not within 10m of an existing sign on a lot.
<b>Development Sign</b>			32m <sup>2</sup>	-	-	-	-	-	i) A development sign shall be removed from the site within 2 years from the date of the approval or when 80% of the lots in the subdivision (or stage of subdivision) have been sold, whichever is the sooner. ii) Be displayed at the entrance to the subdivision and not remote from the lots being sold.
<b>Rural Producer Sign</b>			4m <sup>2</sup>		3.0m				i) Maximum of one sign per property; ii) A rural business sign shall – <ul style="list-style-type: none"> <li>not indicate or display any matter other than for the purpose of advertising the sale of produce grown or made available on the land on which the sign is erected;</li> <li>be erected within the boundaries on the land on which the produce offered for sale was grown or made or alternatively</li> </ul>



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									on the adjoining road verge if in the opinion of Council, existing vegetation would otherwise obscure the sign.
<b>Flags</b>	-	-	4m <sup>2</sup>	2.75m	6.0m	-	-	-	<ul style="list-style-type: none"> <li>i) Maximum of two flags permitted per business/tenancy;</li> <li>ii) The pole to which a flag is affixed is to be of sufficient size and strength to support a flag;</li> <li>iii) No flag shall be permitted within 5m of another sign.</li> </ul>



<b>DOCUMENT CONTROL BOX</b>		
<b>Custodian:</b> Chief Executive Officer		<b>Decision Maker:</b> Council
<b>Compliance Requirements:</b>		
<b>Legislation:</b> Schedule 2, cl. 80 of Planning and Development (Local Planning Schemes) Regulations 2015		
<b>Industry:</b>		
<b>Organisational:</b>	Shire of Ravensthorpe Local Planning Scheme No.6 Shire of Ravensthorpe Local Planning Strategy	
<b>Document Management:</b>		
<b>Risk Rating:</b> Medium	<b>Review Frequency:</b> 2 Years	<b>Next Due:</b>
<b>Version #</b>	<b>Decision Reference:</b>	<b>Description:</b>
<b>a</b>	OCM 20/12/18 – Item 10.2.1	Major Revision to Planning Scheme Policies
<b>b</b>	OCM 15/09/20 – Item 15.1	Policy Reconfirmed – No Amendments.
<b>c</b>	OCM 19/07/22 – Item 12.1.2	Comprehensive Policy Manual review.
<b>d</b>	OCM 17/12/2024 Item 12.1.2	Policy Reconfirmed – No Amendments
<b>e</b>	OCM 15/12/2025 Item 12.1.1	Comprehensive Policy Register Review