# SIGNAGE POLICY

## STATUTORY BACKGROUND

This policy is adopted under Part 2 of Schedule 2, of the Planning and Development (Local Planning Schemes) Regulations 2015 which enables the City of Kalgoorlie-Boulder (the City) to prepare local planning policies for any matter related to the planning and development of the Scheme area. This policy may be cited as Local Planning Policy Signage.

## PURPOSE

The purpose of this policy is to:

1. Provide clear direction on the design and application process for advertising signs; and
2. Ensure that the display of advertisements does not adversely impact upon the amenity of the existing streetscape while providing appropriate exposure of activities or services.

## OBJECTIVES

The objectives of this policy are to:

1. Ensure businesses can display advertising signs without, the need to obtain development approval (in certain circumstances only);
2. Ensure the display of advertising signs does not adversely impact on the amenity of surrounding land and the streetscape;
3. Ensure advertising signs are of an appropriate scale for their setting;
4. Avoid the proliferation of advertising signs on individual sites and buildings to minimise visual clutter;
5. Encourage the incorporation of advertising signs into the design consideration of buildings and avoid obscuring or detracting from prominent architectural features;
6. Ensure advertising signs only relate to services and products available at the site; and
7. Ensure advertising signs do not pose a safety threat, a hazard or obstruction to pedestrians or block traffic information, signs or traffic lights.

## RELATIONSHIP TO OTHER DOCUMENTS

This Local Planning Policy forms part of the City's local planning policy framework. Where this policy is inconsistent with the City's local planning scheme, the Local Planning Scheme prevails. Where this policy is inconsistent with an adopted local development plan, activity centre plan or structure plan, the adopted local development plan, activity centre plan or structure plan prevails.

This local planning policy is not part of the local planning scheme and does not bind the Council in respect of any application for development approval. However, the Council shall

have due regard to the provisions of the policy and the objectives which the policy is designed to achieve before making its determination.

This policy revokes the former policy LPS1 LPP3 – Signage Policy Development Guideline for Heritage Precincts and Places of Heritage Significance.

## DEFINITIONS

**CEO** means the Chief Executive Officer of the City.

**City** means the City of Kalgoorlie-Boulder.

**Local Planning Scheme No.2** defines a number of terms cited in this policy. Additional terms used in this policy that are not defined within the Scheme are defined below:

**Advertising Signs or Sign** means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, that is used wholly or partly for the purposes of advertising, announcing or directing, and includes:

1. Any hoarding or similar structure used, or adapted for use, for the display of advertisements;
2. Any device anchored to any land or building used for the display of advertising; and
3. Any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising.

**Heritage Significance** means a place that has been identified on the Municipal Inventory of Heritage Places or within a Heritage Precinct.

**Building or Business Identification Signs** means a sign that identifies or names a building or business, and that may include the name of a business or building, the street number of a building, the nature of the business and a logo or other symbol that identifies the business, but that does not include general advertising of products, goods, or services.

## APPLICATION OF POLICY

All advertising signs that are intended to be visible from an external location to a building are subject to the provisions of this Policy.

This Policy does not apply to general traffic wayfinding signage, street numbering, election signage or painted wall murals which do not contain any advertising material.

Where a sign could be considered as multiple sign types, the requirements of the more specific sign type as determined by the City shall apply.

If a particular type of advertisement or advertising sign is not listed or cannot be reasonably determined as falling within the general terms of one of the definitions or is not otherwise mentioned in this policy, such advertisement will require development approval from the City and shall be considered on its merits against the objectives of this policy.

## SIGN TYPES NOT LISTED

If a sign type or a particular advertisement sign is not listed or defined, within the general terms of one of the definitions or is not otherwise mentioned in this policy or the Scheme, then the sign shall be assessed on its individual merits in accordance with the objectives of the Scheme.

## POLICY PROVISIONS

The following general guidelines apply to all signage and advertisements.

**1. Design and Content**

Signs should:

a. Be appropriately located so they are effective without cluttering a building, site or street;
b. Be compatible with the scale and architecture of the building and the character of the street;
c. Not be located in any position wherein it unreasonably obstructs or obscures a person's view from a dwelling;
d. Not conceal architectural features of a building located in the Heritage Protection Area, the City's Heritage List or the State Heritage Register;
e. Not extend beyond any boundary of a Lot;
f. Not resemble emergency lights or beacons, including Ambulance, Police, Department of Fire and Emergency Services (DFES) and other emergency or essential services; and
g. Will be subject to a maintenance condition.

**2. Illuminated and Digital signs**

The following provisions apply to illuminated or digital signs (such as video screens) and is in addition to the requirements of the 'Specific Sign Type Standards':

a. Illumination of signage to meet the relevant Australian Standard;
b. Maximum luminance not to exceed 300 cd/$m^2$;
c. Not incorporate running, flashing or pulsating lights, or rapid changes to images on a screen;
d. Digital format signage to contain only static words and objects and not include video or animation; and
e. Notwithstanding any other provision of this Policy, digital format signs may be located in the following zones with approval: Reserves, Industry, Mixed Use, and Commercial.

**3. Safety**

Signs and sign structures are to:

a. Not obstruct any access or manoeuvring areas for vehicles, cyclists, or pedestrians;
b. Not create a hazard or intrude into pedestrian areas or road reserves;
c. Not be located within 1.5m of any part of a street truncation, unless attached flush to an authorised building or solid fence;

d. Maintain clear vehicle and pedestrian sightlines within a 2m (along the street boundary) x 2.5m (into the property) truncation where vehicle access points meet the Lot boundary, unless attached flush to an authorised building or solid fence;
e. Not interfere with or imitate traffic control signals or signage;
f. Have a minimum ground clearance of 2.75m where projecting over or encroaching onto a public thoroughfare, unless attached flush to an authorised structure;
g. Not interfere with the airport or aircraft safety. Consideration may be required for building floodlighting, illuminated or digital signage; and
h. Have electrical connections and support structures hidden from view, where possible.

## SPECIFIC GUIDELINES

| Description | Details |
|---|---|
| **Awning or Verandah Fascia Signs**<br>• Means an advertising sign attached to the fascia of an awning or verandah. | Awning or Verandah Facia signs:<br><br>The sign is required to:<br>a. Maintain a clearance of 2.4m above the footpath, and<br>b. Not project beyond the outer metal frame or the surround of the fascia. |
| **Banner signs**<br>• Means an advertising sign made of light non-rigid material. | Permanent Banner signs:<br>a. Restricted to 1 per street frontage;<br>b. Shall be no larger than 5m$^2$;<br>c. Shall not be within 10m of any intersection;<br>d. Shall not cause interference with the clear visual lines of sight required by motorists for the safe movement of vehicular traffic; cyclists and;<br>e. Has a minimum head height clearance of 2.75m from ground level.<br><br>Moveable banner signs:<br>a. Permitted to be displayed for a maximum aggregate of 30 days in any calendar year;<br>b. Have a maximum area of 2 m$^2$;<br>c. A maximum of 6m from the finished ground level to the highest part of the sign; and<br>d. Limited to a maximum of 1 sign per street frontage on any one lot. |
| **Below Awning/Verandah signs**<br>• Means an advertising sign attached to or supported below an awning, verandah or a ceiling at the entrance to an internal pedestrian area. | Signs attached to the underside of an awning are:<br>a. Not to exceed 2.4m in length;<br>b. Not to exceed 0.5m in vertical dimension;<br>c. Not to be within 3m of another such sign attached above or to the underside of the same awning; and<br>d. Not to extend beyond the outer frame of the awning. |

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<tr><td></td><td></td></tr>
<tr><td>Bunting<ul><li>Means devices which are attached to ropes or wires suspended above the ground and which are designed to draw attention by the nature of its construction, colour, movement or noise and includes streamers, pennants and wind-vanes.</li></ul></td><td>Bunting signs:<br>a. Shall not be permitted without approval by the City.</td></tr>
<tr><td>Event Sign<ul><li>Means a temporary sign that provides information relating to community events.</li></ul></td><td>Event Signs are:<br>a. To be located on the site of the event or on the property of the organisation holding the event to which the sign relates;<br>b. Not to be displayed more than two weeks prior to the date of the event advertised and must be removed by the end of the day following the event;<br>c. Limited to a maximum of one sign per frontage on a lot;<br>d. Not to be illuminated; and<br>e. Limited to a maximum area of 10m$^2$.</td></tr>
<tr><td>Fence Sign<ul><li>Means a sign affixed to a fence.</li></ul></td><td>Fence Signs are;<br>a. Not to obstruct a fence required to be visually permeable or open;<br>b. Where not located in the Residential Zone:<br>i. Are limited to a maximum one sign per lot;<br>ii. To have a maximum vertical dimension of 2m;<br>iii. To have a maximum area of 5m$^2$;<br>iv. To have a maximum height of 3m from ground level.<br>c. In Residential Zones:<br>i. Are limited to a maximum of one sign per lot;<br>ii. Have a maximum height of 1.8m from ground level, and for the following uses, do not exceed the following sign area:
<table>
<tr><th>Associated Use</th><th>Area</th></tr>
<tr><td>Home Occupation</td><td>0.2 m$^2$</td></tr>
<tr><td>Home Business and Short Stay Accommodation</td><td>0.5 m$^2$</td></tr>
<tr><td>All other Non-Residential</td><td>1.5 m$^2$</td></tr>
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d. In Commerical and Mixed-Use Zones, fence signs should be no larger than 5m$^2$ and be located within landscaped strips where possible;</td></tr>
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| | e. In Industrial Zones, fence signs at the front of the site should generally be located within the landscaped strips and be no larger than 10m$^2$; and<br>f. On a Scheme Reserves fence signs, unless approved by City, should be:<br>i. Temporary;<br>ii. Not larger than 10m$^2$;<br>iii. Positioned to have minimal impact on any residential premises; and<br>iv. Where comprising a sponsorship sign, to face internally into the Reserve. |
| **Free standing signs**<br>• Means an advertisement that is displayed on an adverting structure that is mounted on the ground on one or more supports. Also known as a hoarding sign. | Freestanding signs:<br>a. In Residential Zones free standing signage is not permitted;<br>b. In Commerical and Mixed-Use Zones, freestanding signs should be no larger than 5m$^2$ and be located within landscaped strips where possible;<br>c. In Industrial Zones, freestanding signs at the front of the site should generally be located within the landscaped strips and be no larger than 10m$^2$;<br>d. On a Scheme Reserves freestanding signs, unless approved by the City, should be:<br>a. Temporary;<br>b. Not larger than 10m$^2$;<br>c. Positioned to have minimal impact on any residential premises; and<br>d. Where comprising a sponsorship sign, it is to face internally into the Reserve. |
| **Flag and Flagpoles**<br>• Means a sign displayed on cloth, canvas or synthetic, which is hung from a vertical pole, and not exceeding 2m$^2$ in area. | Flag and Flagpoles are;<br>In Commercial, Mixed Use or Industry Zones:<br>a. Restricted to no more than four flagpoles per lot frontage;<br>b. Flagpoles shall have a maximum height of 7m; and<br>c. Flag sizes shall be restricted to 6m$^2$.<br><br>Residential Area:<br>a. Flagpole advertising signage is not permitted, except as set out in Clause 61 Deemed Provisions Exemptions. |
| **Hoarding**<br>• Means a free-standing sign greater than 1.2m in height measured from ground level, which has a horizontal dimension (inclusive of the supports) greater than the vertical dimension. | Hoarding signs are:<br>a. Not permitted in residential zoned areas;<br>b. Limited to a maximum of one sign per lot;<br>c. Not permitted if there is a tower sign on the same lot;<br>d. Have a maximum area of 6m$^2$; and<br>e. Have a maximum height of 2 metres from ground level. |

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| • May be uniform in shape from the base to top and consist of a number of modules, or be supported by one or more posts. | Hoarding Signs within a Commercial, Mixed-use or Industry Zone not situated between the front façade of a building and a street boundary may:<br>a. Have a maximum area of 20m$^2$;<br>b. Have a maximum height of 6m from ground level;<br>c. May be permitted to display information that may not necessarily relate to the land on which it is located;<br>d. Will be considered on its merits, having regard to the impact on the amenity of surrounding areas. |
| **Moveable/portable sign**<br>• Means an advertising sign which is commonly known as an A Frame sign. | Moveable/portable signs* when on private property are:<br>a. Limited to one sign per tenancy on a lot;<br>b. To be located adjacent to the building to which the sign relates;<br>c. To be displayed only during the normal business hours of the business to which the sign relates;<br>d. Have no moving parts once the sign is in place; and<br>e. Have a maximum dimension of 1.2m$^2$.<br><br>*Movable or Portable signs located on thoroughfares and/or in a public place must also comply with the requirements of the City's Local Laws. |
| **Pole or pylon sign**<br>• Means a sign supported on one or more piers, not attached to a building or other structure, and includes a detached sign framework supported on one or more piers to which sign infill may be added. | Pole or Pylon Sign shall:<br>a. Have a clearance of at least 2.75m from the ground immediately below the pole or sign;<br>b. Have no part higher than 7m from the level of the ground;<br>c. Not exceed 2.5m measured horizontally across the face of the sign or have an area 6m$^2$ or less;<br>d. Not project over any road reserve;<br>e. 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; and<br>f. Be limited to one pylon sign per lot frontage. |
| **Projecting sign**<br>• Means an advertising sign attached to and protruding perpendicularly or horizontally, from a building or structure but is not attached to the roof of the building or structure. | Projecting Signs shall:<br>a. Not be less than 2.75m above ground level;<br>b. Not exceed a height of 7m above ground level;<br>c. Not project more than 1m from the wall of the building;<br>d. Not to exceed 4m$^2$ in area; and<br>e. Not to extend past the edge of any awning. |
| **Roof or Sky signs**<br>• Means an advertisement that is displayed on, or erected on or above, the parapet or eaves of a building. | Roof or Sky signs:<br>a. Painted signs are limited to 30% of the roof area;<br>b. A maximum size of 6 m$^2$;<br>c. An appropriate scale and design for the building and the immediate vicinity. |
| **Street Furniture signs** | Street Furniture signs: |

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- Means an advertising sign attached to such items as public seating, plant boxes and other functional structures in public places.

</td><td>Street furniture signs are restricted to public and community advertising. Applications for signage on items in public places require the approval of the City.</td></tr>
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**Tethered signs**

- Means an advertisement sign which is suspended from or tethered to any structures, tree(s), a pole (with or without supporting frame) and made of paper, plastic, fabric or similar materials. The term includes lighter than air devices, inflatable (balloons/blimps), bunting, banners, flags and kites.

</td><td>The following criteria will apply Tethered Signs:<br>a. Not be permitted in residential zones;<br>b. Must not distract the attention of motorists from traffic signs or traffic control signals;<br>c. Limited to 30 days in a 12-month period;<br>d. Limited to a maximum one sign per lot;<br>e. Limited to a maximum vertical dimension of 0.75m and area of 2m$^2$; and<br>f. Not to be higher than 8m from ground level.<br><br>The below additional criteria apply to Tethered Signs that are inflatable:<br>a. Not to be displayed for more than 14 days in aggregate for any one calendar year;<br>b. Limited to one sign per lot;<br>c. Not to exceed 7m in diameter;<br>d. Not to exceed 9m in height;<br>e. Must not interfere or create disruption to airport or aircraft operations;<br>g. Requires certification from a suitability qualified engineer on securing the advertising device;<br>h. Requires proof of public liability insurance to the value of $20 million, if deemed necessary; and<br>i. Requires approval from the City.</td></tr>
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**Tourist Information Signs**

- Means an advertising sign which provides tourist information.

</td><td>Tourist Information Signs:<br>a. Requires approval from the City.</td></tr>
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**Tower or Monolith Signs**

- Means a freestanding sign greater than 1.2m in height measured from ground level, which has a vertical dimension (inclusive of the supports) greater than its horizontal dimension and is generally uniform in shape from the base to top and may consist of a number of modules.

</td><td>Tower and Monolith Signs are:<br>a. Limited to a maximum of one sign per lot;<br>b. Not permitted where a hoarding sign is located on the same lot;<br>c. To have a maximum depth of 0.5m; and<br>d. Not to exceed the following requirements:
<table>
<tr><th>Lot Frontage</th><th>Height from ground level</th><th>Width</th></tr>
<tr><td>Frontage less that 50m with a single tenancy</td><td>6m</td><td>2m</td></tr>
<tr><td>Frontage less that 50 with multiple tenancies on the same Lot</td><td>6.5m</td><td>2.0m</td></tr>
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| | <table><tr><td>Between 50m and 75m frontage</td><td>7m</td><td>3.0m</td></tr><tr><td>Greater that 75m frontage</td><td>9m</td><td>3.5m</td></tr></table><br>Tower Signs are not permitted in Residential Zones |
| **Verandah Hoarding**<br>• Means an advertisement sign attached to the roof of a verandah. | Verandah Hoarding are:<br>a. Limited to a maximum sign height of 1.0m; and<br>b. May not exceed or extend beyond the width of the verandah or fascia. |
| **Vehicle or Trailer signs**<br>• Means a static vehicle or trailer adapted for and used as an advertising sign. | Vehicle Display Signs are:<br>a. Limited to a maximum one sign per Lot;<br>b. Not to have moving parts;<br>c. Limited to a maximum vertical dimension of 2m and a horizontal dimension of 3m; and<br>d. Not to occupy more than one car parking bay.<br><br>Vehicle Display Signs that are of digital format are:<br>a. Not to be visible from a major road or traffic signage;<br>b. Not to be displayed on any one lot for more than fourteen (14) days in aggregate within any 12-month period; and<br>c. Only to be in operation during business hours.<br><br>Not permitted in Residential Zones. |
| **Wall or Fascia sign**<br>• Means a sign attached to or painted on a wall or fascia of a building (including structures attached to the building) or on a structure that protrudes no more than 300mm from the wall, fascia or structure, but does not protrude into or over a road. | Wall or Fascia sign are:<br>a. Not to extend more than 0.3m beyond the edges of a wall;<br>b. Are limited to a maximum two signs per tenancy on a lot; and<br>c. Not to cover more than 30% of the visible area of any one façade per tenancy, excluding glazed portions and awnings.<br><br>In Residential Zones wall or Fascia Signs are:<br>a. Limited to one sign per building with an area no greater than $0.2m^2$ in area where the building is used predominantly for residential purposes; and<br>b. Where the building is predominantly used for non-residential purposes are to be limited to one sign per lot and does not exceed $1.2m^2$. |
| **Window Sign**<br>• Means an advertising sign attached to the inside or outside of a window and includes signs painted on the window. | Window Signs are:<br>a. Not to cover more than 30% of the total glazed area of any one façade; and<br>b. Not permitted in Residential Zones. |

## SIGNAGE ON BUILDINGS WITH HERITAGE SIGNIFICANCE

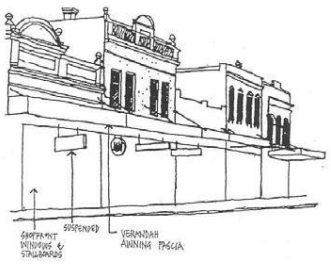
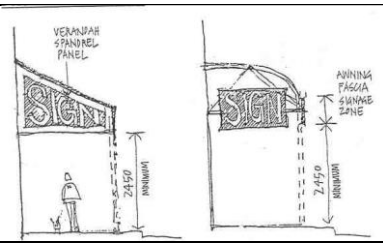
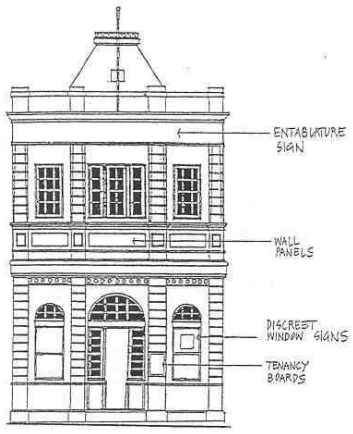
**General Guidelines**:

1. Advertising signage should be appropriately located, clear and easy to read from the street, and shall not visually dominate the building or vicinity;
2. The proportional shape and design of signs should complement the period and architecture of the building. The establishment of the sign(s) on the façade should not adversely detract from the architectural elements of the building or visually dominate the building or streetscape;
3. Signs are to be positioned and designed to fit within any spaces created by architectural elements on the proposed buildings. They are not to cover any architectural features or detailing of a building and are to be sized in proportion with parapets, panels, windows and wall areas. Signs with large supporting frameworks will not be approvable;
4. It is important for signs to be located in appropriate positions and it is preferred that lettering is suitable for the period of the building. In general, upper case lettering should be used;
5. The colours of the signs should complement the overall approved colour scheme for the building;
6. Illuminated signs can be considered;
7. All signage on places included on the State Register of Heritage Places are required to be referred to the Heritage Council of Western Australia for comment; and
8. In the case of an application for signage on a place listed on the City's Municipal Inventory of Heritage Places or, within an identified Heritage Precinct, Officers may refer the application to the City's Heritage Advisor for comment.

Where possible, references should be made to early photographs of the building to determine original and appropriate locations for signage. When photographs are not readily available, these guidelines should be referred to.

Applicants are encouraged to contact the City's Heritage Advisor to discuss their proposals prior to making an application.

## SPECIFIC GUIDELINES FOR BUILDINGS WITH HERITAGE SIGNIFICANCE

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| **Signs above verandah levels**<br>1. Where possible the parapet advertising panel should be used but the sign should not dominate the façade; and<br>2. Signwriting may be appropriate on the first wall window only if in small traditional typeface. |  |
| **Signs on Verandah Fascias and Under Verandah**<br>Signs will be assessed as per above. |  |
| **Verandah Hoardings**<br>Should only be erected when referenced to historic photographs to determine location and size. Where no photographs are available assessment will occur on a case-by-case basis. | |
| **Signs on Heritage Buildings without Verandahs**<br>Signs should be restricted to:<br>1. Parapet signs;<br>2. Shop window signs;<br>3. Suspended signs off wrought/cast iron brackets, maximum size 400 mm x 400 mm;<br>4. Tenancy boards flat to wall adjacent to doorways; and<br>5. Brass or other plaque signs and building numbers in brass, other metal or rendered materials. |  |

If it is established to the satisfaction of Council that a particular standard or provision contained within this Policy is unreasonable or undesirable in the circumstances of the case, Council may, at its discretion, vary the standard or provision, where it is satisfied that:

1. Approval of the variation will not set an undesirable precedent;
2. The applicant demonstrates exceptional circumstances warranting support of a variation;

3. Approval of the application does not contravene the overall objectives for signage contained within the Scheme;
4. Where a sign is proposed to be located on a business adjacent to a residential area, the impact of the signage is not significantly detrimental to the residential amenity of that area; and
5. Applications for variation of standards shall include a sign strategy for the whole of the subject site.

| DOCUMENT CONTROL | | | | |
|---|---|---|---|---|
| Responsible Department | Engineering | | | |
| Description of Changes | | | | |
| Version | Resolution Number | Endorsement Date: | Last Reviewed Date: | Next Review Date: |
| 1 | 15.2.2 | 18 December 2023 | December 2023 | December 2025 |
| 2 | 13.1.2 | 18 August 2025 | May 2025 | May 2027 |