



SHIRE OF
HARVEY

A Breath of Fresh Air



Local Planning Policy 4.1.15 – Advertisements

1. Introduction

Advertisements within the Shire were previously governed by the Shire of Harvey Local Law Relating to Signs and Other Advertising Devices 2007 (the local law). However, regulation 60 of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations) provides that Development Approval is not required for signs that are specified as being exempt from requiring approval in a local planning policy or under the deemed provisions of the Scheme.

Advertisements are a crucial form of communication for business, tourism, community and safety messages. The Shire of Harvey supports the need for advertisements however their design and location needs to be regulated to protect the visual amenity of the Shire and the safety of the community. This Policy seeks to achieve a balance between the provision of appropriate advertisements and to minimise the adverse impacts that advertisements may have on the amenity, appearance and character of an area and/or on the district

2. Policy objective

The objectives of this Policy are to:

- Facilitate the effective and timely processing of applications by providing guidance for applicants and Council on the assessment and decision making process.
- Ensure that advertisements are maintained at a level which would not be detrimental to the Shire's positive image
- Ensure that the size, scale, location and presence of advertisements are:
 - Integrated within the development of the premises to prevent visual clutter.
 - Proportional to the scale of the premises and activities occurring from that premise.
 - Designed to prevent a detrimental impact on the amenity of the streetscape and its surrounds, main roads or scenic roads.
 - Designed to rationalise advertisements on a premises that supports multiple tenancies.
 - Sympathetic to the style, value and character of a premises with recognised heritage value.

- Ensure that advertisements do not impact the level of safety for drivers, cyclists and pedestrians by obstructing sight lines or distracting road users.
- Ensure that advertisements relate to the approved use occurring on the premises on which they are located.

3. Policy scope

This Policy applies to advertisements within the whole of the Shire of Harvey, except those that are subject to the Shire of Harvey's Activities In Thoroughfares and Public Places and Trading Local Law 2017 (as amended) and the Main Roads (Control of Signs) Regulations 1983.

4. Policy

Part A – Exemptions

- 1) Subject to provision 2 of this Part, Development Approval of the local government is not required for advertisements provided in the Regulations, Scheme, Local Law or this Policy as listed in Table 1 and Table 2, provided that:
 - a) the advertising sign being compliant with the “exempt sign requirements”.
 - b) the proposal is not inconsistent with the provisions of the Main Roads (Control of Signs) Regulations 1983.
 - c) the advertising sign not:
 - i) being illuminated or incorporating any animation or movement.
 - ii) containing reflective, retro-reflective or fluorescent materials.
 - iii) containing flags or bunting, whether they contain a written message or not.
 - iv) in the opinion of council, be detrimental on the amenity of the streetscape, surrounding environment, main roads or scenic roads.
 - v) be erected, placed, installed or displayed in a location that will have a detrimental impact on the level of safety for drivers, cyclists and pedestrians by obstructing sight lines or distracting road users.
- 2) The exemption under Part A (1) is not applicable for advertisements proposed at premises located in a place that is –
 - a) included on a heritage protected place
 - b) included as a “Places of Landscape Value” under Schedule 1 of the *Scheme*.
- 3) Notwithstanding the above, any permanent or temporary advertisement that complies with deemed provision *Clause 61 'Development for which development approval is not required'* is also exempt from applying for development approval under this policy.

Table 1 – Exempt Permanent Advertisements

Advertising Sign Purpose	Exempt Sign Requirements
1. Dwellings	a) One professional name-plate as appropriate. b) Maximum size = 0.2m ²
2. Home Occupation	a) One sign describing the nature of the approved home occupation. b) Maximum size = 0.2m ²
3. Places of Worship, Meeting Halls and Places of Public Assembly	a) One sign per street frontage detailing the function and/or the activities of the institution concerned. b) Maximum size = 1m ² c) Maximum dimension = 2m
4. Cinemas, Theatres and Drive-In Theatres	a) Two signs (illuminated or non-illuminated) detailing the entertainment being presented from time to time at the venue upon which the signs are displayed. b) Maximum size = 5m ² /advertising sign
5. Shops, Showrooms and other uses appropriate to a Shopping Area	All signs affixed to the building below the top of the awning or, in the absence of an awning, below a line measured at 5m from the ground floor level of the building. Free standing: a) One free-standing sign not exceeding a maximum area of 10m ² or 10m ² per tenancy for multiple tenancy premises; b) Complies with setback requirements of the Scheme, and c) Not within 2 metres of a vehicle accessway.
6. Industrial and Warehouse Premises	Affixed to a building: a) A maximum of four signs but not including signs which project above the eaves or the ridge of the roof of the building, and excluding signs projected from a building whether or not those signs are connected to a pole, wall or other building. b) Maximum total area = 15m ² Free standing: a) A maximum of two free-standing signs not exceeding 5m in height above ground level. b) Maximum total area = 10m ²
7. Showroom, race courses, major racing tracks, sports stadia, major sporting grounds and complexes	All signs provided that, in each case, the sign is not visible from outside the complex or facility concerned either from other private land or from public places and streets. Free standing: a) One free-standing sign not exceeding a

	<p>maximum area of 10m² or 10m² per tenancy for multiple tenancy premises;</p> <p>b) Complies with setback requirements of the Scheme, and</p> <p>c) Not within 2 metres of a vehicle access way.</p>
8. Public Places and Reserves	<p>a) Signs relating to the functions of government, a public authority or Council or a municipality excluding those of a promotional nature constructed or exhibited by, or on behalf of any such body;</p> <p>b) Signs required for the management or control of traffic on any public road, carpark, 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 Council of a municipality; and</p> <p>c) Signs required to be exhibited by or pursuant to any Statute or Regulation or the like made pursuant to powers contained within a Statute provided that any such sign is constructed and/or exhibited strictly in accordance with the requirements specified therein.</p>
9. Railway Property and Reserves	<p>a) Signs exhibited on such land provided that each sign is directed only at persons at or upon a railway station.</p> <p>b) Maximum size = 2m²</p>
10. Advertisements within Buildings	<p>a) All signs placed or displayed within buildings which cannot ordinarily be seen by a person outside of those buildings.</p>
11. Rural Producer's sign	In accordance with Table 4 – Specific Advertisement Requirements

Table 2 –Exempt Temporary Advertisements

Advertising Sign Purpose	Exempt Sign Requirements (Non-Illuminated Unless Otherwise Stated)
1. Building Construction Sites	<ul style="list-style-type: none"> a) Signs displayed only for the duration of the construction. b) One sign per street frontage containing details of the relevant project and the company undertaking the construction work. <ul style="list-style-type: none"> i) Dwellings Maximum size = 2m² ii) Multiple Dwellings, Shops, Commercial and Industrial projects Maximum size = 5m² iii) Large Development or redevelopment projects involving shopping centres, office or other buildings exceeding three (3) storeys in height iv) Maximum size = 10m² c) One additional sign showing the name of the project builder for large developments or redevelopment projects involving shopping centres, office or other buildings exceeding three (3) storeys in height. Maximum size = 5m² d) Construction / Development Site screens secured to perimeter fencing during the construction or for a period of time agreed to by the local government.
2. Sale of Goods or Livestock	<ul style="list-style-type: none"> a) One sign per lot displayed for a period not exceeding three (3) months advertising the sale of goods or livestock upon any land or within any building upon which the sign is exhibited provided that the land is not normally used for that purpose. b) Maximum size = 2m²

Advertising Sign Purpose	Exempt Sign Requirements (Non-Illuminated Unless Otherwise Stated)
3. Property Transactions	<ul style="list-style-type: none"> a) Signs displayed only for the duration of the period over which property transactions are offered and negotiated. b) One sign per street frontage for each property relating to the sale, leasing or impending auction of the property at or upon which the sign is or the signs are displayed. <ul style="list-style-type: none"> i) Dwellings Maximum size = 2m² ii) Multiple Dwellings, Shops, Commercial and Industrial projects Maximum size = 5m² iii) Large Development or redevelopment projects involving shopping centres, office or other buildings exceeding three (3) storeys in height Maximum size = 10m² c) Signs to be located within the boundaries of the property the subject of the transaction and not within the road reserve. d) Signs to be removed within seven (7) days of the completion of the property transaction.
4. Display Homes	<ul style="list-style-type: none"> a) One sign for each dwelling on display. Maximum size = 2m² b) One sign for each group of dwellings by a single project builder giving details of the project building company and details of the project building company and details of the range of dwellings on display Maximum size = 5m² c) Not be illuminated after 9pm d) Not be erected or maintained after the cessation of the authorised display home activity.
5. Elections	<p>Signs connected with an election, referendum or other poll conducted under the Commonwealth Electoral Act 1918, the Electoral Act 1907 or the Local Government Act 1995, where:</p> <ul style="list-style-type: none"> a) The primary purpose of the advertising sign is for political communication in relation to the election, referendum or poll; and b) The advertising sign is not erected or installed until the election, referendum or poll is called and is removed no later than 48 hours after the election, referendum or poll is conducted.

Advertising Sign Purpose	Exempt Sign Requirements (Non-Illuminated Unless Otherwise Stated)
6. Public notices	Signs as directed by the local government or other statutory body.

Part B – Prohibited Advertisements

- 1) The advertisements listed in **Table 3** are prohibited in the Policy Area.
- 2) No advertising sign shall:
 - a) be erected, installed or displayed on a premises that is not the location of the business, product or other matter that is the subject of the advertising sign;
 - b) be fully or partially projected, flashing, animated, moving or rotating;
 - c) be located where it will impact the level of safety for drivers, cyclists and pedestrians by obstructing sight lines or causing distraction;
 - d) likely to be confused with, or mistaken for, an official traffic light or sign, or so as to contravene the *Road Traffic Act 1974* (as amended) or the *Road Traffic Regulations* (as amended);
 - e) affect the stability of any building or structure;
 - f) obstruct access to or from a door, fire escape or emergency exit, or window unless the window is designed for the display of goods;
 - g) be situated on a tower, mast, or on a superstructure over the main roof of a building;
 - h) be free standing above a roof;
 - i) be on a tree that is living or dead; or
 - j) contains, in the opinion of Council, discriminatory or offensive material.

Table 3 – Prohibited Advertisements

Sign Type	Details
1. Bunting and Banners	<p>a) Bunting and Banners are prohibited in all zones;</p> <p>b) Notwithstanding a), Council may consider bunting and/or banner signs for specific short term community events subject to them being:</p> <p>i) exhibited for not more than 21 days before the event and being removed no later than two (2) days after the conclusion of the event;</p> <p>ii) not within road reserves or other public land unless approved in accordance with the Shire's <i>Activities In Thoroughfares and Public Places and Trading Local Law 2017</i> (as amended); and</p> <p>iii) with the approval of Council upon request.</p>
2. Projection Sign	A Projection Sign is not permitted.
3. Variable Digital Sign	No advertising device shall be located on or adjacent land zoned Residential, Special Residential, or Special Rural, unless an 'Exemption' applies under Part A.
4. Verandah Sign	No Advertising Device shall be erected on a verandah above the fascia.

Part C – General Requirements

- 1) An advertising sign shall be securely fixed to the structure by which it is supported or securely fixed to the building to which it is attached.
- 2) All advertisements shall be kept clean and free from unsightly matter and shall be maintained by the applicant and/or landowner in good order and repair.
- 3) Nothing in this Policy precludes the requirement for a Building Permit to be obtained pursuant to the *Building Act 2011*.
- 4) A Building Permit is required for any advertising sign listed in **Table 4** if it does not meet the requirements of Schedule 4 of the Building Regulations 2012.

Part D – Specific Requirements

- 1) Advertisements shall comply with the requirements of **Table 4** unless otherwise approved by Council.

Table 4 – Specific Advertisement Requirements

Advertising Sign Type	Development Standard
1. Banner Sign	<p>a) Maximum height: 1m</p> <p>b) Maximum length: 2m</p> <p>c) May be placed on the face of a building at street level, subject to it being demonstrated that it will not create safety concerns or inconvenience for pedestrians.</p> <p>d) Must not project beyond the face of the building.</p> <p>e) Shall not be erected for a period of more than 8 weeks.</p> <p>f) Shall not be tethered to a living tree (s).</p>

Advertising Sign Type	Development Standard
2. Entry Statement Sign	<ul style="list-style-type: none"> a) The size, form and design are at the discretion of Council and will be assessed having regard to the policy objectives. b) Entry Statement Signs shall be located entirely within private property.
3. Estate Development Sign	<ul style="list-style-type: none"> a) Maximum height: 6m b) Maximum length: 2m c) Minimum headway clearance: 2.75m, unless the sign is designed as such that the underside of the face area is located at the ground level. d) Minimum land area to be developed: 1ha e) Maximum display period: two (2) years or within 30 days of 95% of lots or buildings within the estate or applicable stage being sold, whichever is sooner. f) Content is predominantly for directional purposes. g) Is generally located within 1km of the land development estate or subdivision and is in close proximity to the nearest road intersection.
4. Hoarding (Billboard)	<ul style="list-style-type: none"> a) Only permitted in restricted locations at the discretion of Council and must include information that is of community interest. b) Maximum area: 24m² c) The size, form and design are at Council's discretion. d) A hoarding shall not: <ul style="list-style-type: none"> i) Be erected on land that is zoned for residential purposes by the <i>Scheme</i>. ii) 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, unless otherwise approved by Council. e) An approval issued in respect of a hoarding valid for the period specific in the approval but not exceeding five (5) years.
5. Horizontal Sign	<ul style="list-style-type: none"> a) Not attached to an awning or verandah: <ul style="list-style-type: none"> i) Maximum height: 1.5m ii) Maximum depth: 300mm (the proposed width shall not encroach public areas or road reserves in an adverse manner) iii) Maximum length: 5m iv) Minimum headway clearance: 2.75m v) May be illuminated. b) Attached to an awning or verandah: <ul style="list-style-type: none"> i) Maximum height: 500mm or if attached to a fascia the sign shall not project beyond the height of the fascia whichever is shorter. ii) Maximum width: 300mm (if attached to a fascia, the proposed width shall not encroach public areas or road reserves in an adverse manner). iii) Maximum length: Shall not project beyond the width of the awning/verandah or exceed 2.7m whichever is the shorter. iv) Minimum distance from any other Awning/Verandah

Advertising Sign Type	Development Standard
	sign or Horizontal Wall Sign: 2.4m v) Minimum distance from side boundary of the lot: 1.2m vi) Minimum headway clearance: 2.75m
6. Illuminated Signs	a) Have any boxing or casing in which it is enclosed constructed of non-combustible material; b) Have its electrical installation constructed and maintained to the satisfaction of the appropriate electricity supply authority and any relevant Australian Standard; c) Be maintained to operate as an illuminated sign; d) Demonstrated compliance with AS4282-2019 Control of the obtrusive effects of outdoor lighting. e) Be able to adjust the luminance value as deemed appropriate for the zoning and location of the advertising device. f) Not emit a flashing, blinking, revolving or pulsating light and; g) Be switched off between 10pm and sunrise on the following day. h) Comply with the requirements for the specific advertising sign type.
7. Pylon Sign	a) Maximum height: 7.5m b) Maximum length across the face of the sign: 2.5m c) Maximum depth: 500mm d) Maximum area: 6m ² for any one elevation e) Minimum headway clearance: 2.75m, unless the sign is designed as such that the underside of the face area is located at the ground level. f) Minimum distance from any other pylon sign: 10m g) One pylon sign per road frontage or one for every 50m of linear road frontage. h) Be geometrically two sided (i.e. not “v” shaped). i) Individual pylon signs in close proximity to each other will not be supported for individual tenancies where multiple units/tenancies exist or are proposed to exist on a lot. The pylon sign shall be designed to provide one infill panel for each unit/tenancy on the lot and where this occurs, the maximum height may be increased to 9m. j) May be illuminated in accordance with the development standards for illuminate signage. k) Must not expose an unsightly back view to a public road or adjoining property.

8. Roof Sign	<ul style="list-style-type: none"> a) Not at any point be within 3.7m of the ground; b) Not extend laterally beyond the external walls of the building; c) Comply as regards height above ground and height of sign with the following: 	
	Height of main building above ground level at point where sign is to be fixed:	Maximum height of sign (inclusive of sign and supporting framework)
	3.7m and under 5m	1m
	5m and under 6m	1.5m
	6m and under 9m	2m
	9m and above	3m
9. Rural Producer's Sign	<ul style="list-style-type: none"> a) Show only the name and address of the occupier of the land or the name of the property or both and only advertise goods or products produced, grown or lawfully manufactured upon the land; and b) Maximum area: 1m² c) Maximum height: 3m 	
10. Tethered Sign	<ul style="list-style-type: none"> a) Inflatable devices – 7.0m b) Maximum diameter: Inflatable devices – 4.0m c) Maximum length: Inflatable devices – at local government's discretion. d) Minimum headway clearance: 2.75m e) Minimum distance from any Pylon Sign: 10m f) Shall be located wholly within the boundaries of the premises. g) Shall only be erected for a maximum period of three (3) weeks at a time. h) Maximum of one (1) inflatable device or two (2) flags may be erected at a premises for a limited period at any one time. i) Shall not contain fluorescent, reflective or retro reflective colours. j) Engineer's certificate may be required confirming that the integrity of the roof will not be adversely affected. 	
11. Tower Signs	<p>Unless otherwise approved shall be:</p> <ul style="list-style-type: none"> a) Maximum height: 20% of the height of the mast, tower or chimney stack on which it is placed b) Maximum width: the width or diameter of the mast, tower or chimney stack on which it is placed c) Maximum height: the height of the mast, tower or chimney stack on which it is placed d) Indicate or display any matter other than the name of the owner or occupier of the land or premises on which the mast, tower or chimney stack is erected; e) If illuminated, emit a flashing light; 	
12. Variable Digital Sign	<p>Unless otherwise approved shall:</p>	

	<p>a) only be visible from roads that have a posted speed limit not exceeding 80km/ hour</p> <p>b) only display consecutive static messages in either text or pictographic format only (i.e. no video or animation) which are to have a 'dwell' duration of not less than those given as follows:</p> <table border="1" data-bbox="603 369 1220 694"> <thead> <tr> <th>Road Speed Limit</th> <th>Min. Dwell Time (sec)</th> </tr> </thead> <tbody> <tr> <td>90</td> <td>25</td> </tr> <tr> <td>80</td> <td>30</td> </tr> <tr> <td>70</td> <td>35</td> </tr> <tr> <td>60</td> <td>40</td> </tr> <tr> <td><50</td> <td>45</td> </tr> </tbody> </table> <p>c) have a total sign face area not exceeding 6m²</p> <p>d) not adversely affect the occupants of adjoining buildings or land</p> <p>e) not be located within a public road reserve.</p>	Road Speed Limit	Min. Dwell Time (sec)	90	25	80	30	70	35	60	40	<50	45
Road Speed Limit	Min. Dwell Time (sec)												
90	25												
80	30												
70	35												
60	40												
<50	45												
<p>13. Verandah Sign</p>	<p>Fixed to the outer or return fascia of a verandah:</p> <p>a) Maximum length: 2.5m</p> <p>b) Maximum depth: 600mm</p> <p>c) Not project beyond the outer frame or surround of the fascia;</p> <p>d) If illuminated, shall not emit a flashing light.</p> <p>Fixed under a verandah:</p> <p>a) Minimum headway clearance: 2.75m</p> <p>b) Maximum length: 2.4m</p> <p>c) Maximum depth: 500mm</p> <p>d) Maximum weight: 50kg</p> <p>e) Not be within 3m of another sign under that verandah or within 1.5m of the side wall of the building on which it is situated;</p> <p>f) Be fixed at right angles to the front wall of the building on which the verandah is situated except if situated on a corner of a building at a street intersection where the Verandah Sign may be placed at an angle with the wall so as to be visible from both streets.</p>												
<p>14. Vertical Sign</p>	<p>Not attached to an awning or verandah:</p> <p>a) Maximum height: 3m</p> <p>b) Maximum length: 1.5m</p> <p>c) Maximum depth: 300mm</p> <p>d) Minimum headway clearance: 2.75m</p> <p>e) May be illuminated.</p> <p>f) Not be within 1.5m of either end of the wall to which it is attached.</p> <p>g) 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.</p> <p>h) Not be placed on a corner of a building, except at a street</p>												

	<p>intersection when it may be placed at an angle with the wall so as to be visible from both streets.</p> <p>i) Where a building to which a vertical sign is to be affixed is set back from the boundary or abuts on an intersecting street or right of way, Council may approve the affixing of a sign at a lesser distance from the end of the wall.</p> <p>Attached to an awning or verandah:</p> <p>a) Maximum height: 500mm or if attached to a fascia the sign shall not project beyond the height of the fascia whichever is shorter.</p> <p>b) Maximum depth: 300mm</p> <p>c) Maximum length: 1.5m or length of the awning/verandah, whichever is the shorter.</p> <p>d) Minimum distance from any other Awning/Verandah sign or Vertical Wall Sign: 2.4m</p> <p>e) Minimum distance from side boundary of the lot: 1.2m</p> <p>f) Minimum headway clearance: 2.75m</p> <p>g) May be illuminated.</p>
15. Wall Sign	<p>a) Minimum headway clearance: 2.75m</p> <p>b) Maximum area for one wall sign: 20m² or 20m² per tenancy for multiple tenancy premises</p> <p>c) Maximum area for more than one wall sign: 20% of the area of the wall to which it is attached (including any window or openings)</p> <p>d) Not project more than 200mm from the wall to which it is attached</p> <p>e) Not within 300mm of either end of the wall to which it is attached</p> <p>f) Not project above the wall to which it is attached.</p>

Advertisements within or on a heritage protected place

- 1) When considering a Development Application for an advertisement on a heritage protected place or included as a "Place of Landscape Value" under Schedule 1 of the Scheme, Council shall have regard to:
 - a) the style, design and lettering of the advertisement; and
 - b) whether the advertising sign will be affixed in such a way that it will cause no damage to the building and could be removed without leaving evidence of it having been affixed.

Signage Strategy for Significant Developments

- 1) For the advertising of significant developments (such as shopping centres, showroom or office complexes) or new estate development, advertisements shall be addressed as a "Signage Strategy" to demonstrate a consistent theme for advertisements.

- 2) A “Signage Strategy” for a new estate development should make provision for:
 - a) a consistent theme for the estate;
 - b) advertisements being confined to the estate to which they relate;
 - c) details of the design and location of any entry statements and their ongoing maintenance;
 - d) a strategy for sign removal when a reasonable portion of lots have been sold; and
 - e) the avoidance of a proliferation of advertisements within the estate.

- 3) A “Signage Strategy” for a significant development should make provision for:
 - a) the location of safety and direction signage with the car parking area of the development;
 - b) details of the design and location of advertisements to be affixed to the buildings; and
 - c) details of the design and location of advertisements to be erected, installed or displaying around the perimeter of the development site.

Part E – Application Requirements

- 1) An application for Development Approval is to be accompanied by the following -
 - a) a completed “Application for Development Approval” form;
 - b) a completed “Supplementary Form – Advertisements”;
 - c) appropriate application fee as detailed in the Shire’s “Fees & Charges Schedule”;
 - d) scaled plans to a maximum size of A3 detailing:
 - i) dimensions;
 - ii) location of advertising sign on the premises;
 - iii) content of advertising sign including wording, logos and pictures and colour scheme;
 - iv) construction materials; and
 - v) method of advertising sign being erected, installed or displayed on the premises.

Part F – Assessment of Applications

In considering an application for development approval the local government shall have regard to -

- a) the Objectives and provisions of the *Scheme*;
- b) the Purpose, Objectives and provisions within this Policy;
- c) the built heritage conservation value of any premises that is of cultural significance;
- d) the size, shape, materials, colours, finish, wording, general appearance, quality and location of the advertising sign;
- e) whether the advertising sign is illuminated and the presence or rate of flashing lights;
- f) the existing number of advertisements on the site and, if relevant, in the

- locality (especially adjoining main roads and scenic roads);
- g) the safety of drivers, cyclists and pedestrians;
- h) whether the application will create or exacerbate a clutter of advertisements;
- i) whether the advertising sign will have a detrimental impact on amenity of the streetscape and its surrounds, main roads or scenic roads;
- j) the approved land use for the premises;
- k) whether the advertisement is proposed to be temporary or permanent;
- l) comments from any public submission period, if relevant;
- m) adopted design guidelines; and
- n) any other circumstance or factor affecting the application in the opinion of Council.



Part G – Compliance Matters

Existing Signs

Advertisements that were lawfully erected, placed or displayed prior to the approval of this, including proposed advertisements that were granted approval prior to the adoption of this Policy are hereinafter in this part referred to as “existing advertisements”, may, except as otherwise provided, continue to be displayed or be erected and displayed in accordance with the licence or approval as appropriate.

5. Strategic objective

The policy aligns to the following strategic objective:

 <p>Environment</p>	<p>We have a balanced respect for our natural assets and built environment, retaining our lifestyle values and community spirit.</p>
 <p>Civic leadership</p>	<p>Strong civic leadership representing the whole of the Shire which engages in effective partnerships and reflects the aspirations of an engaged community.</p>

6. Definitions

In this Policy, unless the context otherwise requires:

Advertisement – 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 —

- (a) any hoarding or similar structure used, or adapted for use, for the display of advertisements.
- (b) any airborne device anchored to any land or building used for the display of advertising.
- (c) any vehicle or trailer or other similar object placed or located so as to serve the purpose of displaying advertising;

Amenity – means all those factors which combine to form the character of an area and include the present and likely future amenity.

Banner sign – means a sign made of light weight, non-rigid material (such as cloth, canvas or other similar material) attached at one or both ends.

Bunting and banners – means a string of flags, streamers and the like strung in a line(s) from, or otherwise attached to, a building or other structure.

Construction / developer site screens – means a permeable material affixed flat to perimeter or safety fencing around a construction site/ development site that is permeable and lightweight and suitably secured and maintained for the purpose of visual screening and / or dust suppression for the duration of the construction or around vacant land for the duration that the fencing is required.

Council – means the Council of the Shire of Harvey.

Direction sign – means a sign erected in a street or public place to indicate the direction to another place, service or business but does not include any such sign erected or affixed by the Shire or Main Roads Western Australia.

Development application – means an application made to the Shire of Harvey under Part 8 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Development approval – means development approval of the Shire of Harvey obtained under Part 9 of the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Display home sign – means a sign erected on a lot on which a dwelling is constructed and is open for inspection and which dwelling is used by the building company to advertise their products.

District – means the municipal district of the Shire of Harvey.

Election sign – means a sign erected to advertise political communication in relation to an upcoming election, referendum or other poll.

Entry statement sign – means a fence or wall constructed of masonry or other material to identify the entrance of an estate with the District and may include a sign promoting the name of the estate.

Estate development sign – means a sign mounted on one or more support poles erected within a subdivision or development estate within the District displaying information about the estate such as the estate name, plan of subdivision or development, estate features and sales agent contact details.

Exempt sign – means an advertisement which is identified as not requiring development approval pursuant to Part 7 of the *Planning and Development (Local Planning Schemes) Regulations 2015*, this Policy or the Local Planning Scheme.

Free standing sign – means an Advertising Device supported by some other structure which is erected for the primary purpose of supporting the Advertising Device and which is not attached to any part of a building and includes both the sign itself and any structure supporting the sign.

Headway clearance – means the distance between the ground level and the base of the advertising sign panel.

Hoarding – means a detached or detachable structure including a wall panel or an illuminated panel, other than a pylon sign, that is erected for the sole purpose of displaying

one or more advertisements.

Horizontal sign – means a sign affixed or painted on a building or structure where its largest horizontal dimension exceeds its vertical dimension.

Illuminated sign – means a sign internally or externally illuminated by an artificial light source.

Scheme – means the Shire of Harvey’s District Planning Scheme No. 1.

Main road – means a road which is identified in the Greater Bunbury Region Scheme as “Primary Regional Roads” or “Other Regional Roads” and in the Shire of Harvey’s District Planning Scheme No. 1 as “Important Regional Roads” or “Controlled Access Highway”.

Portable sign – means a sign that can be moved and/or is attached to a structure that is capable of being moved under its own power or with assistance.

Premises – means land, buildings or part of land or a building.

Projection sign – means a sign that is made by the projection of light onto a canvas, wall or similar structure.

Public land – means any thoroughfare or place which the public are allowed to use, whether or not the thoroughfare or place is on private property.

Public notice – means a notice required by the local government or other statutory body providing information to the public or persons affected.

Pylon sign – means a sign supported by one or more supports and not attached to a building and includes a detached sign framework supported by one or more support posts to which sign infills may be added.

Regulations – means the *Planning and Development (Local Planning Schemes) Regulations 2015*.

Roof sign – means a sign erected on the roof of a building.

Rural producer’s sign – means a sign erected on land lawfully used for rural purposes and which advertises goods or products produced, grown or lawfully manufactured on the land within the boundaries of which the sign is erected.

Sale sign – means a sign indicating that the property or premises on which the sign is erected is for sale, lease or to be auctioned.

Shire – means the Shire of Harvey.

Sign(s) – has the same meaning as “advertising sign”.

Signage strategy – means comprehensive plans detailing all the advertisements for a significant development or new estate development.

Sign infill – means a sign panel which can be fitted into a pylon sign framework.

Thoroughfare – has the same meaning as the *Activities In Thoroughfares and Public Places and Trading Local Law 2017* (as amended).

Tethered sign – means a sign which is suspended from, tethered or tied to any structure including poles or other object with or without supporting framework. It includes flags (moveable or permanent) and lighter-than-air and inflatable devices such as balloons and blimps.

Tower sign – means a sign affixed to or placed on a chimneystack or an open structure

mast or tower.

Variable digital sign – means a digital format sign that is capable of displaying consecutive static messages in either text or pictographic format only. Variable digital signs are electronically changed devices that typically use digital technology such as light emitting

diode (LED) or fibre optic matrix to display bright, high resolution electronic images that rotate intermittently.

Verandah sign – means a sign above a verandah fascia, on a verandah fascia or under a verandah.

Vertical sign – means a sign affixed to or painted on a building or structure with its largest vertical dimension exceeds its horizontal dimension.

Wall sign – means a sign affixed to or painted on an external wall of the building but does not project more than 200mm from the wall.

7. Legislation

- *Planning and Development Act 2005.*
- Planning and Development (Local Planning Schemes) Regulations 2015 – Schedule 2 Deemed Provisions (Part 2).
- Shire of Harvey's District Planning Scheme No. 1.
- Shire of Harvey's Activities in Thoroughfares and Public Places and Trading Local Law 2016.

8. Related documents

- Shire of Harvey Local Law Relating to Signs and Other Advertising Devices 2007 (Repealed 15/10/2019).

Responsible officer	Director Sustainability		
Responsible team	Planning		
Responsible area	Planning Services		
Version control	Date	Resolution	Number
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