

Signage Outside the Central Toodyay Heritage Area

Introduction

Advertising signs are a significant element of the Shire’s built environment. The proliferation of inappropriate signage can detract from the visual amenity of the Shire’s commercial, residential and rural areas.

Objective

- To provide a consistent approach to signage within the Shire of Toodyay.
- To provide guidelines which will assist in the regulation and control of signage within the Shire.
- To encourage advertising which complements the natural and urban landscapes and minimises any negative impacts.
- To encourage the orderly location of signs.

Scope

This policy provides direction and guidance on signage within the Shire of Toodyay and will provide the basis for determining applications for signage.

This policy relates to signage on private property and is not applicable to signage within thoroughfares (roads, footpaths etc) or within the Central Toodyay Heritage Area.

Definitions

Term	Definition
Advertisement	Has the same meaning as a sign.
Amenity	All those factors which combine to form the character of an area and include the present and likely future amenity.
Bill	Any material on which words, numbers or figures are written, placed, printed, illustrated or painted.
Fascia	The cladding or panel erected to enclose or finish the edge of the roof of a building and which may be incorporated as an architectural feature.
Fly Posting	Advertising by means of posters placed on fences, walls, trees and like structures.

Term	Definition
Freestanding Sign	A sign that is displayed on an advertising structure that is mounted on the ground on one or more supports.
Hoarding	A detached or detachable structure other than a pylon sign that is erected for the sole purpose of displaying a sign or signs and includes a poster panel or an illuminated panel; but does not include a hoarding within the meaning of Section 377 of the Local Government (Miscellaneous Provisions) Act 1960.
Monolith Sign	A sign that is not attached to a building or any other structure and with its largest dimension being vertical. Such signs may consist of a number of modules and is generally uniform in shape from ground level to the top of the sign.
Public Place	Includes any thoroughfare or place which the public are allowed to use, whether or not the thoroughfare or place is on private property.
Pylon Signs	A sign supported by one or more piers and not attached to a building and includes detachable sign frameworks supported by one or more piers to which sign infill's may be added.
Signage or Signs	Any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, used for the purposes of advertisement, announcement or direction and includes any hoarding or similar structure used for the display of advertisements. The term includes any airborne device anchored to any land or building, the painting of any building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.
Temporary Community Service Sign	A sign to or giving directions to a charitable, cultural, educational, recreational or other public or community function, exhibition, meeting, display, event or activity conducted by a community association other than for commercial gain.
Tower Sign	A sign affixed to or placed on a tower, chimneystack, or open structural mast.
Wall Sign	A sign that is painted or affixed on the front, side or rear elevation of a building or structure,

Policy Statement

1. Application of Policy

This policy applies to all existing and proposed signage or advertising devices on private property located outside the Central Toodyay Heritage Area which can be viewed from any public place, thoroughfare or adjoining property.

Signage in thoroughfares is addressed within the Thoroughfares and Trading in Thoroughfares and Public Places Local Law. Signage within the Central Toodyay Heritage Area is subject to the Local Planning Policy – Central Toodyay Heritage Area.

2. Exempt Signs

2.1 An exempt sign for the purpose of this policy is:

- (a) Any sign which is classified as exempt under the provisions of the Local Planning Scheme in force at the time of the application;
- (b) Any sign which is subject of an existing approval made prior to the date of effect of this policy.
- (c) A sign which cannot be viewed from any thoroughfare or public place or an adjoining property.
- (d) Temporary Community Service Signs which comply with the provisions of this policy; and
- (e) A pre-existing sign which bears the property name and property owner's names and that is erected completely on private land that is so named and owned by that named person(s).

2.2 Exempt signs do not require the formal planning approval of the Shire of Toodyay but are still required to comply with the provisions of this policy.

2.3 Pre-existing approved signs are not required to comply with the provisions of this policy.

3. Sign Standards

3.1 Signs or advertising devices erected or displayed within the Shire shall:

- (a) be securely fixed to any structure which supports it.
- (b) be structurally sound and capable of withstanding any forces to which it would be reasonably subjected without collapsing, deforming or moving from the position on which it was erected or displayed. The Shire reserves the right to request engineering certification that signs or advertising devices are structurally sound where required.
- (c) be maintained in good order and clean condition.
- (d) be directly associated with the approved use on the property on which it is displayed.
- (e) not contain any offensive material; and
- (f) not be erected or displayed in a position:
 - (i) to obstruct the passage of, or so as to create a hazard for, vehicles or pedestrians.
 - (ii) that in the opinion of the Shire adversely affects the local amenity.
 - (iii) to significantly obstruct or impede all or part of a view of a river or other place of feature which in the Shire's opinion, is of significance to the district.

4. Sign Design and Information

- 4.1 Every sign shall be designed to be compatible with the proposed surroundings, including buildings, landscape, and other signs.
- 4.2 Signs, including commercial and industrial signs, shall contain some or all of the following information only:
- (a) the name of the occupier.
 - (b) the business carried out on the property.
 - (c) the occupier's contact details.
 - (d) hours of operation of the business.
 - (e) the trademark or logo of the business or products offered for sale on the premise.
 - (f) a description of the goods sold or offered for sale on the property to which the sign is affixed or which it relates.
 - (g) a description of the premise to which the sign is affixed to or it relates; or
 - (h) any other information specific to the business or use undertaken on site
- 4.3 Signage, including commercial and industrial signs, which does not relate to an approved business or use undertaken on site will not be supported.
- 4.4 Except for commercial and industrial signs, signs or advertising devices shall be a maximum size of:
- (a) 1m² for holiday accommodation/tourist related uses.
 - (b) 1m² for ownership details/property name.
 - (c) 2m² for rural related uses and extractive industries.
 - (d) 0.2m² for home occupations.
 - (e) 0.4m² for home businesses; unless otherwise approved by Council.
- 4.5 A maximum of one (1) sign per street frontage will be supported, except where the property has a long street frontage, a second sign can be considered under the following circumstances:
- (a) the sign is used to advise traffic that the entrance to the business or use on the property is approaching.
 - (b) the sign must be positioned a minimum 300m from the entrance to the property.
 - (c) the sign shall be a maximum size of 0.8m²; and
 - (d) the information contained on the sign is limited to the name of the business, the logo of the business and directions to the business.
- 4.6 If a sign is freestanding, it must comply with the following:
- (a) the sign shall not exceed a width of 2.4m.
 - (b) the sign shall not exceed a height above natural ground level of 3m.

- (c) the sign shall be permanently fixed to the ground; and
- (d) the sign must be positioned in a suitable location so that pedestrian and vehicular movement and visibility is not impaired.

4.7 For the purpose of measurement of a sign, the measurement shall be the horizontal and vertical extremities of any text or inscription, or any coloured or textured background that is part of the sign.

5. Commercial and Industrial Signs

NOTE: This section applies to the 'Light Industry' and 'Mixed Business' zones only. All signs within the 'Town Centre' zone are required to comply with the Local Planning Policy – Central Toodyay Heritage Area and signage in all other zones is to comply with section 4.0 of this policy.

5.1 Window Signs

A window sign shall:

- (a) only be fixed to or painted on a ground floor window of a building.
- (b) not exceed in area, 25% of the area of all windows on the ground floor frontage of the building; and
- (c) not exceed 50% of the area of the window on which it is painted or fixed.

5.2 Wall and Fascia Signs

5.2.1 The total aggregate of all walls and/or fascia signs shall not exceed 25% of the area of the wall or fascia on which it is to be placed.

5.2.2 The total number of signs on each wall and/or fascia shall not exceed four (4). Wall signs shall not extend vertically or horizontally to cover more than 75% of the height or length of the wall or fascia and shall be positioned a minimum of 250mm from the edge of the wall or fascia.

5.2.3 Any wall and/or fascia sign shall not project above the eaves or the ridge of the roof of the building on which it is to be affixed.

5.3 Pylon Signs

5.3.1 Pylon signs will only be supported on a lot with a factory tenement or where several businesses are co-located on one lot.

5.3.2 Only one pylon sign will be permitted on each lot.

5.3.3 A pylon sign shall:

- (a) not have any part more than 3m above the level of ground immediately below it.
- (b) not exceed 4.5m² in area unless approved by Council.
- (c) be supported on one or more piers or columns of brick, stone, timber or steel of sufficient size and strength to support the signs under all conditions. The Shire of Toodyay may require engineering certification for the construction of a pylon sign.
- (d) not be within 2m of the side boundaries of the lot on which it is erected.

- (e) have all the constituent or infill signs of an equal size.
- (f) have only one (1) constituent or infill signs for each business, shop, or unit on the lot; and
- (g) be positioned so people cannot walk underneath the sign.

5.4 Freestanding signs

5.4.1 A maximum of one (1) freestanding sign per road frontage will be supported and must comply with the following:

- (a) the sign shall not exceed a width of 2.4m and a total area of 4m².
- (b) the sign shall not exceed a height above natural ground level of 1.8m.
- (c) the sign shall be permanently fixed to the ground; and
- (d) the sign must be positioned in a suitable location so that pedestrian and vehicular movement and visibility is not impaired.

5.4.2 A freestanding sign will not be supported if the property already has a pylon sign.

6. Temporary Community Service Signs

NOTE: The Shire of Toodyay has two events notice boards positioned on main entry points advising of upcoming events. People are encouraged to advertise an upcoming community event within these notice boards. A works request form must be completed and submitted with the Shire of Toodyay for the boards to be updated.

Temporary Community Service Signs may be erected subject to the following:

- (a) no sign shall exceed 2m² in area.
- (b) shall be professionally designed and made.
- (c) if a Temporary Community Service Sign is freestanding it shall not:
 - (i) exceed 1m in height above ground level.
 - (ii) have more than two faces; and
 - (iii) exceed 2.5m in width.
- (d) the information contained on the Temporary Community Service Signs shall refer to the name, date, location of the event and the logos of any sponsors.
- (e) the lettering used on Temporary Community Service Signs shall be a minimum height of 300mm.
- (f) there shall be no more than seven (7) such signs relating to the same event or function displayed within the district.
- (g) the sign or signs can be erected within thirty (30) days of the event/function being held and must be removed within seven (7) days of the event/function being held; and
- (h) no more than two (2) Temporary Community Service Signs advertising the same event or activity shall be closer together than 500m; and
- (i) no more than two (2) Temporary Community Service Signs each advertising

different events or functions shall be erected or displayed closer than 2m.

7. Bill & Fly Posting

7.1 A person shall not post a bill or paint, stencil, place or affix an advertisement on a building, structure, fence, wall, sign, post or awning.

7.2 No person shall fly post at any place or location within the Shire.

8. Hoardings

8.1 No person shall erect or display a hoarding at any place or location within the Shire.

9. Signage Abutting a Main Roads WA Road

9.1 It is the responsibility of the applicant to ensure that all appropriate approvals have been obtained from Main Roads WA prior to the erection of the signage or advertising device on land abutting Main Roads WA roads.

9.2 The roads under the control of Main Roads WA in the Shire of Toodyay are Toodyay Road, Northam Toodyay Road and Goomalling Toodyay Road.

Reference Information

- [Local Planning Policy – Advertising of Planning Proposals](#)

Legislation

- [Planning and Development Act 2005](#)
- [Planning and Development Regulations 2009](#)
- [Planning and Development \(Local Planning Schemes\) Regulations 2015](#)
- [Shire of Toodyay Local Planning Scheme No.4](#)

Associated documents

- [Main Roads Western Australia - Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves](#)

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