

# Draft Local Planning Policy

Signage and Advertisements

*Public Advertising 20 March – 17 April 2026*

## Signage and Advertisements

<b>Responsible Directorate</b>	Place and Community
<b>Responsible Service Area</b>	Community Planning
<b>Resolution</b>	
<b>Procedure Ref</b>	N/A

### 1. Purpose

The purpose of this policy is to:

- a. Define Signage and Advertisements that are exempt from development approval; and
- b. Establish general requirements which apply to Signage and Advertisements; and
- c. Provide guidance for determining applications for non-exempt Signage and Advertisements.

### 2. Scope

- 2.1 This policy only applies to land zoned by the Shire of Mundaring Local Planning Scheme No.4 (LPS4).
- 2.2 All signage and advertisements require development approval unless specifically exempt by this policy.

### 3. Objectives

- 3.1 To ensure that advertisements do not adversely impact on the amenity of the surrounding area or any heritage-protected place.
- 3.2 To avoid proliferation of advertisements that may contribute to visual clutter or are not relevant to the business at a site.
- 3.3 To ensure advertisements are generally located in non-residential areas.
- 3.4 To ensure that advertisements do not detract from the level of safety for motorists, cyclists and pedestrians.
- 3.5 To ensure that advertisements are proportionate to the scale of the site to which they relate.

### 4. Definitions

**Advertisement**

Means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and includes any hoarding or similar structure used, or adapted for use, for the display of advertisements. The term includes any airborne device anchored to any land or building and any vehicle or trailer or other similar object placed or located so as to serve

the purpose of advertising.

<b>Digital Content</b>	Means an advertisement sign with light emitting diode or fibre optic matrix technology or other technology that is capable of displaying a limited/unlimited range of text and graphical images which can be electronically changed by remote or automatic means.
<b>Heritage List</b>	A list established and maintained by the Shire of Mundaring to identify places within the Scheme area that are of cultural heritage significance and worthy of built heritage conservation.
<b>Heritage-protected Place</b>	Is a place: <ol style="list-style-type: none"> <li>a. that is entered in the State Register of Heritage Places under the <i>Heritage Act 2018</i>; or</li> <li>b. that is under consideration for entry into the State Register of Heritage Places; or</li> <li>c. that is the subject of an order under the <i>Heritage Act 2018</i>; or</li> <li>d. that is the subject of a heritage agreement that has been certified under the <i>Heritage Act 2018</i>; or</li> <li>e. that is included on a heritage list; or</li> <li>f. that is within a heritage area.</li> </ol>
<b>Natural Ground Level (NGL)</b>	Has the same meaning under the Regulations. In relation to land subject to development, means — <ol style="list-style-type: none"> <li>a. the ground level specified in either of the following that applies to the land (or, if both of the following apply to the land, the more recent of the following) —           <ol style="list-style-type: none"> <li>i. a condition on an approval of a plan of subdivision that specifies a ground level; or</li> <li>ii. a previous development approval for site works on the land that specifies a ground level; or</li> </ol> </li> <li>b. if paragraph (a) does not apply — the level of the land before any disturbance to the land relating to the development.</li> </ol>
<b>Place</b>	Includes, but is not limited to, a building, structure, and/or a site that has heritage importance.
<b>Regulations</b>	Means the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> .
<b>Sign/Signage</b>	Has the same meaning as ‘Advertisement’ under this policy and also includes any wall mural applied to the exterior of a building. A sign incorporates any supporting structure, fixtures, fittings and any frame, border and background that contain letters, numbers, images and/or colour.

All other words and expressions used in this local planning policy have the same meaning as they have in:

- a. in the *Planning and Development Act 2005* (the Act); or
- b. if they are not defined in the Act
  - i. in the Shire's Local Planning Scheme No.4 (LPS4); or
  - ii. in the *Heritage Act 2018* of Western Australia; or
  - iii. in the *Planning and Development (Local Planning Schemes) Regulations 2015* (LPS Regulations).

## 5. Policy

### 5.1 General Requirements

All signage and advertisements shall:

- a. not detract from or erode the visual qualities and character of a particular locality and/or transport corridor; and
- b. be associated with the operation or business on the site where it is proposed; and
- c. not be misleading or dangerous; and
- d. be of a size and scale that is proportionate to the realistic needs of local commerce in the locality; and
- e. be designed to minimise visual clutter; and
- f. not conflict with the objectives set out in LPS4 for the applicable zone.

### 5.2 Exempt Signage and Advertisements

All signage and advertisements are exempt from development approval, except where the signage or advertisement –

- a. is associated with a heritage-protected place; and/or
- b. does not meet the General Requirements above in the Shire's opinion; and/or
- c. includes a digital billboard or other fixed sign that includes variable messages except where specifically exempted; and/or
- d. does not meet the Development Provisions for Exemption as specified under **Appendix A** of this policy.

### 5.3 Sign Management Plan

Where new commercial or mixed-use development with multiple tenancies is proposed, a sign management plan demonstrating how advertising signage will be coordinated and not result in proliferation of signage may be required to be submitted with the development application for the Shire's approval.

## 6. Development Application Requirements for Non-Exempt Signage and Advertisements

In addition to the standard Shire of Mundaring Application for Development Approval Form, all applications for non-exempt signage and/or advertisements are required to include a completed Additional Information for Development Approval for Advertisements Form (contained in **Appendix B** of this policy).

## 7. Related Legislation

- *Planning and Development Act 2005*
- *Metropolitan Region Scheme*
- *Planning and Development (Local Planning Schemes) Regulations 2015*
- Shire of Mundaring Local Planning Scheme No.4

DRAFT

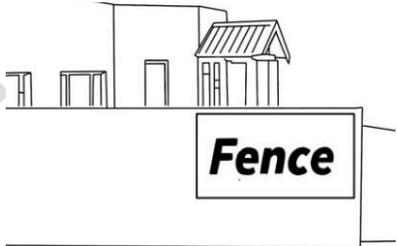
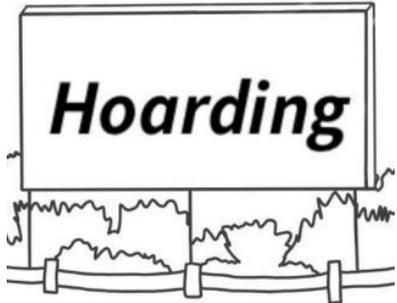
# Appendix A

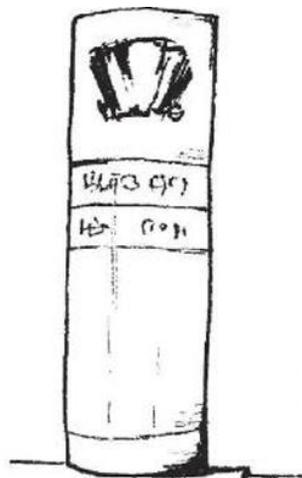
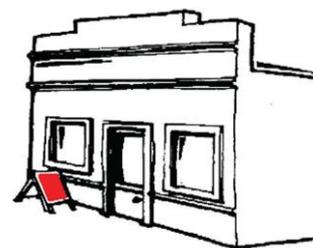
Signage and Advertisement Types and Exemption Requirements

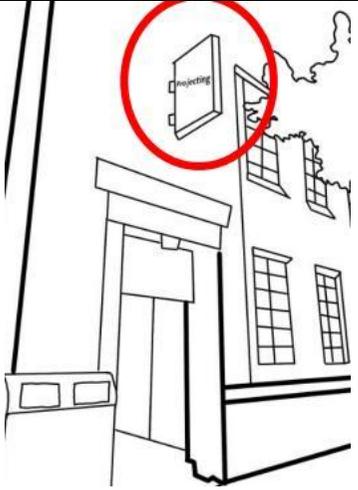
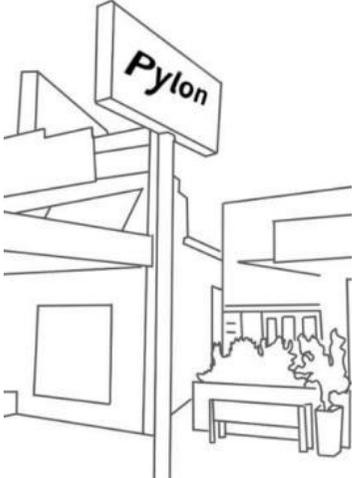
DRAFT

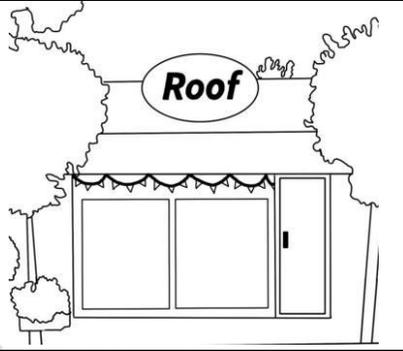
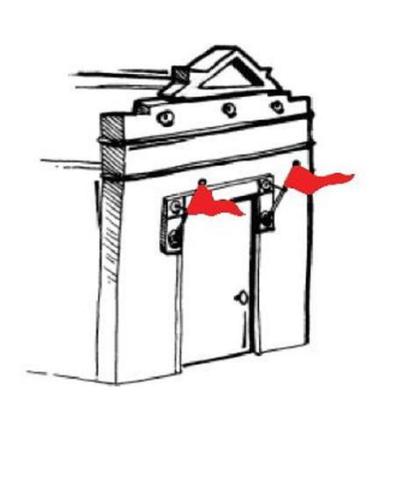
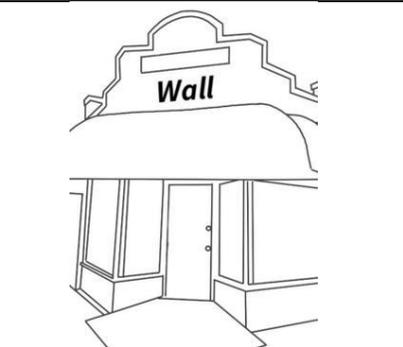
## Signage and Advertisement Types and Exemption Requirements

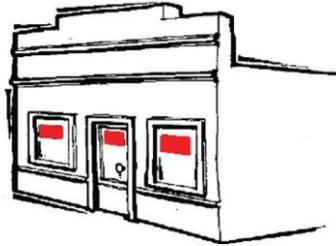
Sign Type	Definition	Development Provisions for Exemption	Permitted Zone(s)	Example
<b>Construction and Development Sign</b>	<i>A sign that provides detail or promotional material of the project, professional consultants, contractors and/or builders; displayed prior to or during construction of a building, development or subdivision.</i>	<ol style="list-style-type: none"> <li>Wholly contained within the property boundaries; and</li> <li>Maximum of one sign per street frontage; and</li> <li>Maximum height of 2.0 m above natural ground level (NGL); and</li> <li>Maximum area of sign being as per Schedule 5 of Local Planning Scheme No.4; and</li> <li>Single sided; and</li> <li>To be removed within 14 days from the date of practical completion of the development; and</li> <li>Minimum 1.5 m clearance from where the driveway meets the crossover.</li> </ol> <p>One additional sign showing the name of the project builder. The area of this sign being a maximum of 5.0 m<sup>2</sup> as per Schedule 5 of Local Planning Scheme No.4.</p>	<ul style="list-style-type: none"> <li>All zones</li> </ul>	 <p>The illustration shows a red sign on a wooden post. The sign has the word 'Builder' in white text at the top, followed by smaller text: '1234 Main St, Perth WA 6000', '08 9290 6666', and 'www.builder.com.au'. To the right of the sign is a sketch of a building under construction with a brick wall and a window frame. In the foreground, there are some construction tools like a shovel and a rake.</p>
<b>Digital Sign</b>	<i>A sign that incorporates images or text that are illuminated and may move or change. This also includes signs with variable messages.</i>	<ol style="list-style-type: none"> <li>The sign is a window sign and meets exemptions for a window sign below; and</li> <li>The lot is not located in or facing a Residential zone; and</li> </ol>	<ul style="list-style-type: none"> <li>Town Centre</li> <li>Local Centre</li> <li>Service Commercial</li> <li>Light Industry</li> </ul>	

		<ol style="list-style-type: none"> <li>There is only one digital sign displayed in the tenancy; and</li> <li>The sign is not more than 5.0 m<sup>2</sup>; and</li> <li>The sign is attached to a window parallel to the road.</li> </ol>		
<b>Fence Sign</b>	<i>Advertising signage affixed to a fence on land, being visible from outside that land.</i>	<ol style="list-style-type: none"> <li>Must not exceed more than one sign per street frontage; and</li> <li>Must not exceed a maximum area of 1.5 m<sup>2</sup>; and</li> <li>Must not exceed the height of the fence; and</li> <li>Must not project off the fence and must be flush mounted, painted onto or directly affixed onto the fence.</li> </ol>	<ul style="list-style-type: none"> <li>All zones</li> </ul>	
<b>Hoarding Sign</b>	<i>An advertising sign fixed to one or more supports with its largest dimension being horizontal, upon which advertising material is displayed.</i>	<ol style="list-style-type: none"> <li>Must not exceed more than one sign per street frontage; and</li> <li>Minimum 1.5 m clearance from where the driveway meets the crossover; and</li> <li>Must not exceed a maximum: <ol style="list-style-type: none"> <li>Sign face area of 18.0 m<sup>2</sup>; and</li> <li>Height of 3.0 m above ground level including supporting poles.</li> </ol> </li> </ol>	<ul style="list-style-type: none"> <li>Town Centre</li> <li>Local Centre</li> <li>Service Commercial</li> <li>Light Industry</li> </ul>	
<b>Name Plate Sign</b>	<i>A flat, usually rectangular sign which</i>	<ol style="list-style-type: none"> <li>Located wholly within the property boundaries; and</li> </ol>	<ul style="list-style-type: none"> <li>All zones</li> </ul>	

	<i>the name of a person, company etc. is printed or engraved.</i>	<ol style="list-style-type: none"> <li>Maximum of one sign per building in the residential zone and three signs per building in all other zones; and</li> <li>Maximum of 0.2 m<sup>2</sup> in area per sign.</li> </ol>		
<b>Monolith Sign</b>	<i>A sign in-filled from natural ground level to the top of the sign and appears as a solid structure when the supporting columns can be seen.</i>	<ol style="list-style-type: none"> <li>Wholly contained within the property boundaries; and</li> <li>Maximum of one sign per property, which may be double sided; and</li> <li>Maximum height of 6.0 m above NGL and a maximum width of 2.0 m; and</li> <li>Minimum setback of 2.0 m from adjoining sites; and</li> <li>Minimum 1.5 m clearance from where the driveway meets the crossover; and</li> <li>Aligned at a right angle to street.</li> </ol>	<ul style="list-style-type: none"> <li>Town Centre</li> <li>Local Centre</li> <li>Service Commercial</li> <li>Light Industry</li> </ul>	
<b>Portable Sign</b>	<i>A sign which is not permanently attached to a building, structure, fence or the ground, and includes 'a-frame' and 'sandwich board' signs.</i>	<ol style="list-style-type: none"> <li>Located wholly within the property boundaries; and</li> <li>Maximum of one sign per tenancy; and</li> <li>Maximum dimensions of 1.2 m high by 1.2 m wide; and</li> <li>Does not flash or pulsate; and</li> <li>Minimum 1.5 m clearance from where the driveway meets the crossover.</li> </ol>	<ul style="list-style-type: none"> <li>All zones except Residential</li> </ul>	
<b>Projecting Wall Sign</b>	<i>An advertising sign that includes 3D and projecting elements beyond the walls of a</i>	<ol style="list-style-type: none"> <li>Must not exceed more than one sign per street frontage; and</li> <li>Must not project beyond:</li> </ol>	<ul style="list-style-type: none"> <li>All zones except Residential</li> </ul>	

	<i>building below the eaves or ceiling height.</i>	<ol style="list-style-type: none"> <li>a. a. Side and rear boundaries; and</li> <li>b. b. Front boundary into a road reserve beyond a maximum of 300 mm from the portion of the building to which it is attached; and</li> </ol> <ol style="list-style-type: none"> <li>3. Must not exceed an area of 4.0 m<sup>2</sup> per sign; and</li> <li>4. Must provide a minimum clearance of 2.75 m above Finished Floor Level.</li> </ol>		
<b>Pylon Sign</b>	<i>A freestanding and elevated advertising sign supported by one or more posts, not attached to a building.</i>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage; and</li> <li>2. Shall accommodate multiple tenancies for the site; and</li> <li>3. Must not include any moving or rotating sign components; and</li> <li>4. Must locate no closer than 3.0 m to a boundary; and</li> <li>5. Must not exceed a maximum height of 6.0 m above NGL and a width of 2.5 m; and</li> <li>6. Must provide a minimum clearance of 2.75 m above NGL; and</li> <li>7. Minimum 1.5 m clearance from where the driveway meets the crossover.</li> </ol>	<ul style="list-style-type: none"> <li>▪ Town Centre</li> <li>▪ Local Centre</li> <li>▪ Service Commercial</li> <li>▪ Light Industry</li> </ul>	
<b>Roof Sign</b>	<i>Advertising signage affixed or integrated</i>	<ol style="list-style-type: none"> <li>1. Must not exceed more than one sign per street frontage; and</li> </ol>	<ul style="list-style-type: none"> <li>▪ Town Centre</li> <li>▪ Local Centre</li> <li>▪ Service</li> </ul>	

	<i>into the roof or roof fascia of a building.</i>	<ol style="list-style-type: none"> <li>2. Shall be affixed parallel to the fascia or portion of the building (wall) to which it is attached; and</li> <li>3. Must not exceed a maximum area of 4.0 m<sup>2</sup>; and</li> <li>4. Must not project above the maximum permissible building height applicable to the site.</li> </ol>	<ul style="list-style-type: none"> <li>Commercial</li> <li>Light Industry</li> </ul>	 <p>A line drawing of a building facade with a sign on the roof. The sign is an oval shape with the word "Roof" written inside. The sign is attached to the roofline above a set of windows.</p>
<b>Tethered Sign</b>	<i>A sign which is suspended from or tethered to any building/structure or pole (with or without supporting framework) and made of paper, plastic, fabric or similar materials. The term includes lighter than air aerial devices, inflatables, bunting, banners, flags and kites.</i>	<ol style="list-style-type: none"> <li>1. Located wholly within the property boundaries; and</li> <li>2. Maximum of one sign per site; and</li> <li>3. Where attached to the ground, a maximum height of 4.0 m and maximum area of 5.0 m<sup>2</sup>; and</li> <li>4. Where attached to a pole, maximum area of 3.0 m<sup>2</sup>; and</li> <li>5. Tethered signs which are inflatable to be limited to one sign per site, with a maximum height of 3.0 m and width of 2.0 m; and</li> <li>6. Tethered signs are not permitted to be erected on the roof of a building.</li> </ol>	<ul style="list-style-type: none"> <li>Town Centre</li> <li>Local Centre</li> <li>Service Commercial</li> <li>Light Industry</li> </ul>	 <p>A line drawing of a building facade with a sign on the roof. The sign is a rectangular structure with a gabled top and is attached to the roof. Red arrows point to the sign's attachment points.</p>
<b>Wall Sign</b>	<i>Advertising signage affixed to the fascia or parapet or can include a projection above the eaves or ceiling of the building and complements the architectural style of the</i>	<ol style="list-style-type: none"> <li>1. Must not exceed more than two wall signs per street frontage; and</li> <li>2. Must not exceed 25% in aggregate area on any one façade, to a maximum of 8 m<sup>2</sup>, whichever is the lesser size; and</li> <li>3. Should be affixed parallel to the wall; and</li> </ol>	<ul style="list-style-type: none"> <li>All zones except Residential</li> </ul>	 <p>A line drawing of a building facade with a sign on the wall. The sign is a rectangular shape with a decorative top and is attached to the wall above a set of windows.</p>

	<i>building but does not include a roof sign.</i>	<ol style="list-style-type: none"> <li>4. Should be integrated with the building design; and</li> <li>5. Should not project beyond the extent of the wall to which it is affixed.</li> </ol>		
<b>Window Sign</b>	<i>A sign painted or affixed to either the interior or exterior surface of the glazed area of a window.</i>	<ol style="list-style-type: none"> <li>1. Located wholly within the property boundaries; and</li> <li>2. Shall not, in aggregate, cover more than 25% of the glazed area of the window; and</li> <li>3. Shall not flash or pulsate.</li> </ol>	<ul style="list-style-type: none"> <li>▪ All zones except Residential</li> </ul>	
<b>Other Types of Signs</b>		As stipulated under Schedule 5 of Local Planning Scheme No.4.	Where the associated land use is permissible in accordance with Table 1 (Zoning Table) under Local Planning Scheme No.4.	
<b>All Signs</b>		<p>In addition to the other applicable 'Development Provisions for Exemption' mentioned in this table:</p> <ol style="list-style-type: none"> <li>1. Shall be associated with an approved or exempt land use on the property where the sign/advertisement is to be located; and</li> <li>2. Shall be compliant with all applicable requirements specified in</li> </ol>	<ul style="list-style-type: none"> <li>▪ All zones</li> </ul>	

		<p>relevant State planning policies, other Shire of Mundaring local planning policies, and precinct plan and activity centre plan for the area where the signage or advertisement is proposed; and</p> <p>3. Shall not result in the reduction or removal of a landscaped area(s) and/or any car parking spaces required under Local Planning Scheme No.4, or (if applicable) the Residential Design Codes, or what was required as part of a previous development approval for the property.</p>		
--	--	---	--	--

DRAFT

# Appendix B

Additional Information for Development Approval for  
Advertisements

# Additional Information for Development Approval for Advertisements

**DESCRIPTION OF PROPERTY ON WHICH ADVERTISEMENT IS TO BE DISPLAYED INCLUDING FULL DETAILS OF ITS PROPOSED POSITION WITHIN THAT PROPERTY:**

**DETAILS OF PROPOSED SIGN:**

Type of structure on which the advertisement(s) is to be erected:

Freestanding  Wall Mounted  Other (please list all):

*Please refer to the Shire's Signage and Advertisements Local Planning Policy for definitions of types of advertisements and signage.*

Colour(s) to be used:

Material(s) to be used:

Dimensions of advertisement:

	Height (m) above natural ground level to
Width (m):	Top of advertisement:
Depth (m):	Underside of advertisement:

*Note, if there are multiple advertisements, please provide dimensions of each advertisement on a separate sheet.*

Will the advertisement(s) be illuminated? Yes  No

If yes, will the light source be:

Steady  Moving  Alternating  Digital  Scintillating

What is the intensity of the light source:

## Additional Information for Development Approval for Advertisements

DETAILS OF APPROVAL BEING SOUGHT:	
Is the advertisement(s) proposed to be:	Permanent <input type="checkbox"/> Temporary <input type="checkbox"/>
If temporary, please provide the duration of approval being sought, including estimated dates for the advertisement to be displayed:	Duration: Dates:
Details of any sign(s) to be removed if this application is approved. <i>(If there are none, please state none):</i>	
The application is required to be supported by a photograph or photographs of the premises showing superimposed thereon the proposed position for the advertisement and those advertisements to be removed as detailed above. Has this been provided as part of the application submission?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Will the proposed advertisements relate only to operation(s) and/or business(es) on the application site? <i>Please give details:</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>

ADVERTISER DETAILS (IF DIFFERENT FROM LANDOWNER(S))	
Name:	
Signature:	Date:
Phone Work:	Address:
Home:	Suburb:
Mobile:	Postcode:
Email:	

*Note: Where signage and/or advertisements are proposed, this form is to be completed in addition to Form 1 (Application for Development Approval)*

*The Shire takes no responsibility for delays associated with incomplete applications. If an application is received incomplete it will not be accepted for assessment by the Shire. The Shire reserves the right to request additional information or justification where this is required to enable an informed assessment of the proposal. Should additional information be requested once the assessment process has commenced, the statutory assessment timeframes will be paused until such a time that the additional information is received by the Shire.*