

Local Planning Policy

Main Roads Third Party Advertising Signs

Prepared by Planning and Sustainability Services
May 2018

Background

A number of major transport corridors run through the Shire, linking it with the Perth metropolitan area, the south west and surrounding areas. Maintaining an attractive landscape character on land adjacent to these roads will retain high standards of amenity for the community and contribute to a positive image of the Shire and individual towns, which will help to attract both investment and visitors.

Land adjacent to these main roads is coming under pressure for the placement of third party signage, as advertisers seek to take advantage of the exposure provided by passing traffic. Whilst this signage does provide an opportunity to display information about local businesses and organisations therefore contributing to local economic development, if not carefully managed it can impact on road safety, the environment and detract from the Shire's character and amenity.

This policy therefore seeks to provide a framework for a limited number of high quality third party signs on land adjacent to main roads, with messages focused on the Peel region, in a carefully controlled manner that minimises impact on driver safety, does not detract from the environment or rural landscape character and amenity and avoids a proliferation or visual repetition caused by too many or closely spaced signs.

Application/Definition

This policy applies to proposals for third party signs on land adjacent to main roads. It does not apply to signs which display information relating to the use of the land which adjoins the main road and upon which the use is lawfully undertaken.

Third party signs are signs that are used to display information about a good, service or use that does not relate to the site upon which it is located.

Main roads means Kwinana Freeway, Forrest Highway, South Western Highway and Pinjarra Road.

Planning Approval Requirements

All proposals for third party signs adjacent to main roads require Planning Approval of the Shire prior to the commencement of construction.

Applicants will need to clearly demonstrate that their proposal meets all of the objectives and requirements of this policy. Applications must also meet any other requirement of the Shire's planning framework that may be applicable for a particular site under a Town Planning Scheme or any applicable Outline Development Plan, Structure Plan, Local Planning Policy or Detailed Area Plan.

All changes to the sign message requires the separate approval of the Shire.

In addition to Planning Approval, signs will also require the separate approval of Main Roads Western Australia pursuant to the Main Roads (Control of Advertisements) Regulations.

Objectives

The objectives of this policy are to:

1. Ensure that the visual landscape character and environmental qualities of land adjacent to main roads are not diminished.
2. Avoid a proliferation or visual repetition of signs.
3. Promote a high standard of presentation and design of signs.
4. Ensure signs are constructed to suitable minimum structural standards and do not significantly impact on driver distraction or otherwise on road safety.
5. Support local economic development by providing a controlled opportunity for the promotion of local businesses and organisations and given the limited opportunities for third party advertising ensuring that the sign messages are focused on these local organisations.

6. Retain reasonable opportunity for public directional signs and signs which promote tourism or the identity of the region in strategic locations in the vicinity of key access points or intersections.
7. Provide a mechanism for the appropriateness of signs to be reviewed over time.

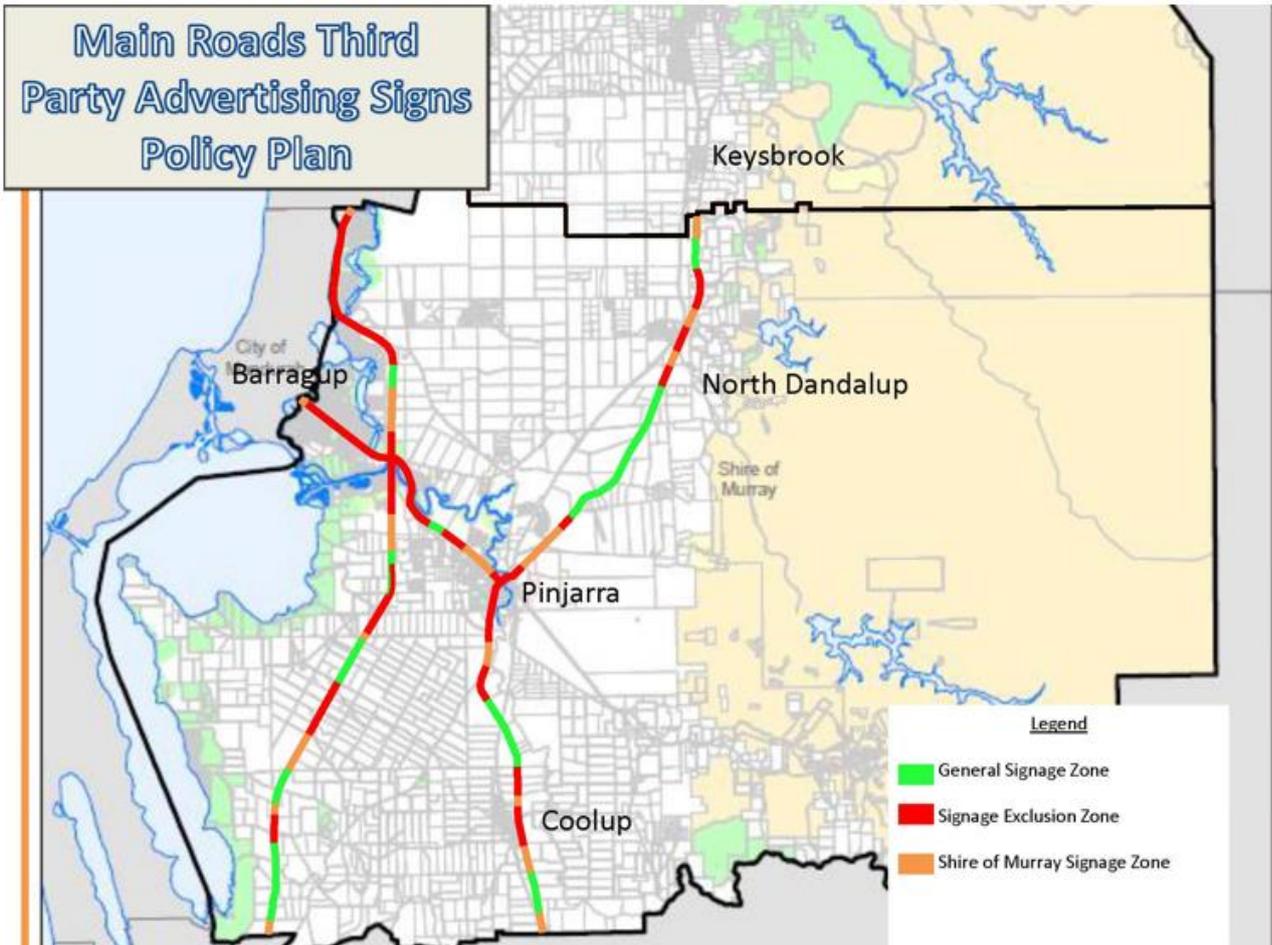
Requirements

1. Third party signs are only to be contained within the 'General Signage Zone' as shown on the Signage Plan attached to this policy. This is in order to provide a reasonable spread of signs, avoid visual clutter and to exclude signs from areas sensitive to driver distraction or from potential environmental, development or road environment constraints. This will also provide reasonable protection of strategic locations for public tourism or directional signage. Third party signs are not to be located within either the 'Signage Exclusion' or 'Shire of Murray' Signage Zone as shown on the Plan.
2. A maximum of two third party signs are to be located within each of the General Signage Zones, subject to, signs not being located within:
 - One kilometre of a town entrance;
 - 500 metres from a railway crossing, merging lanes, other business signage, intersections, rest stops; or
 - 200 metres from a directional sign.
3. Notwithstanding Requirements 1 and 2, the Shire may consider on a case by case basis additional third party signs for developments considered to be of special strategic significance to the Shire by way of its size, provision of facilities or employment significance provided such signage can be placed in a manner that meets the objectives and other requirements of this policy.
4. Signs are to be sensitively designed and located so that they do not dominate or protrude above the skyline and are to be spaced so that any two signs cannot readily be seen from the same point.
5. Signs are to be designed and located so that they do not obscure or compromise significant view sheds as seen from either the main road or from development on properties adjacent to the main road.
6. Signs are to be consistently designed to a maximum size of approximately 20 square metres.
7. Signs are to be single sided only with the sign face oriented toward oncoming traffic in the nearest adjacent traffic lane.
8. The positioning of signs, associated infrastructure such as cabling for lighting and view sheds to signs is not to result in the removal of vegetation.
9. Signs are to be designed, developed and maintained to the highest Advertising Industry standard.
10. Access platforms, safety or lighting devices should be designed and constructed as an integrated part of the sign structure so that these devices do not visually dominate the design of the sign when viewed from the main road.
11. Signs are to be in general accordance with the Main Roads Western Australian Guide to the Management of Roadside Advertising.
12. Signs are to be located between two and five metres from the main road reserve in order to:
 - be within safe sightlines of the traveling motorist;
 - be contained within the transport corridor;
 - minimise visual impact and use upon surrounding land.
13. Any sign illumination to be designed so that it does not result in light overspill or glare impact on vehicles using the main road or on any dwellings on land adjacent to the sign.
14. Any sign illumination is not to include flashing or moving lights.

15. The sign face message is to be designed in a clear, legible and easily read manner that will not readily distract driver attention away from the main road.
16. Sign messages are to relate to businesses or other organisations based in the Peel region, or on road safety messages targeted towards regional travellers.
17. Signs will only be approved for a maximum 10 year period or as long as the business is based in the Peel Region, whichever is the lesser time. Signs are to be removed before the expiry of this term unless further approval of the Shire has been granted.

Administration

Directorate		Officer Title	
Planning and Sustainability		Director Planning and Sustainability	
Version	Decision to Advertise	Decision to Adopt/Amend	Current Status
1	OCM14/019 – 27/2/2014	OCM15/038 – 12/3/2015	Adopted



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