



EMP-PLA-013 | Signage

Strategic Context

Strategic Link	Policy Objective
☑ United ☑ Safe & Healthy ☑ Beautiful & Respected ☑ Prosperous & Equitable	The objective of this Policy is to provide clear and consistent guidance for the placement, design and management of signage within the Shire to ensure signage is safe, appropriate, visually compatible with the surrounding environment, and supports the amenity, character and orderly development of the local area.

Introduction

1. The Shire recognises that signage is an important component of the built environment and contributes to business visibility, public information and place identity. Poorly located, excessive or inappropriately designed signage can detract from visual amenity, create safety risks and adversely affect the character of an area. This Policy has been developed to provide clear guidance on signage outcomes within the Shire and to support consistent, transparent and high-quality decision-making in relation to signage proposals.

Purpose

2. The purpose of this policy is to provide guidance of the design and placement of signage located within the Shire of Halls Creek. This policy is to encourage signage that is well-designed, well-positioned and appropriate to the location to maintaining the visual quality, amenity and character of the locality. This policy is to ensure signage is clear and efficient in communicating to the public and does not lead to visual clutter on and around buildings within public streetscapes. This policy is to facilitate appropriate signage that realistically corresponds to the needs of businesses. This policy is to ensure signage does not present a hazard or obstruction to pedestrians or motorists when visible from roads.

Policy Scope

3. This policy applies to all signs proposed within the Shire of Halls Creek;
 - a) In accordance with Clause 61(i) of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations) development approval is not required for the erection or installation of a sign of a class specified in a local planning policy or local development plan that applies in respect of the sign unless the sign is to be erected or installed, on a place included on a heritage list prepared in accordance with this Scheme; or on land located within an area designated under this Scheme as a heritage area.
 - b) Development approval is not required for signs under this Policy that are identified as exempt signs under the Regulations.
 - c) This Policy is to be applied in conjunction with Schedule 1 – Signage and advertisements for which development approval not required of the Local Planning Scheme.



- Whether or not a sign requires development approval, other approvals should be required for signs including but not limited to a Building Permit, Footpath Trading and Activation Permit or approval from Main Roads Western Australia.

Principles Underpinning the Policy

Principle Name	Principle Definition
Transparency and Consistency	Signage decisions must be made in a fair, consistent, and transparent manner, based on clearly defined criteria and legislative requirements rather than ad hoc or individual considerations.
Public Safety	Signage must prioritise the safety of road users, pedestrians, and the broader community. Placement and design must comply with relevant traffic management standards and not compromise visibility or create hazards.
Legislative Compliance	All signage approvals and controls must align with applicable legislation, planning frameworks, and regulatory requirements.
Protection of Amenity and Character	Signage should enhance, or at minimum not detract from, the visual amenity, streetscape, and character of the Shire, including town sites, rural areas, and natural landscapes.
Environmental and Cultural Respect	Signage must be planned and located in a way that respects environmental values and cultural heritage, including Aboriginal heritage considerations.
Economic and Community Support	Signage should support local businesses, tourism, and community initiatives while maintaining appropriate planning and aesthetic standards.
Governance and Role Clarity	Council will exercise its governance role by setting strategic direction and policy parameters, while operational assessment, approval, and enforcement responsibilities remain with the Chief Executive Officer and administration in accordance with delegated authority.
Sustainability and Asset Responsibility	Signage infrastructure must be managed in a manner that considers lifecycle costs, maintenance obligations, and long-term sustainability of Shire assets.

Definitions

Term	Meaning
Area of a Sign	The area of a sign is that portion contained within a polygon drawn around the text, graphics and/or image and not the entire background, provided that the colour of the background of the sign matches the colour of the surface to which the sign is attached. Where the background of the sign does not match the colour of the surface to which the sign is attached, then the area of the sign is to be determined measuring around the borders of the entire sign. Where a sign is two sided, such as an under-awning sign or monolith



	sign, the area of one side of the sign is to be measured rather than both sides.
Heritage Protected Place	A Heritage protected place is defined by Schedule 2, Clause 1A of the Planning and Development (Local Planning Schemes) Regulations 2015 (the Regulations) and includes (but not limited to) a place: • entered in the State Register of Heritage Places; • on a heritage list adopted by the Shire; or • within an area designated by the Shire as a heritage area
Signage Strategy	An approved signage and advertising plan to demonstrate the provision of a comprehensive and consistent signage strategy applied across a given site. This should include details depicting the location, size, and composition of all advertisement signs proposed for the site.
Third Party Signage	A structure which is designed to display sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Policy Details

5. General Sign Requirements

5.1 Applications for signage to be installed on Zones other than the Residential Zone should satisfy all the following:

- A maximum of three signs per tenancy; and
- Satisfy the development standards set out in Table 1 and Figure 1; and
- The content of signage should be limited to:
 - (i.) The name of the business/es trading from the property;
 - (ii.) Trademark or logo of the business/es operating from the property;
 - (iii.) Contact details of the business/es operating from the property;
 - (iv.) Details of the business/es carried out on the property;
 - (v.) Details of goods sold on the property.

6. Signs in Residential Zones

6.1 Signs in Residential zones are generally not supported on a permanent basis unless they are associated with an approved home-based-business and in accordance with the Shire's Local Planning Policy 1.1 Home-Based Business.

7. Illuminated Signs

7.1 Illuminated signage should satisfy the following criteria:

- Be static and not pulse, flash or rotate or chase.
- Not contain any fluorescent, reflective or retro-reflective colours or materials
- Not interfere with or be likely to be confused with traffic control signals.
- Be internally illuminated using a low level of illumination, not exceeding 300cd/per metre square.



- Not be located in, opposite or adjacent to land zoned Residential under the provisions of the Local Planning Scheme
- Be switched off between the hours of 11:00pm and sunrise unless open for business during these hours.
- Not erected or installed within 1.5 metres of any part of a crossover or street truncation.

8. Election and Political Signs

8.1 Election or political signage that meets the following specifications may not require prior approval from the local government under the provisions of Regulation 61(g) of the Planning and Development (Local Planning Schemes) Regulations 2015.

- Must be erected at least 30 metres from any intersection.
- Must be free standing and not being affixed to any existing sign, post, power or light pole, or similar structure.
- Being placed so as not to obstruct or impede the reasonable use of a thoroughfare, or access to a place by any person.
- Must be placed so as not to obstruct or impede the vision of a driver of a vehicle entering or leaving a thoroughfare or crossing.
- Must be maintained in good condition.
- Must not be erected until the election to which it relates has been officially announced.
- Must be removed within 48 hours of the close of polls on voting day.
- Must be securely installed.
- Must not be an illuminated sign and
- Must not be displaying only part of a message which is to be read with other separate signs in order to obtain the whole message.

8.2 In the instance the election and/or political signage does not meet the provisions within Part 5.4.1, development approval is required from the Shire of Halls Creek.

9. Temporary Signage (real-estate, construction, sporting clubs, event signage, SOHC Signage)

9.1 Temporary signage should satisfy the following criteria:

- Displayed for the duration listed under Schedule 1 – Signage and advertisements for which development approval not required of the Local Planning Scheme, or 12 months, whichever is greater.
- In the instance the display duration is greater than the period permitted within part 6.5 (a), development approval is required from the Shire of Halls Creek.

10. Third Party Signage

10.1 Third party signage is not permitted within the Shire of Halls Creek.

11. Design Principles

11.1 Where variations to the above requirements of this policy are sought, the following criteria is to be satisfied in addition to the objectives of the zone which the signage is located:



- The proposed signage is clear, simple, and concise;
- The proposal is compatible with existing signage on the site and within the surrounding area and will not obscure existing signage on adjacent tenancies or properties;
- Will not result in the creation of an unacceptable level of visual clutter within the area to the detriment of visual amenity;
- The signage is appropriate to the locality and surrounding land uses, in terms of its size, location and design;
- It will not result in an adverse impact upon the character or historical significance of the surrounding area;
- The signage is designed to complement the architectural style and character of the building, site or area;
- Will not cause driver distraction or otherwise impact upon traffic safety;
- The signage will not result in unacceptable light spill on to abutting sites;
- It will not pose a threat to public safety or health;
- The signage must not contain obscene or offensive information, or illustration; and
- The signage allows for passive surveillance of the public domain from internal areas and a view across the tenancy from external areas for non-residential development.

12. Supporting information

12.1 The Shire may require the submission of a signage strategy as a condition of development approval or before new signage is proposed in the following circumstances:

- When development approval is sought for a mixed use or commercial development comprising of more than three non-residential tenancies,
- Where new signage or additional signage is proposed on an existing commercial premises and more than three signs per tenancy already exist on site or where the current signage represents a poor amenity outcome.
- Where discretion is sought against the provisions of this Policy.

13. Signage Types and Standards

Signage Type	Standard	Allowable Zone
Wall Sign Sign fixed to the external part of a wall of a building or fence	(a) No more than two such signs on any one wall directly associated with the tenancy; (b) Signage not to be located above ground floor level; and (c) The collective sign area must not exceed 2m ² in area per wall.	All zones.



Roof Sign An advertising sign which protrudes above the roof line or sits flush with the roof.	Discretion exercised by the Shire of Halls Creek through a Development Application.	Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Projecting Sign Signage attached at right angles to a building or structure.	(a) Signage is limited to one sign per tenancy; (b) Attached to the fascia of the building; (c) Not to project more than 1m from the wall to which it is attached; and (d) Not to exceed 1m ² in size, per side;	Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Awning Fascia Sign Signage fixed to the outer or return fascia of an awning or verandah.	(a) Signage is limited to one sign per side of the awning; and (b) Must not protrude beyond the existing dimensions of the awning or verandah fascia.	Urban Development, Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Above-Awning Sign Signage fixed on top of an awning or verandah.		Urban Development, Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Below-Awning Sign	(a) Signage is limited to one sign per tenancy with street frontage;	Urban Development, Rural Enterprise,



Signage fixed or hanging from the under-side of an awning or verandah.	(b) Not to exceed 2.4m in length or the width of the awning or verandah directly associated with the tenancy to which it is attached (whichever is less); (c) Not to be within 3m of another under verandah sign; (d) Must be positioned at right angles to the street boundary; and (e) To have a minimum clearance above ground level of 2.75m.	General Industry, Commercial, Mixed Use, and Tourism.
Pylon Sign Freestanding and elevated signage installed at the top of a column/s or pole/s and not attached to a building.	(a) Signs to be a maximum height of 6m when measured from ground level; (b) Signage must be no greater than 1.5m in width; (c) The supporting column or pole may should be a minimum 2.75 metres above natural ground level (d) Limited to one sign per lot frontage. Where more than one business tenancy exists on the parent lot, the signage must be designed to accommodate the advertising requirements of all tenancies. (e) Not erected or installed within 1.5 metres of any part of a crossover or street truncation	Urban Development, Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Window Sign Signage affixed to either the interior or exterior of the glazed area of a window and visible from outside the building	(a) Signage may should not cover more than 20% of the subject tenancy window area to which it is being affixed.	All zones.
Monolith Sign Freestanding vertical sign protruding directly out of the ground, not elevated on a column or pole and not attached to a building.	(a) Signs to be a maximum height of 3m when measured from ground level; (b) Signage must be no greater than 1.5m in width; (c) Limited to one sign per lot frontage and where more than one business tenancy	Urban Development, Rural Enterprise, General Industry, Commercial,

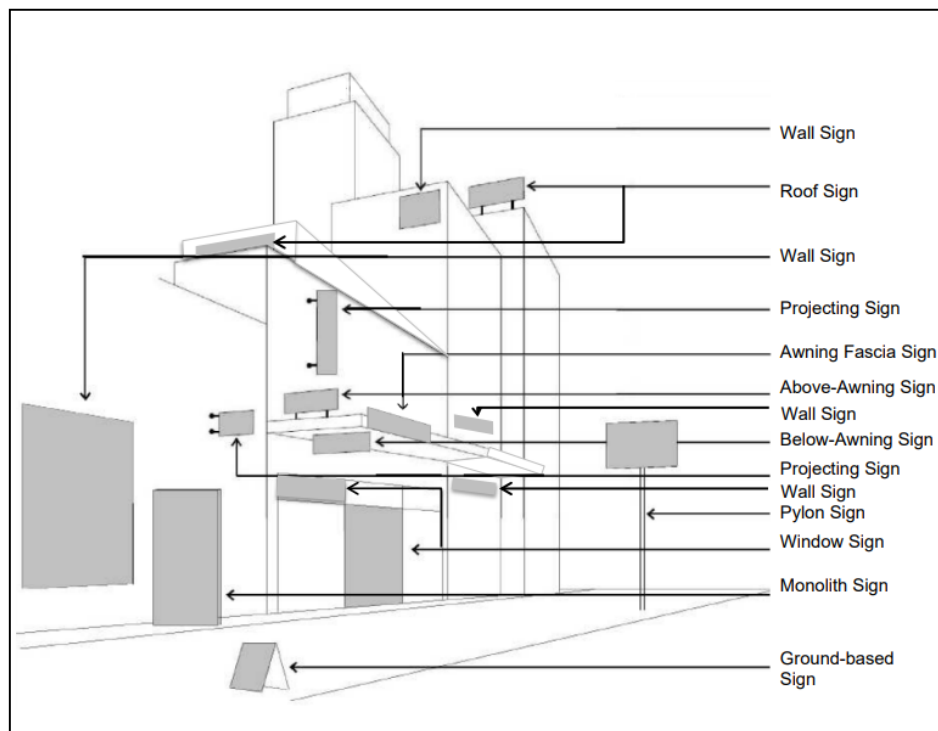


	exists within the subject lot, the signage must be designed to accommodate the advertising requirements of all tenancies; (d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation	Mixed Use, and Tourism.
Ground-based Sign Advertising signage which is not attached or otherwise affixed to a building	(a) Only displayed during operational business hours, directly in front of the tenancy; (b) Limited to one sign per tenancy; (c) Signs may should not exceed 1.2m in area. (d) Not erected or installed within 1.5 metres of any part of a crossover or street truncation (e) May Should not obstruct a pedestrian thoroughfare	Urban Development, Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Real-estate Signage	(a) Not erected or installed within 1.5 metres of any part of a crossover or street truncation; (b) Maximum height of 3m above ground level; (c) Maximum area of 3m² per side: and (d) Must be removed within one week of the completion of the property transaction. (e) Displayed only for the duration of the advertising period to which the sign and all associated infrastructure is to be removed thereafter.	Residential, Urban development, Rural Residential, Rural Enterprise, General Industry, Commercial, Mixed Use, and Tourism.
Construction signage Signage displayed during the construction phase of an approved development and may should include signage incorporated as part of the	(a) Maximum 3m in height; (b) In aggregate a maximum length of 25% of the boundary on which the sign is located. (c) Not illuminated;	All Zones.



site fencing or a free-standing display.	(d) To include the contact details of the relevant construction company (e) To relate only to the approved development under construction; and (f) Not erected or installed within 1.5 metres of any part of a crossover or street truncation. (g) Displayed only for the duration of the construction period to which the sign and all associated infrastructure is to be removed thereafter.	
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Figure 1 - Signage Types



Accountability

14. Council is accountable for establishing the strategic direction and policy framework governing signage within the Shire of Halls Creek. In fulfilling its governance role, Council must ensure that signage controls align with legislative requirements, planning frameworks, community expectations, and the long-term interests of the Shire.
15. The Presiding Member and Elected Members are responsible for exercising their decision-making responsibilities in accordance with this policy, the Local Government Act 1995, and the applicable Code of Conduct. Elected Members must confine their role to strategic oversight and policy setting



and must not direct or influence operational assessments or enforcement actions outside the formal decision-making processes of Council.

16. The Chief Executive Officer is responsible for the implementation and administration of this policy. This includes ensuring that appropriate procedures, assessment processes, and compliance mechanisms are in place to manage signage applications, approvals, installation, maintenance, and enforcement activities. The Chief Executive Officer is also responsible for exercising delegated authority in accordance with the Delegations Register and ensuring that operational decisions are consistent with Council policy.
17. Authorised officers and relevant Shire employees are responsible for undertaking assessments, issuing approvals or notices, monitoring compliance, and maintaining signage assets in accordance with legislative requirements and internal procedures.
18. This shared accountability framework ensures that signage within the Shire of Halls Creek is managed in a lawful, transparent, and consistent manner, supporting public safety, community amenity, and sound governance.

Related Documentation / Legislation

Legislation	Shire of Halls Creek Documentation
a. Local Government Act 1995 (WA) b. Local Government (Functions and General) Regulations 1996 (WA) c. Planning and Development Act 2005 (WA) d. Local Planning Scheme (Shire of Halls Creek) e. Road Traffic Act 1974 (WA) f. Main Roads Act 1930 (WA) g. Aboriginal Heritage Act 1972 (WA) h. Environmental Protection Act 1986 (WA) i. State Records Act 2000 (WA) j. Freedom of Information Act 1992 (WA)	a. Local Planning Scheme and Local Planning Policies b. Asset Management Policy c. Infrastructure Asset Management Plans d. Procurement and Contract Management Policy e. Community Engagement Policy f. Risk Management Policy and Corporate Risk Register g. Delegations Register (Council to CEO) h. Code of Conduct for Council Members, Committee Members and Candidates i. Code of Conduct for Employees j. Records Management Policy

Policy Review

19. This Policy will be reviewed every four (4) years from the date of endorsement, or earlier in the event of legislative change, audit findings or a resolution of Council.



Document Control

Relevant delegations	Nil		
Risk Evaluation	Moderate		
Council adoption	27 March 2025	Resolution	2025/029
Next review due	March 2029		