



ROTTNEST ISLAND AUTHORITY
DEVELOPMENT PLANNING GUIDELINE No 05
SIGNAGE

1. GUIDELINE OBJECTIVES

The objective of this Signage Guideline is to:

- a) ensure all signage, commercial or otherwise, does not detract from the character and desired amenity of Rottnest Island;
- b) guide the appropriate design, location and installation of signage; and
- c) clarify when signage is not considered to be a development and therefore does not require development approval.

2. SIGNAGE INFORMATION TO BE SUBMITTED WITH A DEVELOPMENT APPLICATION

The Developer will submit the following information, whether specifically for a signage development or for a development incorporating an element of signage, with any Development Application:

- a) photograph/s of the premises or land showing the proposed sign superimposed in the proposed position and any existing signage to be removed; and
- b) full dimensioned to scale plans including sign elevations, site plan and location on building or land; and
- c) graphic content of the sign clearly showing colours, lettering style and any graphic to be used; and
- d) description of any illumination (if applicable); and
- e) the proposed attachment details for the sign/s.

3. PERFORMANCE STANDARDS FOR THE INSTALLATION OF SIGNAGE

The Development Application must clearly outline how the proposed signage supports the amenity of the locality through:

- a) demonstrating a level of restraint in scale, size and collective amount of signage on the site by proposing signs that do not adversely affect views and streetscapes;

- b) designed to a high quality that complements the building and/or the site;
- c) proposing signage that is constructed of durable and quality materials;
- d) proposing a size and style that is consistent with the development area, purpose, use or business activity;
- e) being compatible with the intended character and amenity of the area;
- f) contributing to a legible public realm and not creating visual clutter;
- g) not adversely affecting the safety of the community utilising the public realm;
- h) not adversely affecting the flora and fauna in the vicinity of the signage area;
- i) ensuring signage attachments, posts, frames etc meet the strength, safety, and aesthetic requirement for a sign of the proposed size and application; and
- j) ensuring that if signage is intended to be attached to a Heritage Place or in a Heritage Precinct as identified on the RIA's Heritage Inventory, it has a minimal impact on the heritage value of the place and complies with the RIA's Development of Heritage Places and Precincts Guideline and any relevant Conservation Plan for the place.

4. SIGNAGE REQUIRING DEVELOPMENT APPROVAL

The following signage types are subject to development approval from the RIA, whether applied for as a stand alone Development Application or part of a wider Development Application:

- a) Projecting signage - signage that includes three dimensional or projecting elements.
- b) Roof signage - signage that is attached to or painted on a roof of a building but does not protrude from the roof;
- c) Above roof signage - signage that protrudes above the normal roof line with little or no relation to the architectural design of the building;
- d) Created roof signage - signage that is affixed to the fascia, the roof itself or forms part of a projection above the eaves or ceiling of the building and complements the architectural style of the building, but does not include above roof signage;
- e) Changeable media signage - signage with images or information that periodically changes display, such as electronic or rotating signage and includes all televisions and monitors;
- f) Tethered signage - signage tethered to a structure or the ground, such as flags or balloons or banners;
- g) Freestanding signage - signage not affixed to a building or a permanent structure, such as three-dimensional objects, ground-based/sandwich boards or 'A' frame signs;
- h) Illuminated and neon signage (non-flashing) - signage that is capable of being illuminated either from within or outside the sign by artificial light provided, or mainly provided for that purpose; and
- i) All other signage that does not meet the criteria of signage that is exempt from development approval under Clause 5 of this Guideline.

5. SIGNAGE EXEMPT FROM DEVELOPMENT APPROVAL

The following signage is exempt from the requirements of the Development Approval Process, however may be subject to formal approval from the RIA under either the terms and conditions of a lease or development agreement or an alternative internal RIA approval process:

- a) RIA directional, informational, educational, interpretive signage;
- b) signage inside a building such as directional signage or advertising displays inside shop windows which are not affixed to the inside of the window;
- c) temporary signage that is displayed for an activity or event for less than 48 hours (continuously) and does not compromise public amenity, visual amenity or safety to the satisfaction of the RIA;
- d) decals, including stickers or frosting, or similar devices or materials, applied to glazing to display directions, business names, advertising or other information or provide privacy that take up no more than 10% of the glazing on which it is displayed;
- e) one name plate per tenancy or business that is a small flat plate attached to the wall near the entry of a building that indicates the street number and or name of premises or building operator's name and is not larger than 0.5 m²;
- f) one hoarding in the form of a temporary barrier that is used to screen a building or construction site, including signage, while works are being carried out on a development for the purposes of advertising the development or the developer up to 2.5m in height, and erected for the term of the development only;
- g) electoral signage that contains an electoral advertisement relating to a prospective forthcoming election of the Parliament of Australia or of the State or either House thereof respectively and to a referendum that is temporary and is removed within 24 hours after polling day.

6. SIGNAGE THAT WILL GENERALLY NOT BE APPROVED

The following signage types will not be supported for any development on Rottneest Island:

- a) flashing illuminated signage;
- b) flashing neon signage;
- c) signage containing third party advertising;
- d) changeable media signage proposed for the outside of a Heritage Place or Heritage Precinct; and
- e) Freestanding signage, such as ground-based/sandwich board or 'A' frame signs.