

Policy

Advertising and Directional Signage in Thoroughfares and on Local Government Property



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To establish uniformity in the design, installation and control of illuminated, advertising and directional street signs located in thoroughfares and on local government property within the City.

Adopted:	09/09/2015 #560
Last reviewed:	13/04/2016 #162
Legal Authority:	Local Government Act 1995 Section 2.7 – Role of Council Main Roads Act 1930 Sections 33B and 33C Transport Co-ordination Act 1966 Section 27 Town of Kwinana By-law relating to Signs and Bill Posting
Strategic Community Plan:	Objective 4.5: Actively improve the appearance of public areas and streetscapes throughout the City. Strategy 4.5.5: Develop and implement urban design guidelines to achieve a good standard of built form in the City

Scope:

This Policy relates to signage located within thoroughfares and land vested in the City of Kwinana. The requirements for signage located within private property or crown land not vested in the City is subject to the requirements of the City's local planning schemes and local laws.

Policy:

General conditions:

While Council is mindful that effective signage is important for business, emergency services and community purposes, it aims to ensure that any signage is located strategically to maximise effect while minimising visual pollution and providing good amenity within the City.

All signage approved by the City under this Policy will remain the property of the City with all costs to be born by the applicant. The applicant will retain exclusive use of the signage for the period and conditions established with the City.

The City will assess all applications against the criteria within this policy and consideration of Main Roads WA's 'Guide to the Management of Roadside Advertising' and any other relevant local factors. Appropriate conditions of approval may be imposed.

Requests for signage must be in the form of a signage application obtainable from the City.

All signage is to be designed in accordance with the City's engineering and design requirements and approved by the City.

Fees and charges that may be applicable to the installation of signage will be detailed in the City's Schedule of Fees and Charges.

Graffiti removal will be in accordance with Council's Graffiti and Vandalism Policy.

Tenure of signage:

Advertising signs will be granted approval, unless approved for a shorter term, for a period of five years with an option to extend for a further period of five years. No advertising signage will be approved beyond a maximum of ten years.

On expiration of ten years a new application must be made for the location and if applicable, the applicant may be required to including the installation of a new sign in order to prevent the build up of old, worn and outdated signage. At any time, the existing sign may be required to be removed and replaced at the applicant's expense if the City believes the sign is in poor condition.

Prohibited advertising

The City will not approve any signage or advertising that in the opinion of the Chief Executive Officer:

- Is political, religiously offensive, pornographic in nature, or that in any other way is likely to be considered offensive to any person or class of persons;
- Promotes smoking, or tobacco products;
- Promotes alcohol or the consumption of alcohol;
- Could be mistaken for a traffic sign, or that constitutes a traffic hazard; or
- That is, or the content of which, is false, deceptive or misleading.

The above prohibitions would generally exclude actual registered business names.

The City will however have discretion to approve any signage in respect to the sponsorship of local clubs and community groups within local government property.

Preferences

Preference will be given to businesses whose purpose aligns with Council's Healthy Lifestyle Plan and the codes and initiatives of the Advertising Standards Bureau.

Signage categories

Specific requirements for individual styles of signs under this policy are as follows:

- Street Name Signs

Street name signs will be installed by the City, its contractors or as part of a new approved development by the developer, on street light poles whenever possible.

- Finger signs

Finger signs are small signs with white reflective writing on a blue background. The purpose of finger signage is to indicate the direction or location of a business area, e.g. local shopping centre and would generally be located at a road intersection along with a street name sign.

Signage for community facilities may be approved in specific locations for facilities such as:

- Religious centres;
- Sporting and recreational grounds and facilities;
- Civic and cultural centres;
- Non-profit organisations;
- Government facilities, eg post office, train station;
- Public toilets; and
- Emergency Services

- Illuminated Street Name Signs

Illuminated street name signs for individual businesses, shopping centres or industrial complexes may be approved by the City in specific locations and on arterial routes subject to planning and building approval but will not be approved adjacent to a residential property. The City maintains a list of permitted locations as is detailed in Annexure A. The preferred method for lighting for illuminated signage is for solar powered lighting.

The City will be the applicant where the sign is on City controlled land and an agreement will be entered into with the advertiser for a five year term (with an option for a further five years) with the construction and maintenance of the sign to be the responsibility of the advertiser.

- Signs at bus stops, on bus shelters and bin surrounds.

Sign installation, maintenance and advertising upon certain bus shelters, including those within the Kwinana Bus Terminal is to be in accordance with the ‘Street Furniture Agreement’ between the Minister for Transport and Adshel Street Furniture Pty Ltd dated 5 June 2000 and as amended. This agreement only refers to bus stops within the State Government’s ‘Rockingham – Fremantle System 21 Bus Route Plan’.

The City may approve the installation of advertising on bus shelters and bin surrounds at bus stops for which the above agreement does not apply.

Signs

All signs are subject to the requirements of the City’s local planning scheme, local laws and other policies.

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Annexure A – Approved locations of Illuminated Street Name Signs

(Approved locations marked by red dot)

