

EXT 029: ADVERTISING SIGNAGE IN A THOROUGHFARE OR PUBLIC PLACE

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Introduction

Signage provides important promotion for local business's, however excessive amounts can be detrimental and detract from the surrounding aesthetic environment.

Advertising Signs, includes A-frame, Sandwich Boards or a similar free standing sign on footpaths or within the thoroughfare can appear in such numbers that effective controls have been introduced in order to protect the amenity of the Shire and to provide safe environments on footpaths and roads.

Purpose

The purpose of this Policy is to provide guidance to organisations and individuals wishing to display (or continue to display) Advertising Signs in a thoroughfare or public place, and to communicate the appropriate regulation of such signage.

Objectives

The objectives of this Policy are:

- To enhance visual amenity and public safety within Esperance through a consistent approach to the size, presentation and placement of advertising signage signs on public footpaths and places;
- To stipulate the criteria where a single advertising sign will be permitted within the Shire's jurisdiction;
- To provide that advertising sign will not be permitted in areas other than Commercial, Business or Industrial zoned areas (other than where bona fide existing commercial uses are situated in other areas); and,
- That any sign(s) that do not meet the criteria outlined in this policy may be subject to removal.

Definition

Advertising Signs maybe referred to as a Sandwich Board, blackboard (excluding blackboard menus at restaurants), a board, or footpath sign, means any portable, self-supporting sign with a maximum width of 0.6 metres and a maximum standing height of 1 metre (m).

Advertising Signs do not include home open or garage sale signs that neither exceeds 0.5m in height or 0.5 square metres (m²) in area.

Scope

This Policy is only to be applied with regard to placing Advertising Sign(s) in a public place or thoroughfare, where the Advertising Sign is:

- On or above a thoroughfare;
- On or within 1.5m of a carriageway;
- On a path;
- Over any path where the resulting vertical clearance between the sign and the path is less than 2.75m;
- In any other location where the sign is likely to obstruct lines of sight along a thoroughfare or cause danger to any person using the thoroughfare; or,
- On any natural feature, including a rock or tree, or public place, or on any bridge or the structural approaches to a bridge.

The Policy does not extend to locations on private property within shopping centres and/or arcades.

Assessment of Applications

An application for an Advertising Sign in a thoroughfare or public place is required to be submitted to the Shire for approval. When considering an application, the Shire will have regard to the following criteria:

- Level of existing signage and opportunities for alternate signage;
- The proposed location for the sign;
- A limit of one (1) sign only per business;
- Not being associated with a home occupation, or a home industry;
- Safety considerations;
- Visual impacts;
- Being outside residential zones (apart from bona fide existing commercial uses); and,
- Evidence of public liability insurance.

Number of Signs

- Council will allow one Advertising Sign per business facing a street or mall; and,
- Council will allow one Advertising Sign per arcade opening (located on the footpath or street in front of the arcade opening).

Location of Signs

- Advertising Signs will only be permitted in Business, Commercial Industrial zones, and where bona-fide existing uses are situated;
- Advertising Signs are to be displayed only during the operating hours of the business;
- Advertising Signs should not be located within 3m of each other, any street furniture, or approved outdoor displays at any time;
- Advertising Signs are not to be placed so that they create additional obstructions, or inconvenience pedestrians;
- Advertising Signs shall not extend or intrude onto the designated pedestrian footpath immediately in front of the shop or premises as specified in Council's Outdoor Eating Facilities in Public Places Policy;
- A minimum 1.5m of unobstructed footpath – the same as trading on footpath is to be achieved. A lesser distance may be acceptable in low pedestrian traffic locations where this clearance is not achievable, but no less than 1.2m with passing areas every 6m;
- The placement of Advertising Signs on medium strips, roundabouts and immediately adjacent to the carriageway is strictly prohibited;

- Advertising Signs shall not be tied to poles or trees or any other street fixture, must only be on the footpath while a business is open and must only be outside the premises to which they relate; and,
- Notwithstanding the above, an Authorised Officer will retain the discretionary authority to have any Advertising sign removed if in the Officer's opinion the sign is unsuitable or creates an obstruction or danger to the public.

Size, Structure and Stability of Signs

- Advertising Signs shall not exceed a height of 1m and a width of 0.6m, except where the Advertising Sign consists of a vertical panel affixed to a weight base, such Advertising Signs shall not exceed a height of 1.2m and a width of 0.6m;

Note: Some leeway will be given to existing Advertising Signs or to existing corporate type signs in common use that exceed the size to a minor degree.

- Advertising Signs should be of structural stability anchored and positioned so at no time does it place risk to public safety Advertising Signs should be removed during stormy or windy weather;
- All permitted Advertising Signs are to be secured in place so that they do not pose a hazard during sudden gusts of wind or inclement weather by a means that is not reliant on, or physically tied to any Council infrastructure i.e. bus stops, street signs and the like. The means by which these signs are to be secured must not extend beyond the circumference of the permitted sign and must be to the satisfaction of an Authorised Officer. Any securing device is to be removed with the sign in accordance with permitted display timeframes; and,
- Inflatable signs, portable electric signs, illuminated, revolving, spinning or flashing signs, flags and banners are prohibited from the footpath.

Lettering and Artwork

- All Advertising Signs are to be prepared in a professional manner;
- Text on Advertising Signs is to relate only to the business operations being conducted at that premises;
- Lettering and artwork on Advertising Signs is to be non-offensive in terms of images, words and language used;
- Signage shall also comply with the luminance contrast requirements of AS 1428 part 1 Appendix D;

Management

- The sign must only be placed in the approved location when it is displayed;
- The sign must be maintained in good order and repair so that it is consistently presentable to the public and does not present a danger to pedestrians;
- An Advertising Sign must be removed from the thoroughfare or public place of approved trading hours;
- An Advertising Sign must not present an obstruction or risk to public safety at any time;
- Advertising Signs will not be displayed unless the proprietor holds public liability insurance and is to remain current at all times that the sign is displayed;
- Inspection of signs will be conducted regularly to ensure signage meets policy requirements. Whilst an initial warning will apply, signs that breach this policy are liable to be impounded by council and/or incur a fine; and,
- Council is not liable for any physical injury, structural damage or economic loss caused by Advertising Signs.

----- Policy Ends -----