

1.67 Advertising & Guidance on Public Land & Road Reserves

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Objective

The objectives of this policy are to:

- Guide the public (in particular visiting public) in locating community services and commercial tourism-related facilities within the City of Albany through clear and uniform information;
- Prevent indiscriminate advertising by enabling finite advertising opportunities where they are appropriate to their location and function;
- Prevent the placement of signs where they could present a hazard to anyone; and
- Enable authorised persons to undertake compliance and enforcement functions under local policy.

Scope

Council supports the control and limitation of signage to ensure the placement of signs

- Do not present a public safety hazard to anyone;
- Do not detract from the visual amenity of the district;
- Promote clear and uniform community service and commercial tourism information; and
- Exploit finite commercial advertising opportunities where appropriate.

Policy Statements

A: General provisions:

Approval to place a sign covered under this policy within the road reserve or on public land requires a written application advising preferred wording with a supporting street plan identifying signage location(s).

Signs relating to this policy include:

- Service Signs (Urban and Rural Areas)
- Tourist Signs
- Temporary Signs
- Service Club Signs
- Land Estate Development Signs
- Industrial Estate Signs
- Bus Shelter and Seat Advertising

Except for Temporary Signs, Bus Shelter and Seat Advertising and unless otherwise approved, all signs are to be supplied and installed by the City of Albany (or its authorised agent) at the expense of the applicant. The City's approval needs to be obtained before the assessment of supply and installation costs.

The City accepts no liability for damage arising from vandalism, accident, theft or wear and tear.

Council reserves the right to remove damaged, poorly maintained or hazardous signs without notice. In this instance, the City will endeavour to contact the original applicant before removal.

Where a sign requires replacement, another application will be required along with payment of relevant fees.

Any application for signage to be erected on Main Roads WA-controlled roads, is to be referred to Main Roads WA for approval. Main Roads WA managed roads include:

- Albany Highway (from roundabout at Chester Pass/Hanrahan Road t
- Municipal boundary);
- Chester Pass Road;
- Princess Royal Drive/Hanrahan Road; and
- South Coast Highway.

B: Specific requirements:

(1) Service Signs in Urban Areas (Blue background with White Lettering)

- Subject to approval, directional signs in urban areas will be provided in accordance with the criteria set out in this policy.
- For clarity, guidance to the location of facilities (generally of a non-commercial nature) includes:
 - Churches and Religious Institutions.
 - Coach Stops.
 - Community and Civic Facilities.
 - Government Facilities such as Police Stations & Hospitals.
 - Post Offices.
 - Public Amenities such as toilets.
 - Rubbish Disposal and Recycling Sites.
 - Sporting, Recreational Grounds and Facilities
 - Town Halls, Municipal Offices and Depots.
 - Visitor Information Centres
 - Caravan Parks.
 - Boat Ramps.
- Signage wording will be generic and under no circumstances contain the name of a business or organisation.
- Up to two (2) signs may be erected on a single pole identifying a street name. The signs will be manufactured to the standard length so that it is possible to convert from a single pole to a stack sign situation at any time.
- Up to five (5) signs (not including the street name sign) may be located at any one location by utilising a two-pole sign stack. The street name shall be located above the other signs and there shall be a clearance of at least 150mm between the bottom of the street name plate sign and the top of any other sign.
- Signage is generally permitted in one location only unless there are special circumstances.
- Signs are to be positioned on the intersection at the entrance to the side road down which the signed premises are located.

(2) Service Signs in Rural Areas (Blue background with white lettering)

- Subject to approval, Direction Signs in the rural area will be provided in accordance with the requirements outlined for Direction Signs (Urban Areas) above.
- In addition to the above facilities the following will be permitted in Rural areas only:
- Roadside Services such as rest stops including those that provide travellers with services such as meals, refreshments and accommodation.
- Other places of interest deemed to be in the public interest.
- Up to two (2) signs will be permitted unless there are special circumstances.

(3) Tourist Signs (Brown background with white lettering)

- Approval to place Tourist signage within the road reserve will be required to comply with Section 2 of the National Tourist Signing Eligibility Guidelines in the first instance to determine whether a sign is appropriate.
- These include:
 - Natural Features
 - Heritage Sites
 - Museums
 - Wineries/Breweries
 - Galleries
 - Cottage Industry
- Up to two (2) signs will be permitted unless there are special circumstances.

(4) Temporary Signs

(a) Temporary Community Advertising Signs

- Temporary Community advertising signage is allowed at limited designated locations provided for this purpose by the City. Approval to utilise these locations will be subject to space being available.
- Signs must be neatly set out and be legible and may not have lettering less than 120mm in height.
- The City does not allow for non-profit or commercial verge advertising signs. However, temporary advertising for non-profit organisations can be arranged via the City of Albany's social media streams.

(b) Service Club Signs

- Subject to approval, Service Club Signs are allowed to be erected in the road reserve adjacent to the facility where the Club meets up to two (2) weeks before the event. A plan depicting the size and style of the sign inclusive of foundation details must be provided in support of an application.

(c) Commercial Temporary Signage (e.g. Sandwich Board Signs)

- The City of Albany allows sandwich board signs up to a size of one (1) square metre, subject to approval under Section 3.4 of the Activities on Thoroughfares and Public Places and Trading Local Law 2011.
- Businesses within one premises (for example, an arcade) will be permitted one (1) shared sandwich board sign which can display multiple businesses.

(d) Open House (i.e. real estate) and Garage Sale Signs

- Two temporary directional signs up to a size of 1200mm x 900mm are allowed for real estate open houses and garage sales for a maximum period of 2 hours, either side of the open house or garage sale times.
- The City of Albany does not allow for any other temporary directional signage other than that provided for under the provisions above (e.g. triangle corflute signs at intersections), being:
 - *4(c) Commercial Temporary Signage; and*
 - *4(d) Open House and Garage Sale Signs.*

(e) Land Estate Development Signs

- Land Developers are entitled to two Land Development Signs per estate indicating the marketed name of the land release.
- Sign colours will consist of a blue background with yellow lettering and be placed on poles identifying a street name or stacks as outlined for Direction Signs (Urban Areas) above.
- The signs will be removed by the City on receipt of advice from the applicant that land sales have been completed or after two years following initial installation, whichever occurs first.

(f) Commercial and Industrial Estate Signs

- Areas zoned as Commercial and Industrial estates (e.g. Pendeen Industrial Estate) are permitted to have an Estate Sign or Entry Statement displaying the names of various businesses within the estate. These signs are expected to enhance the visual amenity of the entrance to the estate whilst providing an opportunity for directional signage.
- These signs are controlled through the Development Approval process.

(g) Bus Shelter Advertising & Roadside Seat Advertising

- Commercial advertising on bus stop shelters and bench seats may be permissible under certain circumstances in accordance with the signs local law and this policy.
- The advertising must meet all planning requirements with respect to size amenity and appropriateness.
- Any proponent who wishes to utilise the space for advertising must enter into a formal contract agreement with the City of Albany. This contract will require the City's endorsement.
- Advertising is limited to existing seats and shelters on Distributor function roads in accordance with the City of Albany Road Hierarchy
- Advertising is not permitted in the localities of Albany (CBD), Middleton Beach and Emu Point.
- Advertising is not permitted on rural bus stops and shall not occur on local access streets.

Review Position and Date

This policy is to be reviewed every two years.

Associated Documents

The City will provide guidance upon application. In general, the information contained in the following documents is to be complied with.

- City of Albany Policies and/or Guidelines or Local Laws:
 - Signs Local Planning Policy
 - Signs Local Law 2006 (As amended)
 - *Activities in Thoroughfares and Public Places and Trading Local Law 2011*
 - Art in the Domain Policy
- Standards & Codes:
 - AS 1742.2 Manual of Uniform Traffic Control Devices. Traffic Control
 - Devices for General Use
 - AS1742.5 Manual of Uniform Traffic Control Devices. Street Names and Community Facility Signs
 - AS1742.6 Manual of Uniform Traffic Control Devices. Service and Tourist Signs for Motorists
 - AS1744 Forms of Letters and Numerals for Road Signs
- Other Publications:
 - MRWA Guidelines for Service and Tourist Signs
 - National Tourist Signing Eligibility Guidelines