

## POL-C-071 Advertising Signs within Rural Zones

---

### 1. PURPOSE

To establish a position on advertising signs located on private land and within thoroughfares within Rural Zones.

### 2. OBJECTIVE

Through the effective control of advertising signs, contribute towards the development of attractive rural areas throughout the district of the City of Swan.

### 3. POLICY STATEMENT

3.1 Advertising signs shall not be approved on land other than on the land where the business being advertised operates from.

3.2 An unnecessary proliferation of signs shall be avoided. Where a number of signs may exist or are proposed, the applicant or landowner should be encouraged to rationalise the number and type of signs.

In determining whether a proliferation of signs would exist if a sign were displayed on land, due regard shall be given to the number of pylon, free standing and fence signs that already exist on the land as well as the size of the area of the land or landholding relating to the sign and the length of frontage along a main road.

3.3 Permanent advertising signs shall not be approved for display within any thoroughfare: neither along a particular road or at an intersection.

3.4 Portable and smaller temporary signs may only be licensed for display within a thoroughfare where there are no safety problems and there are significant obstacles preventing effective display on the land.

3.5 Fence signs may be permitted only where other locations for advertising signs are not available.

3.6 No sign shall be approved that would be displayed either upon the roof cladding or above the roof of any building on the land.

3.7 Temporary signs advertising substantial subdivisional developments may be approved where it is necessary to indicate the location of the subdivision to an expected large number of visitors to the area. Such signs may be approved within thoroughfares for a period not exceeding twelve months after which time a new licence must be obtained.

3.8 The colour, materials and scale of signs on rural land shall reflect the rural character of the area where the sign is proposed to be displayed.

3.9 Where signs are to be illuminated, they shall be external illuminated rather than internally. Neon light type signs are to be discouraged for tourism and heritage destinations.

3.10 Signs may contain the following features:

- business logo
- owners name and contact details;
- main services provided; and
- be clear and well maintained.

3.11 Temporary soft material signs may be displayed to promote new businesses, special events, or promotions for a reasonable period. This may include decorative flags, banners and the like but shall not include bunting. Soft signs should not be placed within thoroughfares so as to cause a nuisance or be an obstruction.

3.12 Bunting and inflated advertising balloons shall not be approved.

3.13 Ongoing inspections and enforcement shall be undertaken to ensure that advertising signage does not occur to the detriment of maintaining attractive rural areas.

## Document Control

Document Approvals:			
Version #	Council Adoption		
1.	Ordinary Meeting of Council 19/02/2003 - adopted policy.		
2.	Ordinary Meeting of Council 10/09/2014 - adopted policy.		
3.	Ordinary Meeting of Council 14/3/2018 - adopted policy.		
4.	Ordinary Meeting of Council 17/3/2021 - adopted policy		
Document Responsibilities			
<b>Custodian:</b>	Manager Strategic Planning	<b>Custodian Unit:</b>	Strategic Planning
Document Management:			
<b>Risk Rating:</b>		<b>Review Frequency:</b>	Biennial
<b>Next Review:</b>	2023	<b>ECM Ref:</b>	1024144
Compliance Requirements:			
<b>Legislation:</b>			
<b>Industry:</b>			
<b>Organisational:</b>			
<b>Strategic Community Plan:</b>	B1.1 Create community places to live, relax and work		