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## What is a Sign?

A '**Sign**' means any message, direction or representation displayed on a building, structure, board, flags or bunting whether they contain a written message or not and includes any display produced by way of a video or other electronic means. This includes;-

- business identification signage, and
  - building identification signs, and
  - advertisements,
- ....but does not include traffic signs or traffic control facilities.

All signs to be placed in the Road Reserve must have prior approval from the City of Wanneroo or Main Roads WA (for State controlled roads). Signs types might include the following;-

### Community & Tourist Signs

- Direction Signs (Community facilities)
- Tourist Attractions (white on brown sign)
- Service Signs (white on blue sign)
- Temporary Event Signs

### Advertising & Promotional Signs

- Illuminated Signs
- Bench Seat & Bus Shelter
- Flags & Banners
- Portable Business Signs

## What is the Road Reserve?

This includes any sign which is proposed to be placed on public property, which is defined as any property, land, lot or reserve which is open and available for use by the public for public purposes (whether or not a fee is paid) and includes any buildings thereon.

## Why Control Signs?

The City's objectives related to the control of advertising are;-

- To ensure that the visual quality and character of popular localities and transport corridor are not eroded;
- To achieve advertising signs that are not misleading or dangerous to vehicles or pedestrians;
- To minimize the total area and impact of outdoor advertising balanced with the realistic needs of business for such advertising;
- To prohibit outdoor advertising which is considered superfluous or unnecessary as related to their number, colours, height, visual impact, size, content and relevance to the premises on which they are located;
- To reduce or minimize clutter;
- To promote a high standard of design and presentation in outdoor advertising.

## 1. DIRECTION SIGNS

### What type of Signs?

This type of signage is intended to provide the public guidance in locating community\* and commercial services and facilities within the City. The advertising signs need to be consistent with and appropriate to their function and location, as well as avoid dangerous placements to both pedestrians and vehicles.

## Community / Public Facilities

- General (hospitals, major shopping centres, bus & railway stations etc.)
- Community Facilities (Civic Centres, Sports grounds & facilities, tertiary education institutions)
- Public Golf courses, boat ramps, racecourses
- Churches and religious institutions

## What type of Approval might be required?

In the first instance an application should be made to the City's Traffic & Transport team by completing the Signage Request Form.

- Completed '[Sign Request Form](#)'
- Scheduled fee
- Description of the type of sign
- Preferred wording for sign

## What if the sign is on Wanneroo Road or Indian Ocean Drive?

These are classed as State roads and are controlled by Main Roads WA. Authorization must be obtained from Main Roads WA for all direction, tourist and advertising signage with the boundaries of State roads, as well as signs beyond but visible from State roads.

## 2. TOURISM & SERVICE SIGNS

Motorists seeking to visit tourist attractions can benefit through distinctive and easily recognisable signing to help guide them around the road network. The signs and associated symbols used for this purpose have the advantage of national and international recognition that transcend language barriers, which benefits local operators and motorists alike.

What are the Sign Types?

### • Tourist Attraction *(white on a brown background)*

- Commercial/non-commercial tourist operators
- National Parks
- Natural features;
- Conservation parks / botanic gardens;
- Wineries catering for tourists;
- Historic Sites / buildings / towns;
- Scenic lookouts; and
- Tourist Drives and trails.



### • Service Signs *(white on blue background)*

- Accommodation facilities;
- Caravan and camping parks / areas;
- Visitor information centre;
- Tourist information bays;
- Public toilets;
- Rest areas;
- Parking areas; and
- Police, hospitals, ambulance & fire brigade.



## Eligibility?

Direction signs for recognised tourist attractions and service facilities should meet the appropriate minimum essential criteria. The criteria have been developed by Tourism WA and adopted by Main Roads WA. The City of Wanneroo also uses these criteria to carry out assessment of applications for local roads. Information on this can be found on the relevant websites.

## 3. TEMPORARY COMMUNITY ADVERTISING SIGNAGE

Temporary roadside advertising is available for community based organisations only (i.e not for profit), for example;-

- Sporting Clubs;
- Community Group Activities;
- Agriculture Societies.

Signs must be no more than 0.75 square metres in area and may be allowed for a period of up to six weeks. There is a bond of \$50 which should be paid to the City before any approval can be issued or any signs erected.

### How to Apply?

The process is the same as for 'Directional Signs' (see (1) above.)

## 4. SPECIAL EVENT SIGN

A temporary event sign is a temporarily displayed sign or banner advertising a public- interest message for a not-for-profit short term event or activity, for example;-

- Community fete, fair or festival.
- Declared Local, State or Federal Government election.
- Local bulk verge collection activity.
- Public Institution open day.
- Start of fire season style community notices.

### How to Apply?

The process is the same as for 'Directional Signs' (see (1) above.)

## 5. ILLUMINATED STREET SIGNS

The City of Wanneroo has entered into a long term agreement with Directional Systems Australia for the provision of double sided internally illuminating street name signs within the road reserves of the local government area.

These signs are available for rent to any rate paying business within Wanneroo, subject to the application complying with the conditions imposed.



### How to Apply?

The business deals directly with Directional Systems, who will then prepare a Development Application and submit this to the City for Planning Approval. Any signs placed on Wanneroo Road or the Indian Ocean Drive are also subject to the approval of Main Roads WA.



The signs are installed, maintained and owned by Directional Systems Australia

Mobile: Rod 0412 818 508 or email [rod@directionalsys.com.au](mailto:rod@directionalsys.com.au)

## 6. BUS SHELTER & ROADSIDE BENCH SEAT ADVERTISING

Bench Seat and bus shelter advertising is offered by third party businesses, operating under a licensed agreement granted by the City of Wanneroo. This grants them exclusive rights to provide this type of advertising in the City of Wanneroo.

### How to Apply?

Bench Seats	<a href="#">Streetside Advertising</a>	Ph. (08) 9405 3000	
Bus Shelters	Adshell	Ph (08) 9213 5600	

### EXCEPTIONS AND SIGNS NOT LISTED?

All signage applications are assessed against the relevant policy. If the sign type is not listed or unclear, then the City will make a determination based upon the objectives of the Local Planning Policy and the District Planning Scheme No 2. In these cases a Development Application and/or a Sign Licence might also be required.

**A Sign Licence:** This is a licence issued by the City's Buildings Approval team and ensures that the proposed sign is structurally sound and will be fixed correctly.

**Planning Approval:** If your sign does not meet the design standards in the Signs Planning Policy, then you will need to seek approval from the City's Planning team in the form of a 'Development Approval' or 'DA'.

### What are the fees associated with a Signage Application in the Road Reserve?

To determine your application fees, please refer to please refer to our [Building Fee Schedule](#) or [Building Application Fee Calculator](#) on the City's website.

**For further information, please contact the City's Customer Relations team on 9405 5000.**

#### Disclaimers:

1. In line with the City's recordkeeping requirements, please ensure that the information included on any application form is accurate and complete. Please also retain a copy of the completed form before submitting with the City as the form and any supporting documents will not be returned. The City accepts no responsibility for any loss, damage, liability or inconvenience suffered by any person as a result of using an application form or lodging an application form with the City.
2. This information sheet is produced by The City of Wanneroo in good faith and the City accepts no responsibility for any ramifications or repercussions for providing this information. This information sheet is correct as of October 2014 and prone to alteration without notification.



#### Did you know?

Save time and apply online! This application is available for lodgement via the City's website [www.wanneroo.wa.gov.au](http://www.wanneroo.wa.gov.au)

