

CP.48 Portable Signs on Thoroughfares

<i>Responsible Department</i>	Development and Community Services
<i>Resolution Number</i>	C.5384
<i>Resolution Date</i>	26 August 2025
<i>Next Scheduled Review</i>	August 2027
<i>Related Shire Documents</i>	
<i>Related Legislation</i>	<i>Activities on Thoroughfares and Public Places and Trading Local Law 2018</i>

OBJECTIVE

To minimise potential negative effects in relation to safety and amenity with the placement of Portable Directional Signs and Advertising Signs whilst recognising the positive outcomes on occasion from the use of such signs.

SCOPE

- Details type and conditions for the temporary display of directional signs permitted on thoroughfares with or without a permit.
- Details type and conditions for the use of portable advertising signs on thoroughfares with a permit.

POLICY

PORTABLE DIRECTIONAL SIGNS ON THOROUGHFARES

Definitions

“Directional Sign” means a sign which indicates the direction of another place, activity or event.

“Thoroughfare” means a road or other thoroughfare but does not include a private thoroughfare not under the control of the local government.

“Real Estate Signs” means portable directional signs indicating the location of a premises open for inspection.

“Event Signs” means portable directional signs indicating the location of a particular event.

“Sign” includes a notice, flag, mark, structure or device on which may be shown numbers, words, symbols or expressions.

“Portable Directional Sign” means a portable free standing direction sign.

Policy

Directional Signs not requiring a permit include:-

Type	Size & Nos.	Conditions	Location
REAL ESTATE Signs	Max size 60cm x 30cm Max. No. 4 signs	Removed within 24hrs of home being open Restricted to weekends and public holidays only To direct people to an “Open for Inspection” premises. Public liability insurance required	Made of non-metallic pliable material, which will not cause injury on impact. Anchored so as not to be moveable by wind or other natural forces. Not obstruct or impede reasonable use of any thoroughfare. Not to be placed on roads or roundabouts or centre islands.
EVENTS Signs	Max height 50cm Max area 0.5m ² Max. No. 4 signs	Used infrequently and occasionally Used only to direct attention to an event or place of event or activity Removed at conclusion of event or activity. Public liability insurance required	Made of non-metallic pliable material, which will not cause injury on impact. Anchored so as not to be moveable by wind or other natural forces. Not obstruct or impede reasonable use of any thoroughfare. Not to be placed on roads or roundabouts or centre islands.

The Applicant for portable direction signs requiring a permit shall ensure that:

- The sign neither exceeds 500mm in height or 0.5m² in area;
- Signs are made of non-metallic pliable material, which will not cause injury on impact;
- Signs relate only to the business activity described on the permit;
- Signs contain letters not less than 200mm in height;
- Signs are to be anchored in such a way as not to be movable by wind or other natural forces;
- Signs are to be limited to no more than 1 sign per business on weekdays, but up to 2 signs per business on weekends;
- Signs are to be removed each day at the close of the business to which it relates and not be erected again until the business next opens for trading;
- A minimum business public liability insurance of \$20 million is in place;

- i) Signs be placed so as not to obstruct or impede the reasonable use of a thoroughfare or access to a place by any person;
- j) Signs be maintained in good condition; and
- k) Signs not be placed within 50m of a business selling the same or similar product

PORTABLE ADVERTISING SIGNS ON THOROUGHFARES

Definitions

“Advertising Sign” means a sign used for the purposes of advertisements

“Portable Advertising Sign” means a portable free standing advertising sign.

Policy

A “portable advertising sign” means a sign that:

- (a) is not fixed to a building, wall or fence;
- (b) only advertises a product or service available on the land adjacent to which it is erected;
- (c) is a sandwich board sign consisting of two sign boards attached to each other at the top by hinges or other means.
- (d) is a flagpole sign (not fixed to a building, wall or fence).

All “portable advertising signs” are required to comply with the following:

- (a) A business may erect and maintain one portable sign only on a street or laneway provided that sign:
 - does not project more than 600mm into the (footpath) adjacent to the business to which it is related;
 - does not exceed a height of 900mm measured from the ground;
 - does not obstruct pedestrians or traffic;
 - is displayed only during normal business hours of the business to which the sign relates; and
 - does not have any mechanical or wind driven rotating component part.
- (b) All portable signs displayed on any Shire footpath or road reserve shall be included in the businesses’ public liability insurance policy, with a minimum cover of \$20 million. The business proprietor shall submit a copy of the Certificate of Currency from the Insurer to the Shire to clearly set out where the policy:

- extends the public liability cover for the business over the areas where the sign is displayed;
- provides for minimum cover of \$20 million; and
- protects the Shire against claims resulting from the display of the sign or merchandise.

Applications are to be made using the “Portable Sign Application Form” available on the Shire of Northam’s website.