

Portable business signs

A portable business sign is defined as a free standing portable advertising device that is not permanently attached to a structure or fixed to the ground or pavement. This can include A-frame signs used to advertise a business.

The business is required to indemnify the City of South Perth from and against all claims and judgements arising from the erection of the signs.

All portable signs must contain sign writing that is of a professional standard and quality and only incorporate the name of the businesses, not brand advertising.

The display of a single portable business sign does not require approval by the City where it complies with the following criteria. A portable sign shall not:

- Exceed one metre in height above the finished ground or pavement level
- Contain more than two sign faces
- Exceed one square metre total area on any single sign face
- Be illuminated, incorporate reflective or fluorescent materials
- Have moving parts once the sign is in place.

Generally, only one sign per business or activity is to be displayed. The City may approve more than one sign, up to a maximum of two signs, dependent upon the location and nature of the property or area which it is serving. If more than one sign is required, then a [Portable Business Sign Application](#) must be made to the City. If the property or business adjoins two streets, then approval may be granted for one sign per street frontage.

Sign location

The City cannot approve signs on Canning Highway and Kwinana Freeway as they are controlled by Main Roads Western Australia.

Portable signs shall:

- Only be displayed in a location immediately adjacent to the business premises to which the sign relates
- Be restricted to pedestrian areas and the sign display surface should be at 90 degrees to the kerb
- Be limited to one additional portable business sign per business
- Be removed at the close of trading each day and not displayed again until the business opens for trading the next day
- Not be placed so as to impede the reasonable use of a road reserve or public place
- Not be placed so as to obstruct or impede the vision of a driver in a vehicle entering or leaving a public street or vehicle crossover, and in any case shall be no less than 1.8 metres from a road intersection or vehicle crossover
- Not be fixed or attached to a building, wall, fence, pole, tree or other structure within the road reserve
- Not be fixed or attached to a building, wall, fence, pole, tree or other structure that is property of the City of South Perth
- Be removed or relocated at the request of a person authorised under Section 9.10 of the Local Government Act for the purpose of a special event, parade, road or footpath works, or other event, which in the opinion of the officer requires relocation or removal
- Where possible be located within the private property boundary to which the sign refers.

Illuminated advertising signs (including VMS Trailers) must not be within 20 metres of a street intersection with traffic lights and should not be lit in a way that it may be confused with the traffic lights. A [Portable Business Sign Application](#) must be made to the City for all illuminated advertising signs displayed on land other than private property.

Portable signs may be displayed within the verge area of a road reserve subject to the following:

- The sign is displayed adjacent to and between the business frontage and the nearest kerb. The display location of the portable sign is to be approved by the City of South Perth
- No part of the sign is to be less than 600 mm from the face of the nearest kerb or, if no kerb, from the edge of the nearest road surface (or car parking bay)
- The effective width of a footpath, pedestrian access way or the like not being reduced to less than 1.8 metres effective width.

Portable Business Sign Application

Applicant	Name:
	Business Name:
	Address:
	Postal Address (If different from above)
	Phone Number:
	Fax Number:
	Mobile Number:
	Email:

Signage Details	Type of Sign:
	Description on Sign:
	Dimensions of the Sign/s:
	Location:
	State period of time for which advertisement is required:

Please include a location plan indicating the positioning of the signs within the locality. If necessary, a detailed plan of the location may be required if the sign is to be placed on a major road junction.

I understand that by signing this agreement that the City of South Perth does not accept any liability for any injury, damage or loss as a result of the sign being displayed. I have also supplied a copy of my public liability insurance.

I have read and clearly understand the above.

Signature of applicant: _____ Date: _____

Name of Applicant: _____

OFFICE USE ONLY:

RECEIVED BY: _____ DATE: _____

APPLICATION: APPROVED / NOT APPROVED

AUTHORISING OFFICER _____ DATE: _____

