

## City of Albany Signage Survey

**The City of Albany (the City) is seeking input through the following survey of businesses that use physical advertising methods such as an A-frame or Sandwich Board style sign.**

**The City is responsible for permitting and regulating outdoor advertising devices and is currently reviewing the local laws and policies that relate to advertising devices, which are the Signs Local Law 2006 (as amended) and Activities on Throughfares and Public Places and Trading Local Law 2011.**

**Individuals or businesses can find out about the City's advertising device requirements at: <https://www.albany.wa.gov.au/services/building-planning/planning-development/signs.aspx> or by attending the North Road offices.**

1. As a business owner or manager, do you use physical advertising methods or signs?

Yes

No

2. If you answered yes, what type of physical advertising methods or signs do you use?

Temporary signs on a structure such as an A frame or sandwich board

Permanent signs on a supporting structure, such as an external facing wall or window

Signs on a Canopy or blind affixed to or suspended from an awning, verandah or wall

Signs on a boundary fence

A changeable message sign allowing content to be changed manually, mechanically or electronically

A commercial flag on flagpole

Advertising hoarding

Other

3. Are you aware of your requirements to obtain a licence or permit to display an advertising sign

Yes

No

4. To your knowledge, has the City conducted an audit of your advertising sign permit or licence in the last three years?

Yes

No

5. Do you agree with the statement "Advertising devices and associated structures are to be constructed and maintained to essential standards of public safety and compliment the amenity of the natural and built environment in which they are displayed"?

- Yes
- No

6. If you answered "no" to the above question, briefly explain why?

7. Do you think the current amount of signage is:

- Too much - It has negatively affected amenity
- Enough - Any more would negatively affect amenity
- Reasonable - More signage would not affect amenity

8. How easy was it for you to navigate your way on the City of Albany webpage to find the information about advertising sign requirements?

- Very easy
- Easy
- Somewhat easy
- Not easy

9. When you find it too difficult to navigate rules do you:

- Continue to persevere
- Give up and do not proceed
- Proceed without permission

10. Do you have any other thoughts or suggestions in regard to how signage is or should be managed within the City of Albany?