

# OUR ENVIRONMENT OUR HERITAGE

## REVIEW OF SIGNAGE POLICY 2006

The review of the Signage Policy 2006 for this week is a continuation of the application of the Policy to the different land use categories, under which the policy has been divided. For the purposes of this publication Section 7 of the policy, which looks at the Commercial/Industrial Area and its objectives as listed in the policy, as well as the different performance standards set in order to achieve these objectives, will be discussed.

As outlined in the previous publication, the application of the policy relies heavily on these various standards and objectives for the different land use categories under which the policy has been divided.

### **SECTION 7: COMMERCIAL / INDUSTRIAL AREAS**

**Definition:** an area predominantly consisting of retail, office, entertainment, tourism and manufacturing, distribution, storage and other businesses with the ability to negatively affect residential amenity.

The following objectives outlined under this category of the policy, assist with the application of the policy in terms of setting the standards that will allow for better and more efficient implementation of the policy. Therefore, it is through the consistency of different developments with these standards, that the following objectives are achieved.

■ Provide opportunities for appropriate outdoor advertising in commercial and industrial areas.

■ Encourage signage that is appropriately sited and designed so as to minimize negative visual impacts.

■ Ensure wall signs do not cover the architectural features or detailing of a building and should be sized in proportion with parapets, panels, windows and wall areas.

■ Encourage signage that can add visual interest to an area, particularly in low amenity commercial and industrial environments, through high quality design and detail.

■ Encourage the use of colours and materials in signage that demonstrate appropriate regard to the character and amenity of the area.

■ Encourage the location of illuminate signs in commercial and industrial areas where negative off site amenity impacts can be managed.

■ Encourage the sensitive design of signage in areas located adjacent to or opposite residential premises.

### **PERFORMANCE STANDARDS**

Any application for an outdoor advertising sign in a commercial or industrial area is required to be consistent with the following performance standards in order for development consent to be granted.

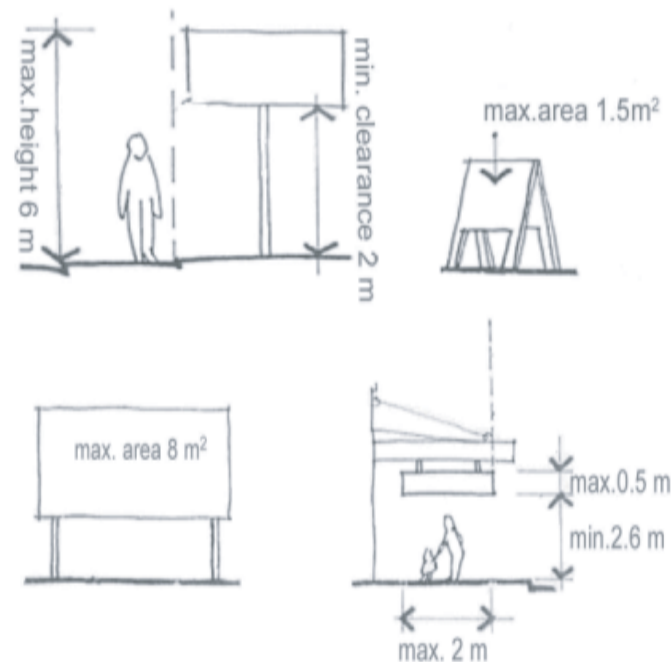
The performance standards set for each type of sign varies with consideration given to different factors such as the purpose of the sign as well as its proposed location. The purpose of setting these

standards is not to restrict the erection of signs but only to ensure that the amenity of our areas are maintained to allow for a more enjoyable and healthy environment.

One particular type of sign which is increasingly becoming a frequent sight around our country, are billboards. For these, the following are only some of the major standards which must be met in order for development consent to be granted for the erection of such signs.

■ Must be at least at a setback of a minimum of 10m from any road and located at least 20m from any road intersection and 15m away from other road signs and traffic control devices

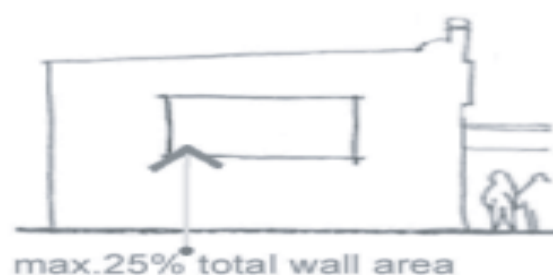
■ Must not have a total area exceeding 8m<sup>2</sup> and have a clearance of at least 2m above the ground as seen in the diagrams below.



Types of permissible signs under the Signage Policy 2006

For business signs, they are generally encouraged to be faced away from any residential premises and must not protrude more than 1m above the eaves of the building and with a maximum coverage of no more than 50% of the premises

Wall signs on businesses and other buildings are encouraged to not cover more than 25% of the total wall area, as seen in the diagram below, and be facing away from residential premises.



Other types of signs such as those erected for real estate purposes look at standards such as having a maximum area of 2.5m<sup>2</sup> and must not be displayed for more than 14 days after the sale of the property.

Another type of sign looks at those with illumination as there should always be consideration given to the hours of illumination to avoid the effect of light pollution to surrounding areas, and that the sign must be facing away from residential lots. With electrical wiring being a requirement for such signs, these must be securely covered and a warning to the public of the potential danger should be visible.

*All these standards and more have been set by the policy to allow for the orderly display of signs in Samoa. A more detailed outline of these standards, are listed within the policy and a copy of this can be uplifted from the PUMA office.*

**Any comments regarding these objectives and performance standards set for Commercial/Industrial Areas would be greatly appreciated by the Agency. This can be done through writing to us or you can visit our PUMA office on level 5 of the DBS building. A copy of the complete Signage policy may also be uplifted from here. Have your say and contribute in ensuring an orderly display of signs within Samoa.**



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