



Signage Policy

Revised February 2016

1 INTRODUCTION

The Signage Policy (this Policy) applies to all developments of signage structures in Samoa. This includes signage for advertising on or in public places or on a building that is in view of a public place for the attention of the public.

This Policy offers guidance for government authorities, public and private developers, designers and property owners to determine appropriate signage that will improve the streetscapes and landscapes of Samoa. This Policy will also ensure public safety through appropriate signage design and location.

This Policy does not regulate or apply to traffic control devices and road signs such as speed limit signs, pedestrian crossing signs and signage identifying temporary road works.

This Policy does not require PUMA to assess whether the sign construction or any ongoing maintenance is compliant with the any other legislation including, but not limited to, the *National Building Code (1992)*. Permanent signs of a significant size or height likely require a building permit by law. It is the responsibility of the proponent to ensure that all appropriate legislative requirements are met prior to the commencement of any construction activities.

2 PURPOSE

The purpose of this Policy is to:

- a) provide for the orderly and appropriate display of signs in Samoa;
- b) enable permanent and temporary signs to be erected, maintained and removed in a way that mitigates adverse environmental and amenity effects;
- c) ensure that signs do not pose a threat to community health and safety, and the safe and efficient functioning of the road network, taking into particular consideration the type and/or level of illumination of signs;
- d) ensure that the Planning and Urban Management Agency's (the Agency's or PUMA's) limited resources are not being unnecessarily expended on signage that is temporary in nature and/or unlikely to cause any amenity impacts;
- e) ensure that signs complement the attractiveness, safety, legibility and amenity of the natural and built environments; and
- f) assist with the development consent process.

3 OBJECTIVES

The objectives of this Policy are to:

- a) provide opportunities for advertising signs in identified areas of Samoa;
- b) encourage signage that respects the character and amenity of an area;

- c) provide assistance to government authorities, public and private developers, designers and property owners to determine appropriate signage in preparation of their Development Consent Applications (DCAs); and
- d) ensure DCAs for signs comply with the requirements, objectives and performance standards provided in this Policy.

4 DEVELOPMENT CONSENT APPLICATION REQUIREMENTS

Until such time as Exemption Regulations are incorporated into the Act, all proposed signage requires Development Consent. Two different levels of assessment have been created. This has been done to lessen the burden on applicants seeking approval for signage types unlikely to cause any significant detriment to the amenity of an area; whilst not compromising the detailed assessment process for more significant signage types. The requirements for the two different levels of assessment are detailed below:

Signs Not Requiring Detailed Assessment

An application to erect, install or display any sign listed under Section 4.2 below must include two (2) copies of plans drawn to scale to be submitted to the Agency with completed DCA Form(s). Submitted site plans, and elevations should include with the following details:

- a) consent from the owner of land to allow erection of the proposed sign;
- b) an written, drawn or photographed depiction of any existing signage on the site;
- c) location of the proposed sign on the site or building and distance of the sign from properties and roads. Plans must identify property boundaries and nearest roads;
- d) dimensions (width, height and thickness) of the proposed sign, height above ground level and extent of projection of the proposed sign; and
- e) content of the proposed sign including names, contact numbers, logos and images as applicable including the color, lettering size/style and materials.

Signs Requiring Detailed Assessment

An application to erect, install or display any sign listed under Section 4.3 below must include two (2) copies of plans drawn to scale to be submitted to the Agency with completed DCA Form(s). Submitted plans, elevations and photomontages (showing the proposed signage within the existing or proposed development) should include the following details:

- a) consent from the owner of land to allow erection of the proposed sign;
- b) location and size of existing signage on the site including details of any signs to be retained or removed;
- c) location of the proposed sign on the site or building and distance of the sign from properties and roads. Plans must identify property boundaries and nearest roads;
- d) dimensions (width, height and thickness) of the proposed sign, height above ground level and extent of projection of the proposed sign;
- e) content of the proposed sign including names, contact numbers, logos and images as applicable;
- f) color, lettering size/style and materials;
- g) landscaping details if applicable;
- h) structure of the sign and method of support; and
- i) details of any form of illumination including intensity, colour and type of lighting and hours of illumination.

The erection of signs that pose a significant effect on visual amenity or the environment and are not regulated under this Policy will be assessed at the discretion of the Agency.

4.1 Development consent assessment matters

When assessing an application for any sign that requires a Development Consent under Part 5 of the *Planning and Urban Management Act* (PUM Act) 2004, and considering appropriate conditions, the Agency will have regard to, but will not be restricted by, the extent to which the general and specific standards of this policy have been met. Assessment of all DCAs takes into consideration the comments/feedback or any further conditions submitted by relevant referral authorities.

4.2 Signs not requiring detailed assessment

While still requiring development consent, the signs listed below do not require detailed assessment and therefore are able to be determined in an expedited manner:

- a) Business identification signage, provided that the development:
 - i. is located on the lot containing the business being identified;
 - ii. does not result in the total display area of business identification signage of greater than 1 square metre on any lot;
 - iii. does not result in more than one business identification sign on the lot;
 - iv. does not exceed the height of any building on the lot or a height of 4 metres, whichever is the lesser;
 - v. is limited to the name of the business or building, the nature of the business, a business logo or contact details;
 - vi. is not internally or externally illuminated, animated or contain any flashing lights;
 - vii. is designed and located so as to not be mistaken for a traffic sign or impede pedestrian or vehicular movement; and
 - viii. is maintained in a neat and tidy manner at all times.
- b) Any sign painted on or affixed to a registered vehicle of any kind;
- c) Window signs fixed to or painted on the glazed area of a window of a building;
- d) An A-frame sign. Only one sign may be displayed per business;
- e) Banners;
- f) Bunting;
- g) Flags or flag signs;
- h) Newspaper posters;
- i) A sign identifying the functions or property of a government department or public authority;
- j) A sign controlling traffic on a public road, water or in the air, provided it is displayed at the direction of a government department or public authority;
- k) A sign at a hospital that gives direction to emergency facilities;
- l) A sign in a road reserve which gives direction or guidance about a tourist attraction, service or facility of interest to road users. The sign must be displayed to the satisfaction of the road authority;
- m) A sign required by statute or regulation, provided it is strictly in accordance with the requirement;
- n) A sign providing advertising on the inside of a showground or a major sports and recreation facility, provided the advertisement cannot be seen from nearby land;
- o) A sign inside a building that cannot generally be seen outside;
- p) A sign with an advertisement area not exceeding 2 square metres concerning construction work on the land. Only one sign may be displayed, it must not be an

animated or internally-illuminated sign and it must be removed when the work is completed;

- q) A sign with an advertisement area not exceeding 5 square metres publicising a local educational, cultural, political, religious, social or recreational event not held for commercial purposes. Only one sign may be displayed on the land, it must not be an animated or internally-illuminated sign. The sign must be removed when the event is finished. The sign must not be displayed in excess of 28 days prior to the event;
- r) A sign publicising a local political event which may include information about a candidate for an election;
- s) A sign publicising a special, non-concurrent event on the land or in the building on which it is displayed, provided the sign is removed when the event is finished. The sign must not be displayed in excess of 28 days prior to the event;
- t) A sign with an advertisement area not exceeding 2 square metres publicising the sale of goods or livestock on the land or in the building on which it is displayed, provided the land or building is not normally used for that purpose. Only one sign may be displayed, it must not be an animated or internally-illuminated sign and it must not be displayed longer than 3 months without a permit; and
- u) A real estate sign with an advertisement area not exceeding 2.5 square metres publicising the sale or letting of the property on which it is displayed. Only one sign may be displayed, it must not be internally or externally illuminated or an animated sign and it must not be displayed longer than 7 days after the sale date.

Independent from the list above; the Agency reserves the right to not approve any signage considered to have the potential to cause offense or impact on the amenity of an area or place.

4.3 Signs requiring detailed assessment

Any type of signage not listed in Section 4.2 above must be subject to a detailed development consent assessment prior to their erection or display. These signage types include, but are not limited to:

- a) billboard signs (including v-shaped billboard signs);
- b) business signs other than those listed in Section 4.2;
- c) freestanding signs;
- d) illuminated signs;
- e) projecting signs;
- f) roof signs;
- g) wall signs; and
- h) any other type of sign not listed in Section 4.2 above.

5 GENERAL DEVELOPMENT STANDARDS

The method used to achieve the standards identified is to provide planning guidelines by way of overarching general standards and specific objectives and performance standards for individual categories of signs.

Note that sign construction and maintenance must be consistent with the National Building Code (1992) in terms of electrical, fire hazards, and other safety concerns. Permanent signs of a significant size or height likely require a building permit by law. It is the responsibility of the proponent to ensure that all appropriate legislative requirements are met.

Before deciding on any application for a sign, in addition to advancing the objectives of the PUM Act 2004 and assessing the application against the specific objectives and performance standards of the individual category of sign, the Agency must consider the following:

- **Design:** the colors, materials and lettering used in the proposed signage must blend in with the existing environment or proposed development to ensure amenity issues are maintained. The Agency will also assess the overall size, form and shape of the sign and whether it complements the surroundings.
- **Local amenity:** the effect of the proposed sign on the amenity of the area including the need to avoid visual disorder or clutter of signage. Signage in areas located adjacent to or opposite residential areas need to be sensitively designed. Socially offensive text or images (e.g. pornographic images, swearing or derogatory language) must not be included in any proposed signage. Appropriate conditions are to be placed on all Development Consents requiring appropriate maintenance of any approved signage.
- **Environmental effects:** the effect of the proposed sign on the existing built and natural environment, including whether it impedes natural airflow or sunlight to an adjacent residential development.
- **Heritage value:** the effect of the proposed sign on any adjacent or nearby objects of scenic, religious, historic, architectural, scientific or cultural interest.
- **Sustainability:** the sustainable use of resources in the construction and illumination of the proposed signage.
- **Safety:** the construction quality and proposed maintenance of the sign in order to limit any danger to people or property (e.g. wind resistance, clearance height). Additionally, proposed signs must not create a safety hazard or potentially distract motorists or pedestrians through the type or level of illumination, colors or form of advertising. Signs must also not obscure a motorist's view of pedestrians and vice versa, or obscure nearby traffic signal facilities.
- **Gender inclusion:** the content of proposed signs must be sensitive to all genders and positive rather than negative connotations must be maintained.
- **Landscaping:** the proposed use of landscaping around the sign to soften its impact and appearance.
- **Main road corridors:** proposed signs located along or adjacent to main road corridors (refer **Map 1** and **Map 2**) must be designed and sited appropriately. These corridors are important national assets and any proposed signage should not negatively impact the local amenity, obscure view corridors or significantly distract motorists.

The Agency reserves the right under Section 63 of the PUM Act 2004 to require an owner or occupier by Order under Section 80, to undertake any work as necessary to remove or minimise any visually offensive signage that is impacting on the amenity of an area or place.

The Agency reserves the right under Section 44 of the PUM Act 2004 to consult with and seek comments from relevant authorities by way of the referral process, where appropriate, in matters related to signage.

No signage shall be erected in national parks and reserves except for information signs to include information pertaining to that particular national park or reserve, unless otherwise required by statute or regulation.

6 SPECIFIC DEVELOPMENT STANDARDS

In addition to meeting the overarching general standards, the provisions of this Policy contain specific standards for each individual category of signage. These standards need to be considered as part of the Development Consent Application (DCA) process. The specific standards are divided into the following categories:

a) Objectives:

An objective describes the desired outcome to be achieved by the completed sign.

b) Performance standards:

A performance standard contains the specific requirements to meet the objective. A performance standard should normally be met. However, if the Agency is satisfied that an application for an alternative design solution meets the objective, the alternative design solution may be considered for approval.

A DCA for a sign:

- Must meet all of the specific objectives relevant to the individual category of sign contained within this Policy.
- Should strive to meet all of the specific performance standards relevant to the individual category of sign contained within this Policy, with any deviation from the performance standard to be justified against the relevant objectives.

6.1 Business Identification Signage

Objectives:

- a) To identify and/or advertise the services and facilities offered by a commercial business or entity.
- b) To convey information about the services, facilities and contact details of a commercial business or entity.
- c) To ensure any business signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement, and visual amenity.
- d) To ensure that signs affixed to any building complements the design style of that building.

Performance Standards:

- a) A business signage should not protrude more than 1m above the eaves of a building.
- b) A business signage should not exceed a maximum coverage of 50% of the premises in conjunction with other advertisements.
- c) Business signage is strongly discouraged from being erected on walls facing residential uses or the entrance to residential streets unless the use is in a residential area and the sign is on the frontage of the site.
- d) Business signage is considered permanent signage and is erected for as long as the applicant so requires.

'A' Frame Structures (Footpath signs):

- a) must not exceed a maximum area of 1.5 square metres (for one side only, the structure can only have a maximum of 2 sides), and a maximum height of 1.0 metre.
- b) must be positioned so that it does not impede pedestrian and traffic flows, as well as accessibility for people with disabilities (including sight-impaired pedestrians).
- c) must only relate to an approved business carried on the property on or adjacent to the proposed sign.

Freestanding Signs:

- a) are strongly discouraged from exceeding a maximum area of 4 square metres.
- b) must have a minimum 2.4 metres clearance from the finished ground level to the bottom edge of the proposed sign, and a maximum height of 6 metres above ground level.
- c) Freestanding signs may require a building permit. It is the responsibility of the proponent to ensure that all appropriate legislative requirements are met.

Under Awning/Projecting Signs:

- a) are strongly discouraged from exceeding a maximum area of 1 square metre, a length of 2 metres and a width of 0.5 metres. There must be a minimum clearance

height of 2.4 metres from the finished ground level to the bottom edge of the proposed sign.

6.2 **Billboard Signs**

Objectives:

- a) To advertise the services and facilities offered by a commercial business or entity on main roads and streets.
- b) To convey information about the services, facilities and contact details of a commercial business or entity.
- c) To ensure any billboard signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement and/or visual amenity.
- d) To restrict the number of advertising signs in each area to avoid visual clutter and loss of amenity.

Performance Standards:

- a) Billboard signs must be erected a minimum of 5 metres from a road sign or traffic control device unless written support for the location of the billboard from the Land Transport Authority is provided.
- b) Billboard signs must be erected a minimum of 10 metres from any road intersection, sharp curves and roundabouts unless written support for the location of the billboard from the Land Transport Authority is provided.
- c) Billboard signs must be set back a minimum of 5 metres from any road boundary unless written support for the location of the billboard from the Land Transport Authority is provided.
- d) A billboard sign must not exceed a maximum area of 18 square metres.

The assessment of a development consent application for a billboard sign must take into account the location and suitability of any proposed billboard and the amenity impact of a sign of that size.

- e) Billboard signs must have a minimum clearance height of 2.4 metres from the finished ground level to the bottom edge of the proposed sign, and a maximum height of 6 metres above ground level.
- f) Unless written support for the location of the billboard from the Land Transport Authority is provided, billboard signs located on land adjoining a main arterial route must be consistent with the following:
 - i. On a 25 mi/h or 40 km/h road a minimum distance of 70 metres should be maintained between signs on either side of the road.
 - ii. On a 35 mi/h/ 60 km/h road a minimum distance of 90 metres should be maintained between groups of signs on either side of the road. Signs may be clustered in groups of three located 1.5 metres apart.
- g) Structural supports must be designed so as to minimise any obstruction to vision and have the lowest impact on visual amenity.
- h) No more than two billboard signs should be located at intersections along main road corridors (refer Map 1 and Map 2).
- i) Billboard signs are strongly discouraged in residential areas **except on residential properties that face main road corridors.**
- j) Billboard signs are strongly discouraged within environmentally sensitive areas **except for Information Signs relating to the environmentally sensitive area.**
- k) Billboard signs are considered permanent and can therefore be displayed for as long as the applicant requires so long as they are maintained to an appropriate standard to the satisfaction of the Agency.

V-shaped Billboard Signs:

- l) V-shaped billboard signs will be assessed as two separate billboard signs for the purpose of measuring its maximum allowable size and permitted number of signs in each location.
- m) The angle of V-shaped billboard signs must not exceed 90 degrees.
- n) Structural supports must be designed so as to minimise any obstruction to vision and have the lowest impact on visual amenity.
- o) The general design and construction of V-shaped billboard signs must be consistent with the performance standards of general billboard signs as per the criteria above.

Please note that all billboard signs likely require a building permit. The building permit process may require engineering reports confirming that the structure will be able to withstand winds typical during a tropical cyclone event. These engineering reports should not be required for the purpose of assessing an application for development consent. It is the responsibility of the proponent to ensure that all appropriate legislative requirements are met.

6.3 Wall Signs

Objectives:

- a) To identify and/or advertise the services and facilities offered by a commercial business or entity.
- b) To convey information about the services, facilities and contact details of a commercial business or entity.
- c) To ensure any wall signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement, and visual amenity.
- d) To ensure that signs affixed to any building complements the design style of that building.

Performance Standards:

- a) A wall sign should not exceed a maximum coverage of 25% of a total wall area or 6 square metres, whichever is the greater.
- b) The maximum thickness of a wall sign must not exceed 0.3 metres.
- c) Any more than one wall sign per tenancy is strongly discouraged.
- d) Wall signs are considered permanent and can therefore be displayed for as long as the applicant requires.
- e) Wall signs are strongly discouraged in areas that are not predominantly used for commercial and/or industrial purposes.
- f) Wall signs are strongly discouraged from being erected on walls facing residential uses or the entrance to residential streets except where the use is an established use in a residential area and the sign is positioned on the front of the main development on the site.

Please note that wall signs and their fixings used to attach the wall sign to any building likely require a building permit. It is the responsibility of the proponent to ensure that all appropriate legislative requirements are met.

6.4 Real Estate Signs

Objectives:

- a) To identify and/or advertise real estate property that is on the market as being offered for lease or for sale.
- b) To ensure any wall signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement, and visual amenity.

Performance Standards:

- a) Real estate signs must be erected only for the purpose of selling or leasing a property currently on the market.
- b) A real estate sign exceeding 2.5 square metres will be strongly discouraged.
- c) Any more than one real estate sign per property will be strongly discouraged, except where the property is on a corner allotment and signs are proposed for each road frontage.
- d) A real estate sign must be erected at or affixed to the property that is the subject of the sign.
- e) A real estate sign must not be affixed to utility poles (telephone lines, electricity power lines) or traffic control devices without written consent from the relevant authorities.
- f) A real estate sign is considered a temporary sign and must not be displayed for more than 7 days after the sale or letting of the property that is being advertised.
- g) The land on which a real estate sign is erected must be returned to its original condition or to an improved state after the sign is removed.

6.5 Illuminated and Animated Signs**Objectives:**

- a) To allow illumination of signage (where appropriate) and advertising of services or facilities after dark.
- b) To provide pedestrian areas with additional visibility at night in a safe manner.
- c) To ensure any illuminated and/or animated signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement and/or visual amenity.
- d) To ensure any illuminated and/or animated signs do not negatively impact on residential properties and/or the local amenity of any area.

Performance Standards:

- a) Illuminated and/or animated signs must be designed and positioned to ensure that they do not adversely affect pedestrian safety and accessibility, traffic safety and movement and/or visual amenity.
- b) Where illumination can be demonstrated to be necessary, consideration of surrounding uses must be given when determining hours of illumination and intensity of lighting. The proposed hours of illumination and intensity of lighting must be provided when submitting a Development Consent Application for the proposed illuminated sign.
- c) Illuminated and/or animated signs are strongly discouraged on residential properties and properties adjacent to residential areas. Illuminated and/or animated signs on residential properties that face main road corridors may be considered at the discretion of the Agency if it can be clearly demonstrated that the intensity and hours of lighting do not impact unreasonably on any residential properties.
- d) Any electrical wiring must be safely concealed and display a warning of the potential electrical hazard.
- e) Illuminated signs are encouraged to be designed to eliminate shadows and promote the safety of public areas and pedestrian footpaths.
- f) Illuminated and/or animated signs are discouraged within environmentally sensitive areas, particularly areas that are close to water sources (including but not limited to wetlands, rivers and the shoreline)

- g) Illuminated and/or animated signs may be either temporary or permanent depending on the nature of the sign.

6.6 Information Signs

Objectives:

- a) To allow objects or places of interest to be identified, or to warn the general public about a specific hazard or danger.
- b) To ensure any information signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement and/or visual amenity.
- c) To ensure information signs serve their main purpose to provide information to the public rather than advertise a commercial business or entity.

Performance Standards:

- a) An information sign should not exceed a maximum area of 2 square metres.
- b) Information signs should have a minimum setback of 3 metres from any road reserve.
- c) Information signs should be located a minimum of 5 metres from a road sign or traffic control device, and a minimum of 10 metres from road intersections.
- d) The name of the sign's sponsor may be included in the signage content but should not cover more than 20% of the information sign.
- e) Information signs are encouraged to have a pylon or billboard structure to ensure structural stability. They should be designed in a manner that allows them to be taken down in the event of a severe storm or cyclone.
- f) Information signs are assessed as permanent signs and may therefore stay erected for as long as the object, place, danger or hazard for which the sign is displayed is in existence.
- g) High standing information signs must not exceed a maximum height of 4 metres and must have a minimum clearance height of 2.4 metres from the finished ground level.
- h) Low standing information signs exceeding a maximum height of 1.5 metres are strongly discouraged. Any information sign exceeding this height will be assessed as a business sign with respect to its size, height, and/or the area it is located in.

6.7 Banners

Objectives:

- a) To allow for the details of a temporary event to be advertised in public.
- b) To ensure any banner signs do not adversely affect pedestrian safety and accessibility, traffic safety and movement, and visual amenity.

Performance Standards:

- a) Temporary placement of banners is permitted on buildings and in public places without development consent approval if it meets the general conditions set out in section 5 of this Policy.
- b) Banners should generally be of a religious, educational, cultural, political, social or recreational nature.
- c) Advertising of a commercial nature should be limited (except in the case of identifying a sponsor's naming rights, which should be limited to 20% of the banner area).
- d) Banners should be made of a sturdy material that will not tear and create a hazard to pedestrians and traffic.

- e) A banner should have a minimum of 2.4 metres clearance above the finished ground level.
- f) Banners located overhead along main road corridors must have a minimum clearance of 4 metres above the finished ground level.
- g) Banners are to be used only as temporary signs and must therefore only be displayed or erected for a limited period of time. It is advisable that they should not be displayed more than 14 days before the date of the event and should be removed within 7 days of the completion of the event. Election signs and banners may be erected up to 6 months prior to the election. Any banners left in place longer than outlined in this standard may be required to be removed under Section 63 of the PUM Act 2004 due to amenity concerns.

6.8 Other Signs

Bunting:

- a) Bunting must meet the general conditions set out in section 5 of this Policy.
- b) Bunting must be placed in a manner that does not negatively impact on pedestrian or traffic safety and movement.
- c) Bunting is only permitted for use at special events, festivals, sales, etc.
- d) Bunting may be placed no earlier than 7 days prior to the event and not exceeding 7 days after the event. Any bunting left in place longer than outlined in this standard may be required to be removed under Section 63 of the PUM Act 2004 due to amenity concerns.

Business Identification Signage on Residential Properties:

- a) Business signs are permitted on residential properties without a detailed assessment being undertaken if they meet the general conditions set out in section 4.2 and section 5 of this Policy.
- b) A limit of 1 business sign may be displayed for each residential allotment without requiring detailed assessment prior to the issue of any development consent. The business sign must be limited to the name of the person, business or building, the nature of the business, a business logo and/or contact details.
- c) The business being advertised must be being conducted from the premises on which the sign is being displayed.
- d) The total area of a business sign on a residential property should not exceed a maximum area of 1 square metre.
- e) The business sign on the residential property must not exceed the height of any building on the lot or a height of 4 metres, whichever is the lesser;
- f) The business sign on the residential property must not be internally or externally illuminated, animated or contain any flashing lights;
- g) The business sign on the residential property must be designed and located so as to not be mistaken for a traffic sign or impede pedestrian or vehicular movement; and
- h) The business sign on the residential property is maintained in a neat and tidy manner at all times.

7. ENFORCEMENT AND REMOVAL

- a) The Agency reserves the right under Section 63 of the PUM Act 2004 to require an owner or occupier by Order under Section 80, to undertake any work as necessary to remove, alter or minimise any signage that is impacting on the amenity of an area or place.

- b) The Agency reserves the right to take action in accordance with Sections 80 and 81 of the PUM Act 2004, together with this Policy to remove signs that are found to be placed without a required Development Consent.
- c) Signs constructed and erected without the appropriate development consent will be required to be removed as soon as practicable. The removal of signs is intended to reduce visual impact caused by a proliferation of signs and reduces the danger of injury and potential liability.
- d) There is no presumption that any existing sign has an approval. All signs being erected will be treated according to this Policy unless the owner of the sign is able to demonstrate that the Agency has previously issued consent for that sign.
- e) In the event of displaying an erected sign without granted consent from the Agency, a notice may be issued to the owner of the signage for removal of the signage with a given period of time to allow for compliance. If no action is taken after the lapse of this period, the Agency reserves the right under Part VIII of the PUM Act 2004 to step in and remove the sign in question and the owner of the land may be fined under Section 84 of the PUM Act 2004.

8 GLOSSARY

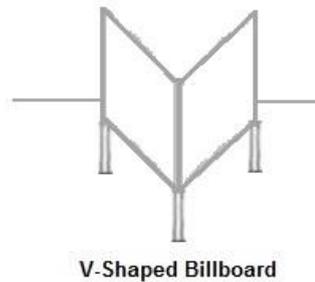
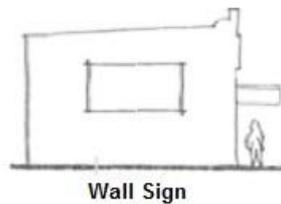
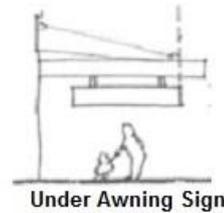
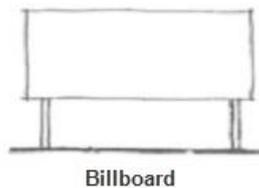
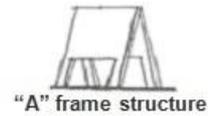
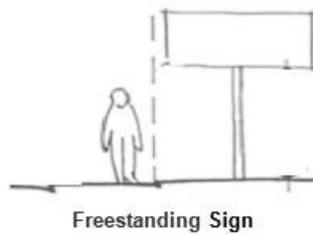


Figure 1: Sign Types

Advertising sign means any form of advertising using words, letters, images, pictures, symbols, objects, or illumination, which is exhibited or displayed on or in a public place or on a building or structure that is in view of a public place, for the attention of the public, and includes any structure or material used to display the advertising.

Animated sign means an advertising sign that is designed to move, flash, change its message, intensity or pattern, or which contains moving parts, whether or not any part of the

sign is also illuminated. Such signs are generally discouraged in Samoa and should be restricted to **commercial areas**.

Arterial route is a main road or highway with many smaller minor branching routes.

Awning sign is an advertisement attached to the underside of an awning (other than the fascia or return end).

Banner means an advertising sign intended for **temporary sign** display made of a light non-rigid material, and which is attached to a building or structure.

Billboard sign means a large commercial advertisement (also known as major promotion signs), of which the content is generally not associated with the use of the land upon which it is located. Billboards are generally freestanding and often illuminated. A billboard is an advertising sign that is:

- (a) self-supporting and not attached to the sides of a building, wall or fascia;
- (b) is fixed to the ground; and
- (c) may be erected on a pole/s or a pylon which is not on or part of a building or other structure.

Bunting is considered to be a **temporary sign**; bunting means devices which are attached to ropes or wires, suspended above the ground and which are designed to draw attention by the nature of its construction, color, movement or noise and includes streamers, pennants (narrow flags) and wind vanes.

Business identification signage means an advertisement on a building or a freestanding sign that indicates the use of premises or nature of goods or services sold or provided from premises at that site.

Business Identification Signage on a Residential Property means a sign to identify a business being undertaken (as above) on land predominantly used for residential purposes.

Commercial area refers to areas predominantly consisting of retail, office, entertainment, tourism and other non-industrial businesses.

Discretionary advertisement means:

- (a) an advertisement that is not visible from outside the site where it is located;
- (b) a **real estate sign**;
- (c) a **temporary sign**;
- (d) a public notice displayed by a public authority;
- (e) advertisements behind the glass line of a shop window; or
- (f) a single **pylon sign** erected on a site lawfully used for the purpose of a tourist facility.

Environmentally sensitive area refers to wetlands/mangroves, parks and reserves' beaches and foreshore areas, and areas with exceptional view lines.

Flag sign means an advertising sign displayed on cloth, canvas or synthetic material, which is hung from a vertical pole. Such signs may be used to advertise an upcoming event and will only be approved for short-term usage.

Freestanding sign means a billboard or pylon sign that is not attached to or supported by another structure.

High standing information sign means a billboard or pylon sign that has a high clearance height (minimum 2.4 metres) and displays information about an object or place of interest.

Illuminated sign means:

- (a) an advertising sign illuminated by internal and/or external lights; or
- (b) an advertising sign composed of light devices that do not flash, change intensity or pattern.

Illumination of signs is generally discouraged in Samoa and will be restricted to the **commercial and industrial areas**.

Industrial area refers to an area predominantly consisting of manufacturing, distribution, storage and other businesses that may potentially negatively affect residential amenity.

Information sign means a sign that informs people about objects or places of interest such as the names of villages, schools or churches; information on directions, areas or sites; and also includes warning signs.

Low standing information sign means a type of **information sign** that has a low or no clearance height.

Main road corridor refers to major road corridors in Samoa. These include: Lefaga Cross Island Road, Alafa'alava Road, Falealili Cross Island Road, Le Mafa Pass Road, Richardson Road, Main East Coast Road, West Coast Road, Beach Road, Vaitele Street, Ififi Street, South Coast Road in Upolu, and Main South Coast Road, Main North Coast Road, Falealupo Road, Vaiaata Road, Tufutafoe Road and Falealupo Road in Savai'i. Refer Map 1 and Map 2 at the end of this Policy.

Projecting sign means an advertising sign attached to and protruding from a building or structure and includes:

- (a) signs attached to and supported below an awning or below a ceiling at the entrance to an internal pedestrian area; and
- (b) signs which extend beyond or above the horizontal walls, roof of the building or structure.

Public place means any place within Samoa that is a road reserve or land that is owned, controlled and/or maintained by the Government of Samoa.

Pylon sign refer to **Billboard sign or Freestanding sign**.

Real estate sign means a 'For Sale' or 'To Let' sign erected at or affixed to the property that is the subject of the sign.

Residential area refers to an area that is predominantly used for residential purposes (with less than 10% commercial/industrial uses).

Residential sign is otherwise known as being **Business Identification Signage on a Residential Property**, where the sign is to identify a business being undertaken on land predominantly used for residential purposes.

Roof sign means a sign erected on or above the roof of a building.

Rural producer sign means a sign erected on land within rural areas, indicating the products grown, reared or produced on the property.

Sign refers to a publicly displayed board or notice inscribed with words, images, logos or other graphics for the purposes of information, advertisement or warning.

Temporary sign means a sign that lasts, exists, serves or is effective for a limited time only and/or which is intended to be displayed for a limited time only including banners and bunting.

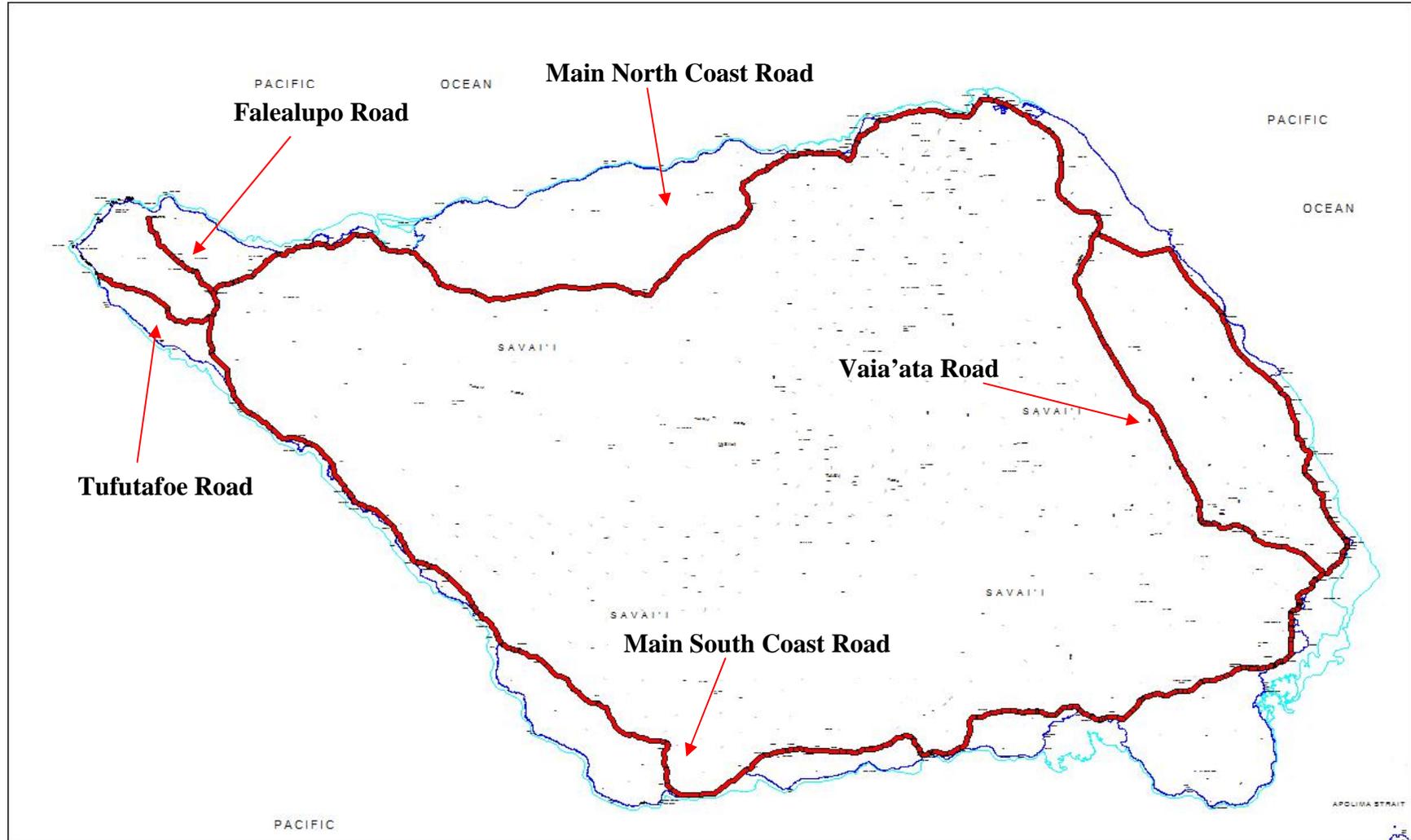
Traffic control device means a traffic control signal or a light, sign, mark, structure or item placed, erected or displayed for the purpose of regulating, warning or guiding traffic, or a device using a word, symbol, colored light or a combination of them by means of which traffic may be controlled or regulated.

V-shaped billboard sign is a type of freestanding **billboard sign** that has a 'V' shape in plan form, with two distinct signage boards.

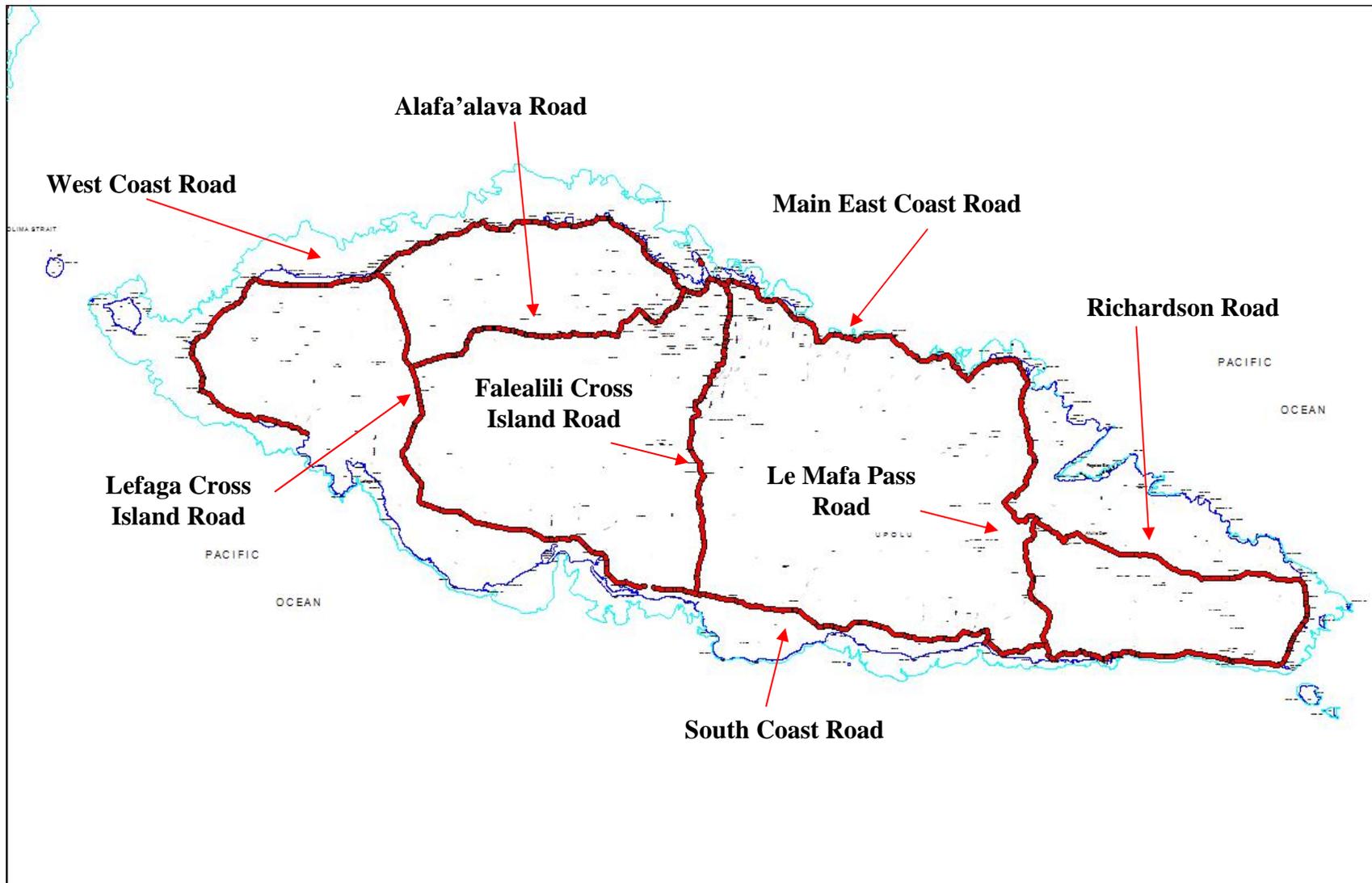
Wall sign (painted or flush) means an advertisement painted (or mounted) onto the wall of a building, including an advertisement affixed as adhesive vinyl or similar material.

APPENDICES:

Map 1: Main Road Corridors in Savaii



Map 2: Main Road Corridors in Upolu



References:

Planning and Urban Management Act, 2004

National Building Code, 1992