



# Local Planning Policy 10 – Directional Signs

AMRShire Planning Policy

25 September 2013

This Policy was adopted by Council to give guidance as to how discretion under a town planning scheme or other regulatory instrument may be exercised. It also serves to help proponents, landowners and the community understand how decisions are likely to be reached.

This is an interim policy until such time as the policy is reviewed in full. Refer to Local Planning Policy 26 – Signage in relation to private signage.

## 1.0 Authority

The purpose of this policy is to provide guidance for the erection of signs on public land. This policy is created under the provisions of Clause 2.2 of Local Planning Scheme No. 1 (the 'Scheme'). Where there is any conflict between the provisions of this Policy and Local Planning Scheme No. 1 the Scheme shall prevail.

## 2.0 Interpretation

The term "sign" is used to include reference to all forms of advertising and signage covered by the Policy. For the purpose of this Policy, the term "Advertisement" has the same meaning as set out in Local Planning Scheme No. 1.

**"Sign"** - includes a notice, flag, mark, structure or device, or part thereof, whether or not words, numbers, expressions or symbols are shown thereon.

**"Tourist Attraction"** - means and includes attractions such as:

- National Parks
- Natural Features
- Commercial tourist attractions
- Wineries that provide tastings and cellar sales
- Historic sites and towns
- Scenic Tourist Drives
- Heritage Trails

**"Tourist Service"** - means and includes services such as:

- Accommodation facilities
- Tourist Information Bays
- Tourist Information Centres
- Service Stations
- Town Centres
- Airports

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**“Sign Permit”** – means an approval granted by the Shire for signage on public land under the provisions of the Local Government Act.

**“Signage Zones”** - are those designated areas identified in Figures 6.1 to 6.12.

**“Private Signage”** – refers to signage on private land.

**“Public/Directional Signage”** – refers to directional signage within a road reserve, a reserve or other public land.

## 3.0 Objectives

1. The general objectives of this policy are:

- (i) to provide guidance with respect to the manner in which current controls over directional signage will be exercised by the Council under Local Planning Scheme No. 1 and the Local Government Act 1995.
- (ii) to ensure that the siting, design and general appearance of directional signs do not detract from the landscape values and visual and rural amenity and character of the rural areas of the Shire;
- (iii) to improve the quality of directional signage and their overall visual impact on the streetscape of roads and streets within the townsites of the Shire;
- (iv) to ensure that directional signs do not detract from the level of safety for drivers, cyclists and pedestrians by obstructing sight lines and distracting road users;
- (v) to coordinate signage on public property including road and reserves;

2. For signs on public property including roads and reserves, the specific objectives of this policy are:

- (i) to define locations, types and design of directional signs that may be installed;
- (ii) to establish visual continuity through a consistent approach to signage throughout the shire;
- (iii) to maintain and enhance the quality and character of directional signage.

## 4.0 Policy

### PUBLIC/DIRECTIONAL SIGNAGE

These categories relate to the provision of directional signage within a road reserve, reserve or other public land. Should a sign not fall within one of these defined categories, a proposed sign shall be assessed against the performance criteria contained in Local Planning Policy 26 – Signage.

#### **Sign S1 – Directional Sign**

A sign within a road reserve comprising the name of an attraction printed in 100mm high white CN lettering on a blue retroreflective background on an extruded aluminium blade 150mm high by 1800mm long with a maximum of 18 characters. Where the road speed is over 80km/hr size is to be increased to 120mm high CN lettering on 200mm high blades. The colour of the background shall be blue for services and brown for tourist attractions.

Signs shall only be located at intersections where a change of direction is required and shall only be located on sealed roads, except where the access to the attraction is on an unsealed road.



### **Sign S2 – Directional Sign , Emergency and Community Facilities**

A sign as per S1 and identifying one of the following locations:

- Hospital
- Police station
- Post office
- Public toilets
- Educational institutions
- Community facilities
- Church

### **Sign S3 – Directional Sign (Symbolic)**

A sign comprising a standard symbol or a precinct name on a 150mm high blade. Only one blade per category shall be erected at any one location and names of businesses will not be included on the blade. Blades may include a number to indicate the number of businesses of that category. The background colour shall be blue for services and brown for tourist attractions.

### **Sign T1 – Information Bay**

Where the number of tourist directional signs requested for an intersection exceeds five for any intersecting road, a mini bay may be constructed. Where this occurs all tourist directional signs shall be relocated to the mini bay. A mini bay shall include advance warning of the intersection, including the intersection configuration, road name and information bay.



### **Sign T2 – Information Bay**

Located at strategic places near main roads, or where a large number of signs may be expected, an information bay shall be maintained capable of accommodating an area map and business name plates.



### **Sign T3 – Information Bay (Business/Townsite Precinct)**

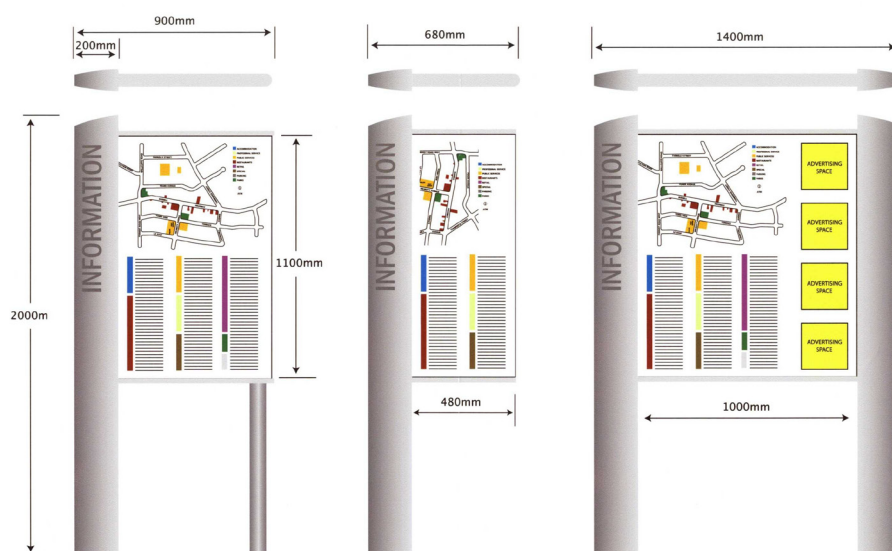
At strategic locations near the entry to a defined business precinct, a pull off bay and sign showing a map of the precinct and businesses within the precinct may be provided.



Figure T3.1 Business/Townsite Precinct Information Bay

### **Sign T4 – Pedestrian Information**

A sign located at strategic locations within the Town Centres to provide directional and other information.



### **Sign U1 - Business Park Sign**

A sign that may be installed in a defined business precinct on the road verge in front of a business displaying the street name and property number. The sign shall be built and installed in accordance with Figure U1.1 and the colour schedule provided in Figure V2.2. and shall be installed in front of a business set back 2m from the road edge.

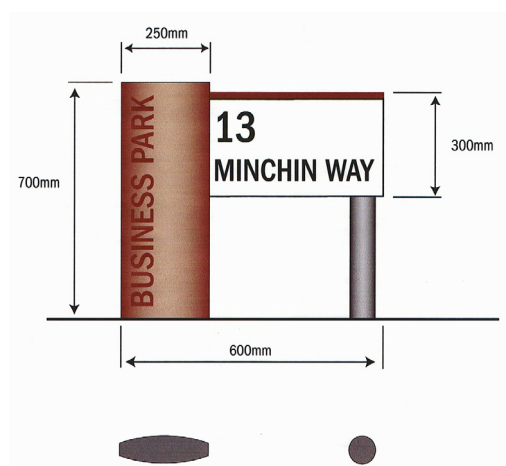


Figure U1.1 Business Park Sign Specifications

### **Sign V1 – Entrance Sign**

A sign on a road comprising the name of an attraction printed in 120mm high white CN lettering on a blue retroreflective background (or brown background for approved tourist attractions) on an extruded aluminium blade 200mm high by 1800mm long, mounted on two white posts approximately 900mm above the ground. In addition to the sign specifications provided, a drop tag maximum 80mm high and 500mm long may be provided with either the words “Closed”, “No Vacancy”, “Open Day to Day, hr to hr” or other approved text.



### **Sign V2 – Entrance Sign**

A sign on a road as specified in Figure V2.1 and the colours as specified in Figure V2.2. In addition to the sign specifications provided, a drop tag maximum 80mm high and 500mm long may be provided with either the words “Closed”, “No Vacancy”, “Open Day to Day, hr to hr” or other approved text.

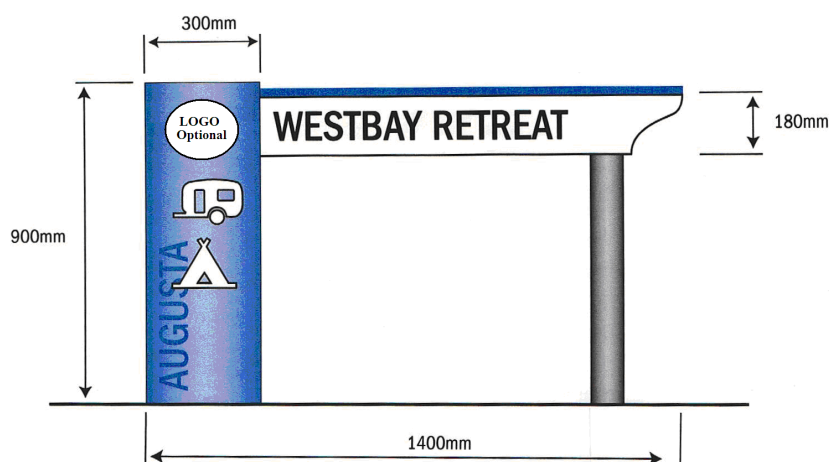


Figure V2.1 – Entrance Sign W2 Specifications

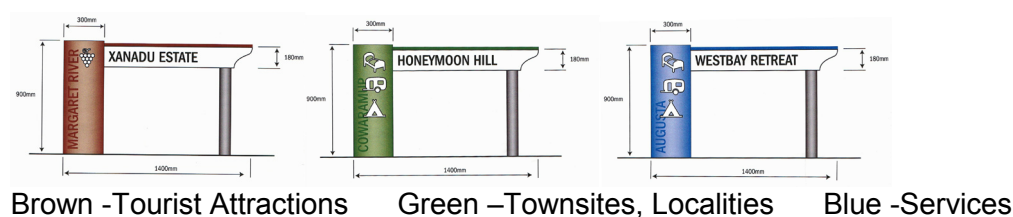
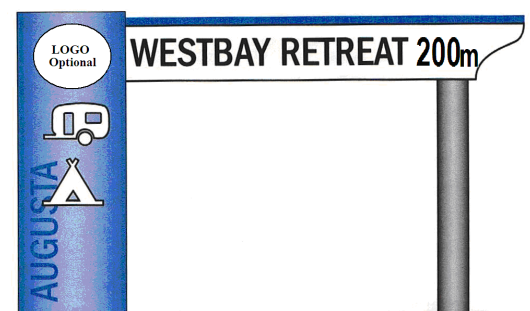


Figure V2.2 – Signage Colour Code

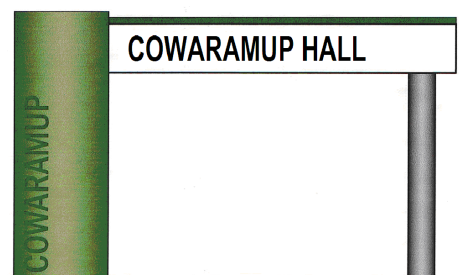
### **Sign V3 – Entrance Advance Warning Sign**

A sign on a road with a speed limit 80km/hr or greater in advance of an entrance consistent with specifications for sign W1 or W2 with the distance ahead added to the sign text. Where an entrance sign is installed, the entrance advance warning sign shall be of the same specification and colour as the entrance sign. I.e a blue blade sign shall not be used together with an entrance sign W2 style. Entrance advance warning signs are to be located in a safe location sufficient to provide appropriate warning, generally around 200m – 400m.



### **Sign W1 – Public Sign, Facilities & Attractions**

A sign used to display a name for facilities including parks, libraries, car parks and other facilities or attractions.



### **Sign W2 – Public Sign, Street Name**

Street names sign shall be in Black DN lettering on a white retroflective background in accordance with AS1742. The size of signs and lettering shall be:

Below 70km/h speed limit: 150mm Blade with 100mm DN legend

70km/h and above: 200mm Blade with 120mm DN legend

The Shire logo may be included on the sign. Where included, the logo shall be to the left of the street name as per Figure W2.1



Figure W2.1 – Shire Logo for use on Street Name Signs

Decorative brackets will not be permitted. Different colour schemes for subdivision areas will not be considered. Powder coated posts coloured charcoal will be acceptable on the condition that the applicant provides one spare post per four posts installed.

As an alternative to mounting street signs on a post, council will consider a street sign mounted on a decorative wall where the wall:

- Is of a durable material, with an anti graffiti coating;
- Does not impede sight lines for traffic or pedestrians;
- Has a standard sign blade as described above fixed to the wall using tamper proof fasteners of an approved design; and
- Is placed so as not to create a potential traffic hazard.

### **Sign X1 – Caravan Sign**
















A sign consisting of Australian Standard MR-SM-9 (caravan symbol) in conjunction with Australian Standard MR SMAX-s (directional arrow), white symbols on a blue retroreflective background on a 200mm high by 1800mm long extruded aluminium blade.

### **Sign Y1 – Community Event Signs**

Includes banners, signs and displays of a short term, temporary nature advertising community and public events.

## Abbreviations and Symbols

The following standard abbreviations and symbols may be used on signs.

SYMBOL	APPLICATION
	Historic Sites
	Tourist Attraction, meeting WATC guidelines
	Winery
Vase & Brush (white on brown)	Pottery, gallery, arts & crafts
	Information Bay
	Caravan Park
	Hotel, Motel, Guesthouse, Bed & Breakfast
	Refreshments or Cafeteria
	Restaurant or Licensed Restaurant
	Fuel
	Public Telephone
	Public Toilets
	Boat Ramp
	Picnic, Barbeque
	Parking
	Airport



## **Public Signs**

Applications for relevant approvals, consents or licences will be subject to the appropriate fees, as set out in the Councils published schedule of fees.

## **Public Signs – Control Under The Local Government Act 1995**

Signs, in the nature of directional signage, within public places and road reserves are controlled under this Act and the Council will make judgements in each case generally in accordance with this Policy as to whether or not particular signs are justified and should be permitted.

## **Public/Directional Signage**

1. Public/directional signage may be exempt under the provisions of the *Planning and Development Act 2005*. Signs that:
  - (i) are exempt from the need for a sign permit can be anticipated as being acceptable are denoted by “E” in Table 2;
  - (ii) are acceptable but only with a sign permit, are denoted by “P” in Schedule 2;
  - (iii) may be acceptable but permitted only with Council approval is denoted by “C” in Schedule 2; or
  - (iv) prohibited, denoted by “X” in Schedule 2.
2. Signage for which approvals can be anticipated must be fully compliant with the sign definitions including the duration of display, time of display, location, design, size and any other thing specified in the definition to be exempt from a sign licence. Signs that are not fully compliant with the sign definition of an exempt sign may be permitted only with planning approval and a sign licence and will be considered on their merits.
3. No sign installed in compliance with this policy shall contain any text or images that may be considered offensive or discriminatory.
4. Any sign or advertising device not defined by this policy is permissible only with approval from Council.
5. Warning signs, guide signs and regulatory signs in accordance with AS 1742 or required for traffic or other public purposes are exempt from requirements under this policy.

## **PERFORMANCE CRITERIA**

### **Placement of Signs and Other Provisions**

1. Signs requiring Council approval must be placed in accordance with any drawings or details submitted as part of the application for approval to erect and display a sign lodged with Council and any conditions of the licence, permit or the Council approval.
2. Planning approval granted for a particular location relates exclusively to the approved position for the sign and is not transferable to another location.
3. Signs on roads or reserves may be relocated or removed from the road reserve by Council without compensation to the owner at any time.
4. Signs may be relocated/removed for road works, road safety, or visual amenity or where the number of directional signs on a stack exceeds 5 or for any other reason determined by Council.

## Placement of Directional Signage

1. Sign S1 will only be permitted as set out in accordance with the following table:

Placement of Directional Signage

Location of attraction	Maximum number of signs	Location of Signs	Comments
Caves Rd, Bussell Highway or Brockman Highway	Two, with a maximum of one per intersection per business.	At intersections and not greater than 10 km by road from the attraction.	On-site location will be determined by Council in each case. Where signage at intersections exceeds a total of five signs, Council may remove any directional sign or relocate signs to an information bay.
Other Roads	Maximum of one sign per intersection per business and the minimum number of signs required to provide a signposted route from the nearest Main Road. Attractions located a similar distance from two main roads, may provide two sign posted routes.	At intersections and not greater than 10km by road from the attraction.	Where signage at intersections exceeds a total of five signs, Council may remove any directional sign or relocate signs to an information bay.

2. Attractions with tourist attraction or tourist service directional signs S1 or Entrance sign V1, V2 or V3 advance warning, shall be open to the public weekends and three other days of the week including public holidays. Where attractions or services are not open to the public minimum periods, directional signage S1 and Entrance sign V3 shall be removed. Council does not accept temporary covers to be placed over directional signs when an attraction is closed. Seasonal businesses may be permitted signage on the basis that signs are removed when the business is not open.
3. Sign T1, T2 and T3 – Council shall determine the location and design of information bay signs.
4. Council may charge a fee for advertising on information bays and for advertising or directional signs within the road reserve including Portable signs, G2 or G3, Banner Signs B2, tourist directional signs S1, Entry signs V1, V2, or V3 and community event signs Y1. Council may from time to time set application fees and licence fees in its register of fees and charges.
5. Where a licence fee applies, Council shall issue each such licensee with a notice requesting payment of a required licence fee and nominating a prescribed period for payment not less than 30 days. Where licence fees have not been paid within the prescribed time, Council may remove and dispose of the sign and recover costs from the licensee. Should the licensee request that the sign be reinstalled, the licensee shall pay any outstanding fees, costs recoverable and a sign application fee prior to the sign being reinstalled.

6. Entrance advance warning sign V3 shall only be provided where there is inadequate stopping sight distance to a driveway or where there are no other tourist directional signs including entrance signs for other attractions within 500m and an entry sign or other name sign is not within clear view, even if stopping sight distance is available. Entrance advance warning sign V3, shall only be permitted in Zone 11 Visual Protection Zone where there is inadequate stopping sight distance and the provision of such a sign will in the opinion of the Infrastructure Services improve road safety.
7. Tourist directional signs and entrance signs will not be approved where there is already advertising signage visible within a reasonable sight distance from the road adjacent to the proposed sign.
8. Installation of signage within the road reserve shall only be carried out by an approved signage contractor. Due to safety and liability requirements and to ensure signage standards are maintained, installation of signage by non approved contractors within the road reserve is prohibited. Drop tags of an approved design, matching the colour of the sign blade, may be installed and removed by the business owner on entrance signs.

### Order of Signs

Sign blades shall be placed in a single stack with:

road name at the top (black lettering on a white background);

- (i) location names second (white lettering on green background);
- (ii) tourist attractions third (white lettering on brown background) and
- (iii) services fourth (white lettering on blue background).

Within these groups of sign blades, blades shall be placed in order from the closest attraction to the furthest attraction.

### Signs on Road Reserves

1. All non compliant signs on road reserves under this policy may be removed and disposed by Council and the costs recoverable against the owner. Council may remove a non compliant sign from the road reserve without notice.
2. Council may only recover costs for removal and disposal of non compliant signage where 14 days notice requesting removal of the sign has been provided in writing.

### Sign Liability

1. Council takes no responsibility for any damage to, theft of or claims arising from a private sign, directional sign or entrance sign on the road reserve.
2. Where a tourist directional sign or entrance sign is damaged beyond repair, Council may remove the damaged sign and replacement of the sign will be at the applicant's cost.

Responsible Department:	Sustainable Development
Adopted for Advertising	24 November 2010
Adopted by Council	9 February 2011
Policy Reviewed/Advertised	24 August 2011
Adopted by Council	26 October 2011
Adopted for Advertising:	24 July 2013 (decision OM1307/6)
Adopted by Council:	25 September 2013 (decision OM1309/23)

## Public/Directional Signs

	Zone 1 M/R CBD	Zone 2 M/R Commercial	Zone 3 M/R Business Park	Zone 4 Residential	Zone 5 Rural Residential	Zone 6 Augusta CBD	Zone 7 Augusta Business Park	Zone 8 Witchcliffe Town Centre	Zone 9 Cowaramup Town Centre	Zone 10 Village Centres	Zone 11 Visual Protection Areas	Zone 12 Rural
S1 Directional Sign	X	X	X	P	P	X	X	P	P	P	P	P
S2 Directional Sign	P	P	P	P	P	P	P	P	P	P	P	P
S3 Directional Sign	P	P	P	P	P	P	P	P	P	P	P	P
T1 Info Bay	P	P	P	P	P	P	P	P	P	P	P	P
T2 Info Bay	P	P	P	P	P	P	P	P	P	P	P	P
T3 Precinct Info Bay	P	P	P	P	P	P	P	P	P	P	P	P
T4 Ped Info Bay	P	P	P	P	P	P	P	P	P	P	P	P
U1 Business Park	X	X	P	X	X	X	P	X	X	X	X	X
V1 Entrance Sign	X	X	X	X	P	X	X	X	X	X	P	P
V2 Entrance Sign	X	X	X	X	P	X	X	X	X	X	P	P
V3 Entrance Sign	X	X	X	X	P	X	X	X	X	X	P	P
W1 Public Facility	E	E	E	E	E	E	E	E	E	E	E	E
W2 Street Name	E	E	E	E	E	E	E	E	E	E	E	E
X1 Caravan Park (see note 1)	X	P	P	P	P	P	P	P	P	P	P	P
Y1 Community Event	P	P	P	P	P	P	P	P	P	P	P	P

E – Exempt, P – Permit required, C – Council approval, X - Prohibited

Numbers in brackets denote the maximum number of signs permissible for any one enterprise at that location.

Note 1: Caravan Park symbolic signage in the Margaret River CBD can be considered under S3 Directional Signage, Symbolic