

Standard Requirements - Directional Signs



May 2018

1.0 Introduction

Tourist and service directional signs are provided to inform motorists of attractions and facilities available along and in the vicinity of the shires road network. The signs complement primary road navigation systems such as printed and electronic maps. Tourist and business operators can use this basic guidance as an element in their promotional materials. The inclusion of road names, clear directions and useful maps in advertising brochures, websites and promotional displays is a key step towards attracting and guiding motorists to the attractions and services on offer. Reliance should not be primarily on directional signage.

2.0 Purpose

The purpose of this document is to provide guidance for the erection of directional signs on public land. This guideline is created under the provisions of Infrastructure Policy 8 – Signage on Public Roads and Clause 2.2 of Local Planning Scheme No. 1 (the 'Scheme'). Where there is any conflict between the provisions of this guideline and Local Planning Scheme No. 1, the Scheme shall prevail.

1. The general objectives are:
 - (i) to provide guidance with respect to the manner in which current controls over directional signage will be exercised by the Shire 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, visual and rural amenity and general 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 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 relating to this guideline 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.

This guideline refers to and acts in accordance with Main Roads Western Australia Tourist and Service Signs Policy and Application Guidelines.

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3.0 Guideline Application

3.1 Eligibility

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.

Signage applications will be assessed on Main Roads application criteria. Facilities which may qualify for signage may include:

Tourist Attraction Signs – white on brown background

- National Parks
- Natural features, caves
- Commercial tourist attractions;
- Wineries catering for tourists – tastings and cellar door sales;
- Historical sites/buildings/towns;
- Scenic lookouts; and
- Aboriginal and Cultural Heritage.

Tourism Service Signs - white on blue background

- Accommodation facilities;
- Caravan/camping grounds;
- Tourist information bays;
- Cafes/restaurants outside built up areas;

Community/Public Facilities – white on blue background

- Emergency Facilities (Hospitals, ambulance, police, fire brigade, SES)
- Community Facilities (public toilets, bus stations, sports grounds, libraries, shire buildings, boat ramps, parking areas, airstrips)
- Churches and Religious Institutions.

3.2 Specifics

Directional Sign – located on intersections

A sign within a road reserve comprising the name of an attraction printed in 100mm high white CN lettering on a retroreflective background on an extruded aluminium blade 150mm high by 1800mm long with a maximum of 18 characters. The colour of the background shall be blue for services and brown for approved tourist establishments.

A distance to the point of entry to the establishment is added where the facility is located greater than one kilometre along the road. A street name panel should be added to a stack nameplate sign where applicable. The maximum number of panels on a stack nameplate sign is 5 (excluding street name panel).

3.3 Placement of Signs

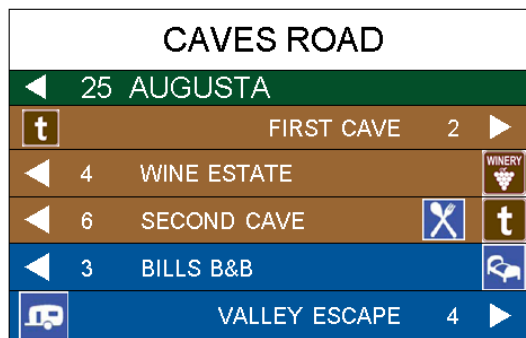
Tourist signs shall only be located at intersections where a change of direction is required and shall only be located on sealed roads, except where the access to the attraction is on an unsealed road.

Location of Attraction/Facility	Compliance
<ul style="list-style-type: none"> Bussell Highway Brockman Highway 	Main Roads controlled roads. No Shire approval required. Application should be made through Main Roads WA.
<ul style="list-style-type: none"> Caves Road 	Main Roads WA in conjunction with the Shire will assess for tourist signing under Tourism Western Australia's 'assessment criteria' for tourist attractions, and that such criteria have been met. See MRWA Policy and Application Guidelines for Tourist and Service Signs in Western Australia.
Other local roads	<p>Maximum of one sign per intersection per business and the minimum number of signs required to provide adequate signposted route from the nearest Main Road.</p> <p>Signs to be located at intersections and not greater than 10km by road from the attraction.</p> <p>Where signage at intersections exceeds a total of five signs, Council may remove any directional sign and replace with Generic or Symbolic signs.</p> <p>Signs should not be provided for establishments that are part of a larger complex, which already display signs.</p> <p>The name of the establishment shall be reduced to its simplest form.</p>
<ul style="list-style-type: none"> Margaret River CBD Margaret River LIA Cowaramup LIA Station Road Precinct 	Directional signage for businesses are not permitted in built up areas due to the large number of condensed businesses.

Sign blades shall be placed in a single stack with:

- (i) road name at the top (black lettering on a white background);
- (ii) location names second (white lettering on green background);
- (iii) tourist attractions third (white lettering on brown background) and
- (iv) 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.



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4.0 Sign Types

4.1 Street Name

Street names to be mounted on single pole. If directional sign is also required signs will be mounted between two white galvanised poles.

Street names sign shall be in Black DN lettering on a white retroflective background in accordance with AS1742.



Decorative brackets will not be permitted. Different colour schemes for subdivision areas will not be considered.

4.2 Directional Sign

Refer to section 3.1 and 3.2



4.3 Entrance Sign

Entrance signs shall be placed at or directly opposite the point of entry to the establishment. Entrance signs are not required where clear and legible on-site signing is in place directed principally at passing motorists, showing the name of the establishment.

In accordance with AS1742 the name of the attraction printed in 120mm high white CN lettering on a blue retroflective background (or brown background for approved tourist attractions), on a 200mm x 1800mm aluminium blade mounted between two white posts approximately 900mm above the ground.



4.4 Entrance Advance Warning Sign

Entrance advance warning signage shall only be provided where there is inadequate stopping sight distance to a driveway on a road with a speed limit 80km/hr or greater where position, intersection or other signs alone are unable to provide adequate advance notice of the point of entry or side road turnoff to the establishment. This is to be determined by Council officers.

If approved by the Shire, entrance advance warning signs are to be located in a safe location sufficient to provide appropriate warning, generally around 200m

4.5 Mini 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 may be relocated to the mini bay.

















Where it is not possible to relocate signs to an Information Mini Bay, a Symbolic Sign may apply. Standard symbols shall represent the type of business and individual business names will not be included on the stack.



5.0 Abbreviations and Symbols

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

SYMBOL	APPLICATION
	Generic Tourist Establishment meeting WATC guidelines
	Winery (Symbol MR-VM-5)
	Aboriginal Cultural Centre/Heritage Site Symbol MR-VM-8
	Information Bay <i>Symbol (MR-SM-30)</i>
	Caravan Park
	Hotel, Motel, Guesthouse, Bed & Breakfast
	Refreshments or Cafeteria
	Restaurant or Licensed Restaurant
	Fuel
	Public Toilets
	Boat Ramp
	Picnic, Barbeque
	Parking
	Airport

6.0 Conditions

- 6.1 The establishment shall have all relevant Government licenses and approvals to operate to the public, including health, planning, adequate public insurance, parking and disabled access.
- 6.2 Signs, in the nature of directional signage, within public places and road reserves are controlled under the Local Government Act 1995 and the Council will make judgements in each case generally in accordance with this Guideline as to whether or not particular signs are justified and should be permitted.
- 6.3 Installation of signage within the road reserve shall only be carried out by Shire staff due to safety and liability requirements and to ensure signage standards are maintained.
- 6.4 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 guideline.
- 6.5 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 Shire officers. Non-compliant signs may be removed without notice and disposed of by the Shire.
- 6.6 The Shire 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.
- 6.7 Where a tourist directional sign or entrance sign is damaged beyond repair, Shire staff may remove the damaged sign and replacement of the sign will be at the applicant's cost.

7.0 Costs

All costs associated with manufacture and installation shall be the responsibility of the applicant. Fees are set out in Council's fees and charges which is reviewed annually. An annual license fee is payable.

Where licence fees have not been paid within the prescribed time, Council may remove and dispose of the sign. 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.

8.0 Related Documents

- Main Roads WA Guidelines – Tourist and Service
- WA Tourism Association
- Local Government Act 1995
- Local Town Planning Scheme 1

VERSION CONTROL:

Related Procedures	
Responsible Directorate	Infrastructure
Prepared by	Bronwyn Granville
Approved by Director/CEO	Director Infrastructure
Last Reviewed	Date: May 2018

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