

Application for Directional Signage



May 2019

Infrastructure Services

TPT/1

Requirements and Procedure

Tourist and service signs are provided to inform motorists of attractions and facilities available along and in the vicinity of the Shires' road network. Tourist and business operators should use this basic guidance system as an important element in their promotional materials. The inclusion of road names, clear directions and useful maps in advertising brochures, websites is a key step towards attracting and guiding motorists to the attractions and services on offer.

Applications for directional sign licences are to be lodged with the Shire's Infrastructure Services Department on the following form. The applicant should indicate desired symbols, wording and sign location/s and meet the criteria listed for directional signage.

Shire staff will assess applications against the Guidelines. Signs and sign locations will be approved based on safety standards, visibility, legibility and aesthetics. Shire staff may amend the application as necessary for compliance and will advise the applicant accordingly.

Main Roads WA approve signage on Bussell Highway, Brockman Highway and Caves Road. All costs associated with the assessment, purchase, installation, maintenance and any replacements due to an accident or malicious damage of Main Roads WA signs shall be agreed between Main Roads WA and the applicant.



All costs associated with the assessment of the application, purchase, installation and maintenance of the sign/s shall be at the applicant's expense and are to be paid prior to the issue of the sign licence. An annual permit fee is applicable to each sign located within the road reserve and is set within the Shire's Fees and Charges. A common anniversary date of 1 July applies to all licence fees.






The Shire reserves the right to decide at what point full replacement will be necessary, such as poor visibility, fading, damage, wear and tear.

Business signage is not permitted within townsite boundaries or Light Industrial Areas of Margaret River or Cowaramup.

APPLICATION FOR DIRECTIONAL SIGNAGE

SYMBOLS

✓	Symbol	Application	Criteria
		Generic Tourist Establishment meeting WATC guidelines.	<ul style="list-style-type: none"> • Can demonstrate that tourism is clearly its core business activity, providing a substantial tourist experience as part of, or in addition to, its normal business. • Has all relevant State and Local Government licenses and approvals to operate as a commercial tourist attraction including health, planning, parking and disabled access facilities. • Is not subject to visitation only by pre-booking or by appointment. • Is open on weekends and three other days of the week including public holidays and open at least between 10am and 4pm. • Opening times and facility clearly displayed at the entrance; • Has a leaflet/brochure and other promotional collateral (websites, advertisements etc); • Has been in operation for at least 3 months; • Has a designated parking area clear of the road and verge; • Is distinctly signed at the property line so that the establishment can easily be identified from the street; • Is clean and well presented at all times, is not subject to visitation only by pre-booking or by appointment; • Has clean and conveniently located toilet facilities; • Has a minimum \$5 million Public Liability Insurance.
		Approved Winery with cellar door sales, meeting WATC guidelines.	<ul style="list-style-type: none"> • Produces its own product on the premises; • Provides a significant value added visitor experience in a setting of high ambience with on-site interpretation of the production process by way of tours or static displays; • Holds all necessary licence permitting production, tastings and door sales; • Provides tastings and door sales in a purpose built facility on the premises; • Is not subject to visitation only by pre-booking or by appointment; • Is open on weekends and three other days of the week including public holidays and open at least between 10am and 4pm. • Opening times and facility clearly displayed at the entrance; • Has a leaflet/brochure and other promotional collateral (websites, advertisements etc); • Has been in operation for at least 3 months; • Has a designated parking area clear of the road and verge; • Is distinctly signed at the property line so that the establishment can easily be identified from the street; • Is clean and well presented at all times, is not subject to visitation only by pre-booking or by appointment; • Has clean and conveniently located toilet facilities; • Has a minimum \$5 million Public Liability Insurance.

✓	Symbol	Application	Criteria
		Caravan Park	<ul style="list-style-type: none"> Is dedicated to providing for the accommodation needs of short term visitors (not for long term residents) The establishment shall offer overnight sleeping accommodation and/or caravan or camping sites, without the need for pre-booking; Is designed and managed as a tourist accommodation facility; Has all relevant State and Local Government licenses and approvals to operate as a tourist accommodation facility including health, planning, parking and disabled access facilities; Has produced a leaflet or brochure describing the business (Please find attached); Is clearly signed at the property line so that the establishment can be easily identified from the road; Is clean and well presented at all times; Has a minimum \$5 million Public Liability Insurance.
		Hotel, Motel, Guesthouse, Bed & Breakfast	
			
		Refreshments or Cafeteria	<ul style="list-style-type: none"> Food and refreshments shall be available to the general public on weekends and at least 4 other days of the week; The 'Restaurant' (MR-SM-5) symbol shall only be displayed where tables and seating are available on the premises for consumption of purchased food and refreshments Meets all statutory and Local Government regulations and planning requirements/approvals
		Restaurant or Licensed Restaurant	

SIGN CHARGES

Application and Installation Fee will be charged as per Council's Fees and Charges. A quote will be provided for confirmation by the applicant prior to ordering.

SIGN LOCATION

If required, please sketch on a separate page, a simple single line diagram of the roads in your vicinity to indicate where you would prefer to have signs erected.

ENQUIRIES and APPLICATION FORMS to:

Executive Assistant Infrastructure Services

Shire of Augusta Margaret River

Ph 97805255

amrshire@amrshire.wa.gov.au

I confirm the information provided is true and correct.

Applicants Signature: _____ **Date:** _____

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