

**DIRECTIONAL, SERVICE AND TOURISM SIGNAGE POLICY**

<b>DIVISION</b>	<b>BUSINESS UNIT</b>	<b>RESPONSIBILITY AREA</b>
Works and Services	Infrastructure	Road Signage

**OBJECTIVE**

To ensure the provision of directional, service and tourism signage, is effectively integrated into the urban and rural landscape and the amenity of the locality is maintained and protected.

**POLICY**

**1. INTRODUCTION**

- 1.1 The Council is concerned at the proliferation of directional signs for service and tourism activities being used as an advertising medium. Advertising and providing direction to businesses should be through the Visitor Centre and commercial advertising mediums.
- 1.2 A reduction and limiting of the proliferation of road signs can preserve or enhance the aesthetic values of the landscape and environment. The use of Australian Standards and internationally recognised symbols on signs wherever possible can ensure simple, concise and consistent messages are conveyed to motorists and travellers.
- 1.3 Directional signs are signs erected in roads or public places to indicate the direction to places, services and tourist destinations within the Shire but do not include signs erected by the Council or the Commissioner of Main Roads.
- 1.4 Directional signs not on a road name sign structure but standing alone will not be supported.
- 1.5 Directional signs are not permitted for home occupation or home business uses.
- 1.6 The Council will maintain and update the Business Information/Tourist Map Structure adjacent to the Visitor Centre.

**2. POLICY CRITERIA**

In considering any application for approval for Service and Tourism directional signage, the Council will have regard to the criteria below before a decision is made.

**2.1 SIGN FORMAT**

- 2.1.1 A 'sign' in this context relates to a rectangular 'fingerboard' sign.
- 2.1.2 The sign hierarchy when mounted as a sign stack is:

1.	Road Name Sign	Dark Green on White (to incorporate Shire logo)
2.	Settlement Sign	White on Green
3.	Service (Community) Directional Sign	White on Blue
4.	Tourism Directional Sign	White on Brown

2.1.3 Permitted directional signs within road reserves, are to be fingerboard signs as follows:

Settlement Sign:	(White on Green) signs that inform the road users of direction and distance to destinations.
Service Sign:	(White on Blue) signs relating to community or not-for-profit facilities or accommodation businesses that are directly related to servicing visitors/tourists and locals.
Tourism Sign:	(White on Brown) signs providing information on businesses, tourist attractions and historic sites.

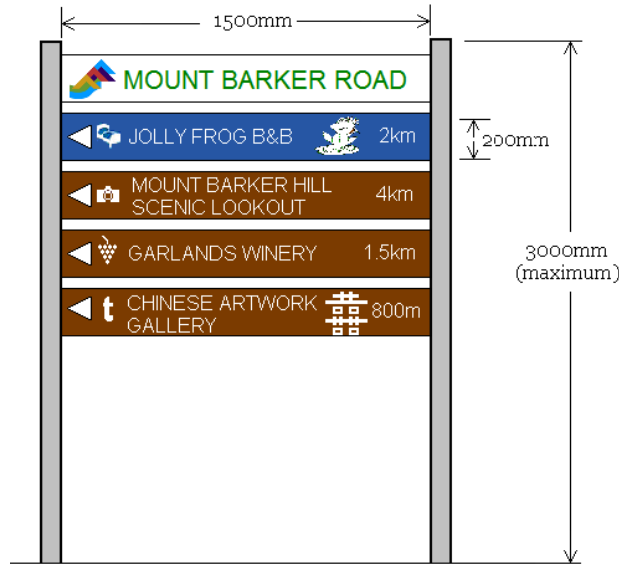
2.1.4 Examples of Directional Signs are:

SETTLEMENT	SERVICE	TOURISM
White on Green	White on Blue	White on Brown
ALBANY 50KM PORONGURUP ROCKY GULLY NARRIKUP KENDENUP TOWN CENTRE	<u>Community Facilities</u> <ul style="list-style-type: none"> <li>Hospital</li> <li>Police Station</li> <li>Religious buildings</li> <li>Halls, civic centres</li> <li>Post Office</li> <li>Sporting &amp; recreational grounds or facilities</li> </ul> <u>Tourist Facilities / Business</u> <ul style="list-style-type: none"> <li>Accommodation (including Caravan Parks &amp; Camping Grounds)</li> <li>Visitor Information Centres</li> </ul>	<ul style="list-style-type: none"> <li>National Parks</li> <li>Historic Buildings, Sites &amp; Towns</li> <li>State or Local Tourist/ Scenic drives</li> <li>Scenic Look-outs</li> <li>Commercial Tourist Attractions (e.g. Wineries with cellar door sales, animal farms etc)</li> </ul>

2.1.5 Where more than one such directional sign is required for a particular street junction, then they shall be incorporated into a sign stack structure which will be erected by the Council to meet the following standards:

- Each individual sign can incorporate the business name/logo/hours of opening and the direction to proceed.
- Each individual sign shall be a maximum width of 200mm and a maximum length of 1500mm. All signs in the one stack will be the same length.
- Located to the satisfaction of the Council to ensure traffic safety.

- The overall structure shall be in the following form:

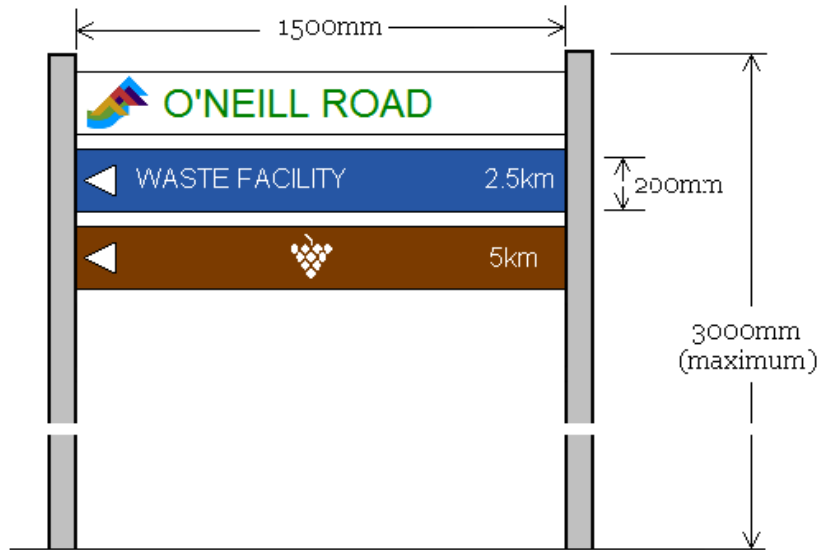


- 2.1.6 Where the sign stack is proposed in the rural districts and the Council feels it appropriate from a traffic safety perspective, a warning direction sign shall be located in advance of the street junction. Such a warning sign shall again be a composite form as follows:



The Council will have the sign prepared and erected.

- 2.1.7 Where Service and Tourism directional fingerboard signs are proposed for Main Roads WA (MRWA) controlled roads (see 3.2), then they are to incorporate generic terms and/or symbols only. Explicit signs specific to a private business or enterprise will not be supported unless MRWA determines otherwise. The overall structure shall be in the following form:



- 2.1.8 The Council will maintain the fingerboard signs for a period of five years by which time a replacement is likely to be required due to deterioration of the signs reflectivity. The replacement will be at the business owners cost for the application fee set in the annual budget at the time.

## 2.2 SIGN STANDARDS AND REQUIREMENTS

- 2.2.1 Settlement, Service and Tourism directional fingerboard signs are to be in accordance with AS 1742.5 (Manual of uniform traffic control devices – Street name and community facility name signs).
- a) All signs are to have distance noted.
  - b) All signs are to be a maximum of 200mm in height and in one of 3 lengths (900mm, 1200mm and a maximum of 1500mm in length). All signs in one sign stack will be the same length.
- 2.2.2 In any one sign stack the maximum number of fingerboards is six, not inclusive of the road name sign(s) at the top. If considered safe by the Manager Works and Services, more than six fingerboards may be allowed.
- 2.2.3 All road names will in due course be mounted on two poles and form the basis of a potential sign stack.
- 2.2.4 Should the Council propose to remove explicit names of businesses, to enable the addition of more businesses within the same and/or another generic group, the Council will advise the affected business owner and will remove the sign and replace it within six weeks of receiving an application for a new sign for that stack.
- 2.2.5 Where the Council considers it appropriate from a traffic safety perspective in rural districts, one position sign may be erected opposite the entrance to a business.

- 2.2.6 No private advertising signs may be erected permanently on public land unless with good cause and in specific circumstances as agreed by the Council.
- 2.2.7 No temporary private advertising signs may be erected on public land without the approval of the Council.
- 2.2.8 All signs within a road reserve are governed by the Council and the Council reserves the right to remove unapproved signs without notice. The Council also reserves the right to modify, relocate or remove signage where necessary with or without notice.
- 2.2.9 The Council will replace stolen, damaged or dangerous signage with or without notice.

### 3. APPLICATIONS

- 3.1 Applications for all Service and Tourism directional signs are required to be lodged with the Council on the appropriate form together with the necessary application fee.
- 3.2 MRWA control specific roads within the Shire (Albany Highway, Muirs Highway, Denmark-Mount Barker Road and Chester Pass Road). All applications for signs on these roads will be referred by the Council to MRWA for comment before a decision is made.
- 3.3 All Tourism related signage will be referred to the Great Southern Regional Manager of Tourism WA to ensure the business meets the minimum essential criteria.
- 3.4 The Council will proceed to have the signs manufactured and installed only after obtaining any comments necessary from referral agencies and approval has been granted on the form.
- 3.5 The Council will maintain all signage within the road reserve.
- 3.6 An annual renewal fee will apply for all Service and Tourism directional fingerboard signs. Where the annual renewal fee has not been paid, the Council will assume the businesses/attractions no longer operate or no longer require the sign(s) and will proceed to remove them.

### 4. IMPLEMENTATION

- 4.1 Existing Service and Tourism directional fingerboard signs in the Shire will be reviewed and those that do not comply with the standards and definitions of this Policy will be removed and replaced at the relevant business owner's cost by compliant signs.
- 4.2 Where the Council is to install a sign stack at a street junction following a request from a business owner(s), all other various fingerboard signs existing at that junction will need to be remade and be incorporated into that new sign stack.

5. ADMINISTRATION:

The Manager Works and Services is responsible for the administration of this policy.

**ADOPTED: 16 DECEMBER 2008**

**LAST REVIEWED: 26 FEBRUARY 2013**