

DOCUMENT TYPE	Policy
TITLE	DIRECTIONAL SIGNAGE
NUMBER:	POL-4008

PURPOSE

To provide road users with clear, consistent and effective roadside information while preventing signage proliferation, protecting road safety, supporting wayfinding and maintaining visual amenity.

~~To provide road users with clear and uniform roadside information, while preventing signage proliferation.~~

~~While the Shire is mindful that effective signage is important for business, emergency services and community purposes, it aims to ensure that any signage is located strategically to maximise effect while minimising visual pollution and providing good amenity.~~

DEFINITIONS

Street Name sign: (white background with black lettering) shows name and the Shire logo.

Tourist sign: (brown background with white lettering) guides travellers to recognised tourist attractions and approved tourist services. Examples are:

- *Tourist features* which are generally of a non-commercial nature and include scenic lookouts, historical markers and geographical features.
- *Tourist attractions* which may (or not) be commercially operated services and include monuments, craft centres and distilleries.

Community Facility sign: (blue background with white lettering) guides visitors and locals to community facilities, typically not-for-profit facilities, and business precincts. Examples are:

- Government facilities (airport, police station, hospital);
- Post Office;
- Recreational grounds or facilities (ovals, boat ramps);
- Educational institutions (school, library);
- Public cultural facilities (gallery, museum);
- Places of public worship;
- Locations of regional significance (parks); and
- ~~Commercial and industrial precincts.~~

Service sign: (blue background with white symbol) uses symbols to guide motorists and road users to roadside stopping places, certain commercial services and community facilities. Examples include although are not limited to rest areas, restaurants and boat ramps.

Precinct Sign: (blue background with white lettering) Identifies a commercial, tourism, industrial or community precinct containing multiple destinations.

Exceptional Wayfinding Sign: (blue background with white lettering) A sign approved only

where justified by road safety requirements or remote wayfinding needs where generic symbols or precinct signage are not sufficient.

~~Business Directional sign: (blue background with white lettering) guides visitors and locals to individual businesses.~~

POLICY STATEMENTS

(1) FORMAT AND LAYOUT

All signs are to be consistent with Australian Standards (AS1742 and AS 1744) plus Main Roads WA standards (Signs Index 1.7 - Tourist Signs) with regard to design and installation specifications.

The Shire logo shall be incorporated on street name signs to the extent that the logo will not cause word or letter narrowing.

Where arranged in a stack arrangement (or "sign stack"), sign blades shall be ordered as:

1. Street Name at the top (white background with black lettering);
2. Tourist (brown background with white lettering);
3. Community Facility (blue background with white lettering);
4. Service (blue background with white symbol); and
5. ~~Business Directional (blue background with white lettering).~~

Within sign stacks ordering precedence shall be from the closest attraction/service/business to the furthest attraction/service/business.

A maximum number of five (5) sign blades under the street name sign shall be permitted in any one location or intersection.

A maximum of two (2) directional signs per business shall be permitted within a township. Directional signs existing on 1 January 2017 shall be permitted to remain.

In the event that a sign stack is full and a new request for signage for a similar service is presented, the Shire may reconfigure the stack by removing the existing signs and erecting a generic symbolic sign.

New applications for signs may be refused at a location whereby the maximum number of sign blades is exceeded.

(2) ELIGIBILITY

Directional signage within road reserves shall prioritise community facilities, emergency services, public infrastructure, tourist attractions, recognised services and precincts.

New business-specific directional signage will not be approved.

(3) EXCEPTIONAL WAYFINDING SIGNAGE

Exceptional Wayfinding Signage may only be approved where a demonstrated safety issue exists or where a destination is located in a remote area and reasonable wayfinding cannot otherwise be achieved.

Any approval shall be limited to a maximum term of five years.

(4) EXISTING BUSINESS DIRECTIONAL SIGNS

Existing business-specific directional signage may remain for a maximum transition period of 24 months from commencement of this policy. Following this period, signage will be removed unless approved as Exceptional Wayfinding Signage. The Shire may remove, relocate, consolidate or replace existing signage where necessary to improve wayfinding, safety, maintenance efficiency or visual amenity.

(5) SIGNAGE AUDIT AND REGISTER

The Shire shall maintain a register of directional signage and undertake periodic audits to identify redundant, non-compliant, excessive or deteriorated signage.

(6) COSTS AND MAINTENANCE

Unless otherwise directed, all approved signage shall be erected and maintained by the Shire at the expense of the applicant.

The Shire reserves the right to remove badly damaged or dangerous signs without notice. In this instance the Shire will endeavour to contact the original applicant to convey that the sign has been removed and advise on the replacement process.

(7) CONSULTATION AND TRANSITION

Affected businesses will be consulted where practical and reasonable transition periods will be provided during signage rationalisation programs.

(8) RELEVANT AUTHORITIES

The consent of Main Roads WA shall be obtained for signage under its control.

(2)(9) JUSTIFICATION

~~The Shire must be satisfied that any proposed directional signage will be practically useful, effective, and not merely an extended form of advertising.~~

Applications for the installation of new or replacement tourist (attraction or service) signs shall be made to the Shire. Assessment will consider the proposal against the National Tourist Signing Eligibility Guidelines.

(3) RELEVANT AUTHORITIES

~~The consent of Main Roads WA is to be obtained for all signage under its control. These roads comprise Victoria Highway, Great Northern Highway and Gibb River Road.~~

(4) COSTS AND MAINTENANCE

~~Unless otherwise directed, all signs are to be erected and maintained by the Shire at the expense of the applicant.~~

~~The Shire reserves the right to remove badly damaged or dangerous signs without notice. In this instance the Shire will endeavour to contact the original applicant to convey that the sign has been removed and advise on the replacement process.~~

EXPLANATORY NOTES

To ensure consistency in design and installation all signs are to be consistent with:

- AS 1742.2 Manual of Uniform Traffic Control Devices. Traffic Control Devices for General Use;
- AS1742.5 Manual of Uniform Traffic Control Devices. Street Names and Community Facility Signs;

- AS1742.6 Manual of Uniform Traffic Control Devices. Service and Tourist Signs for Motorists;
- AS1744 Forms of Letters and Numerals for Road Signs;
- Main Roads WA - Signs Index 1.7 - Tourist Signs; and
- National Tourism Sign Reference Group – National Tourist Signing Eligibility Guidelines.

RISK

~~**Risk:** Failure to comply with legislative requirements leading to damage of reputation and/or financial loss.~~

~~Failure to appropriately manage directional signage may result in road safety risks, visual clutter, increased maintenance liabilities and reputational impacts.~~

~~**Controls:** Review policies and procedures in accordance with review schedule.~~

DOCUMENT AND VERSION CONTROL

Responsible Directorate		Infrastructure	
Responsible Officer		Director Infrastructure	
Statutory References		Local Government Act 1995	
Related Documents		Nil	
Amendment History (Adoption and last 3 amendments)			
Version	Date Issued - Resolution Number	Item #	Description of Change
1.0	20/07/2004 - 6795	11.1.3	Council Adoption
3.0	31/01/2017 – 11598	12.5.3	Review Adopted by Council
4.0	27/10/2020 - 118327	12.5.1	Review Adopted by Council
4.1	22/11/2023 – CEO064	--	Reference Updates as per POL-1014 Policy Management (previously CP-OPS-3655)
5.0			
Date of Next Review		October 2023	