



PO Box 614 Kununurra 6743  
20 Coolibah Drive  
KUNUNURRA

Koolama Street WYNDHAM

T | 9168 4100

F | 9168 1798

E | mail@swek.wa.gov.au

W | www.swek.wa.gov.au

8.00am - 4.00pm MON - FRI

# Application for Directional Signage

Use this form to apply for New and Replacement Directional Signage

An application fee applies to new signage applications refer to [Fees and Charges](#) section of the Shire website for current fee cost.

## 1. APPLICANT

Full name:			
Title/ Position:			
Company Name:			
Trading Name of Business:			
Business address(es):			
Postal address:			
Work phone:		Mobile phone:	
Fax number:		Home phone:	
Email:			

## 2. REQUEST INFORMATION:

Is this a new application or an update to existing signage:	New	/	Update
Business Signage	<input type="checkbox"/>	(Blue with white text Directional Signage)	
Tourism Signage	<input type="checkbox"/>	(Brown with white text Tourism Signage)	
Text to be displayed:			

Note: The Maximum number of characters allowed on directional signage is 19 (including any spaces).

## 3. LOCATION INFORMATION: please provide details of intersecting roads for signage location/s

Location #1: (New location, intersecting street names)	
Location #1: (current location, intersecting street names)	
Location #2: (New location, intersecting street names)	
Location #2: (current location, intersecting street names)	

#### 4. ADDITIONAL INFORMATION

- A maximum of five sign panels may be located at any one intersection excluding road nameplates and other traffic sign panels.
- Where directional signage is approved the applicant shall meet the Shire’s estimated cost of supplying and installing the signs prior to works proceeding and shall meet the cost of repairs and replacement including from accidental damage, vandalism and wear and tear when required by the Shire, failing which the signage may be removed by the Shire.
- Consent for directional signs may be revoked by the Shire at any time and the sign(s) removed, including to facilitate the provision of directional signs to an alternate business, service or facility which the Shire at it’s discretion may determine has a higher priority to occupy the sign site.

#### 5. CERTIFICATION BY APPLICANT

- I have read Council Policy CP/OPS-3657

##### Full Name and Capacity of Person Completing this Application:

Full Name (Print)	
Position Title	

Date        /        /

.....  
Applicant Signature

#### 6. OFFICE USE ONLY

Date Application Received:	/        /	Synergy Record #:	
Signage location/s verified: (Photo attached if required)	Yes / No	Approval Status: (Please circle)	Approved / Not Approved
Date Sign/s ordered:	/        /	Approving officers signature:	
Date Sign/s Invoiced:	/        /	Synergy Record finalised:	
Comments:			



<b>POLICY NO</b>	<b>CP/OPS-3657</b>	
<b>POLICY</b>	<b>Directional Signage</b>	
<b>RESPONSIBLE DIRECTORATE</b>	Infrastructure	
<b>RESPONSIBLE OFFICER</b>	Director Infrastructure	
<b>COUNCIL ADOPTION</b>	Date: 20 July 2004	Resolution No:
<b>REVIEWED/MODIFIED</b>	Date: 23 February 2016	Resolution No: 11264
	Date: 31 January 2017	Resolution No: 31/01/17 - 11598
<b>REVIEW DUE</b>	Date: July 2019	
<b>LEGISLATION</b>	<i>Local Government Act 1995</i>	
<b>RELATED POLICIES</b>	-	
<b>RELATED ORGANISATIONAL DIRECTIVES</b>	-	

### **PURPOSE:**

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.

**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, AS 1744) and 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:

- (i) Street Name at the top (white background with black lettering);
- (ii) Tourist (brown background with white lettering);
- (iii) Community Facility (blue background with white lettering);
- (iv) Service (blue background with white symbol); and
- (v) 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. 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.

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