

DB 3 – Directional Signs Policy

1 Objectives

In defining the objectives of this Policy, it should be noted that directional signs are primarily used by tourist operators, commercial business and community services to attract visitors and passing travellers to their business.

- To maintain a uniform appearance of directional signs to a high standard to ensure the relation of the amenity and appearance of the townsite and district.
- To attempt to ensure that residents and tourists are encouraged to visit local tourist operations, attractions, businesses and community services by means of a suitable network of directional signs.
- To provide an equitable allowance of directional signs per tourist, business or community service operator in order to avoid a proliferation of signs that may reduce the amenity and appearance of the district.
- To recognise that in order to maintain road safety and avoid proliferation of signage that some strategic intersections or locations be restricted in signage.
- To acknowledge that directional signs should not replace the need for suitable tourist brochures containing guide maps and that local tourist operators to be encouraged to distribute such brochures in lieu of additional signage.

2 Policy

2.1 Road Sign Standards

All directional signs to be erected on road reserves must be manufactured and erected in accordance with Main Roads WA Standards, Policy and Codes, and applicable Australian Standard AS1742-5. These are standards for the whole of Western Australia and ensure continuity in road signage and tourist guidance.

2.2 Types of Signs Permitted

Signs at road intersections to be “fingerboard” signs only, unless otherwise approved by the Shire. No “private directional advanced warning” signs will be permitted, apart from those required for safety requirements, unless otherwise approved by the Shire.

2.3 Number of Signs Allowed per Business

The maximum number of signs permitted to be erected on road reserves within the residential area of Bridgetown townsite is three per business. The number of signs outside Bridgetown townsite to be at the discretion of the Shire. All signs to be attached to existing street sign poles if possible.

2.4 Restricted Locations

Directional signs will be permitted to be located at the corner Hampton/Steere Streets intersection only if they are related to significant tourist attractions (note not accommodation outlets or subdivision estates).

A maximum of five directional signs are permitted on any post or corner of an intersection (unless a proper stack board exists). Where a pole or intersection has five or more existing directional signs, including road name or route signage, any applications for the erection of additional directional signs will be refused.

2.5 Costs of Signs

Applicants will be responsible for all costs associated with planning approval, ordering, manufacture, delivery and erection of directional signs. The fees and charges for planning assessment and the manufacture/installation are listed in the Shire's Schedule of Fees & Charges.

The planning application fee is to be paid by the Applicant at the time of application for the directional sign. Upon approval of the sign, the installation fee is to be paid by the Applicant prior to the sign being ordered, manufactured, delivered and erected by the Shire. Should an approved sign exceed the general size, additional fees may be required

2.6 Replacement or Maintenance of Signs

No responsibility will be taken for replacement or maintenance to missing or damaged signs by the Shire. This responsibility rests with the permit holder.

In the event of the standards or specifications (including change of colour scheme in future townscape, heritage or marketing policy) being changed, all existing directional signs will be removed. The costs of replacing these signs in the new specification, standard or colour scheme will be the responsibility of the permit holder.

Planning approval will not be required for the replacement of damaged or lost signs that were previously approved.

3 Applicable Legislation and Documents

Act	<p><i>Local Government Act 1995</i></p> <p>s.2.7(2)(b) – The council is to determine the local government's policies</p> <p>s.6.16 – Imposition of fees and charges</p> <p>s.6.17 – Setting level of fees and charges</p> <p>s.261 <i>Planning and Development Act 2005</i> – Local government fees for planning matters etc., regulations as to</p>
Regulation	<p>r.5 <i>Local Government (Financial Management) Regulations 1996</i> – CEO's duties as to financial management</p> <p>Part 7 and Schedule 2 <i>Planning and Development Regulations 2009</i> – local government planning charges</p>
Local Law	N/A
Shire Policies	N/A
Related Documents	Shire of Bridgetown-Greenbushes Schedule of Fees and Charges
Related Procedure	N/A

4 Administration

Original Adoption Date	17 December 1998
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Last Reviewed	28 April 2022
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