



POLICY NO:-

Infr CP040 – DIRECTIONAL SIGNAGE POLICY FOR FIXED SIGNS WITHIN ROAD RESERVES**GOVERNANCE INFORMATION**

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| Procedure Link: | PR055 | Administrative Policy Link: | NA |
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ADMINISTRATION INFORMATION

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| History | 1 | ENG37 | OCM: | 05/11/14 | Res: | 359/14 | Synopsis | Policy created. |
| Version | 2 | CP040 | OCM: | 09/08/17 | Res: | 211/17 | Synopsis | New Council Policy Document endorsed |
| Version | 3 | | SCM | 26/07/18 | Res: | 251-18 | Synopsis | Reviewed and Adopted by Council |
| Version | 4 | Infr CP040 | SCM | 30/09/20 | Res: | 270-20 | Synopsis | Reviewed and Adopted by Council |
| Version | 5 | Infr CP040 | OCM | 28/09/22 | Res: | 243-22 | Synopsis | Reviewed and Adopted by Council |
| Version | 5 | Infr CP040 | OCM | 23/10/24 | Res: | 275-24 | Synopsis | Reviewed and Adopted by Council |

1. RESPONSIBLE DIRECTORATE

Infrastructure

2. PURPOSE OR OBJECTIVE

This policy has been developed to provide guidance in the approval of directional signage within the Shire and for the implementation of the Ferguson Valley brand to signage within the Shire.

This policy applies to fixed signs within road reserves for the purpose of directing traffic to:

- Community facilities and services;
- Tourist attractions and destinations; and
- Tourism related businesses.

The policy sets guidelines for various types of signage to ensure there is a well-defined and consistent approach to signage in the Shire. The policy aims to reduce the proliferation of signs at many intersections, thus addressing safety concerns, and to provide a user friendly system of signage.

To provide the travelling public (including visitors and tourists) with clear and uniform roadside information that gives directions to recognised community facilities and services, tourist attractions and tourism businesses, while minimising the number of signs and avoiding direct advertising.

To gain an appreciation and recognition of Ferguson Valley as a tourism region of the South West and to promote the Ferguson Valley brand.

3. REFERENCE DOCUMENTS

Local Government Act 1995
Australian Standards AS1742.5 and AS1742.6

4. POLICY

This policy relates only to fixed directional signs within road reserves under the care, control and management of the Shire of Dardanup.

It is noted that the Shire of Dardanup has been authorised by the Commissioner of Main Roads WA to carry out non-regulatory signing works along local roads.

Council delegates its authority to the Chief Executive Officer to approve the erection, removal or modification of any directional signage within any local authority road reserve in the Shire of Dardanup in accordance with this policy.

Where a road that is under the care and control of the Shire of Dardanup intersects a road that is under the care and control of Main Roads WA, signs will be approved by Main Roads WA and installed in accordance with Main Roads WA specifications.

It is noted that businesses do not have an automatic right to directional signage and must address the eligibility criteria to be considered.

Eligibility Criteria

1. To be eligible for consideration for a directional sign, the community facility or service, tourist attraction or tourist service facility must:
 - Be approved by the Shire of Dardanup for the use as indicated on the proposed sign;
 - Be of sufficient interest and importance to the travelling public, as determined by the Shire of Dardanup, with consideration given to the Tourism WA and Main Roads WA guidelines. The Shire of Dardanup may seek the guidance of the Ferguson Valley Marketing Inc.# regarding tourism related businesses.
 - Where the sign is tourism related, meets a majority of the Tourism WA criteria. It should be noted that the Tourism WA criteria shall be used as a guide; however, the requirements may be varied to suit local needs.

(# The Ferguson Valley Marketing Inc. [formerly known as The Ferguson Valley Marketing & Promotions Inc.] is an organisation that was created at the request of Dardanup Shire Council to encourage business operators within the Shire to take ownership of the promotion of the Shire and their businesses independent of Council.)

2. Community facilities and services that may be approved for directional signage may include, but not limited to:

Post offices;

- Emergency service facilities (eg. Police Stations etc);
 - Public health emergency facilities (eg. Hospital, medical centre);
 - Public toilets;
 - Community centres;
 - Significant public educational facilities (eg. Library, schools);
 - Significant public cultural facilities (eg. Gallery, Museum);
 - Significant heritage places/buildings;
 - Places of public worship;
 - Public transport facilities (eg. Train or Bus Stations);
 - Information centres and tourist bureaus;
 - Government services;
 - Shopping centres;
 - Boat ramps;
 - Heavy combination vehicle generators, eg. Mine sites, sale yards, public weighbridge;
 - Waste disposal facilities;
 - Industrial areas/precincts; and
 - Other sites that are considered to be in the public's interest.
3. Tourism related businesses that may be approved for directional signage may include, but not limited to:

Wineries

 - Breweries
 - Accommodation
 - Galleries
 - Cafes
 - Other business operated attractions
 4. The Chief Executive Officer will determine the tourism related business eligibility for a directional sign taking into consideration any advice provided by Ferguson Valley Marketing & Promotions Inc. under the guidelines of Tourism WA.

Sign Styles and Configurations

Signs are to meet AS1742 Parts 5 & 6, AS1744 and Main Roads WA guidelines as to size, colour, lettering, national and international symbols, fixing and installation.

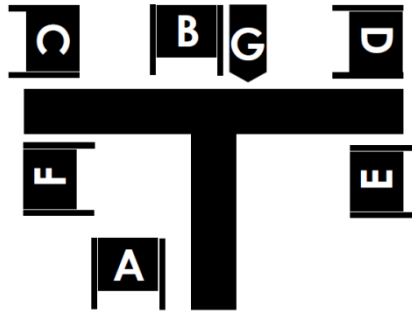
Individual business names or complex names will not be considered as appropriate wording for community facility or service signs.

Individual business names are permitted on tourism related business signs.

The following exceptions to the standards and guidelines apply to directional signage on local authority roads within the Shire of Dardanup:

Fixed Signs and Major Intersection Signs

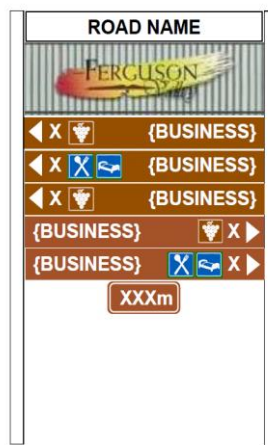
1. A major intersection consists of distributor roads only and no local access roads (refer to the Shire of Dardanup Road Hierarchy Map).
2. Sign stacks shall be used at major intersections.
3. Stacks shall consist of the Ferguson Valley brand generally at the top of the stack.
4. The following layout shall apply to major intersections:



Location A:

- On the approach to an intersection on a terminating road.
- Tourist related business signs to be placed on this sign only.

Sample:

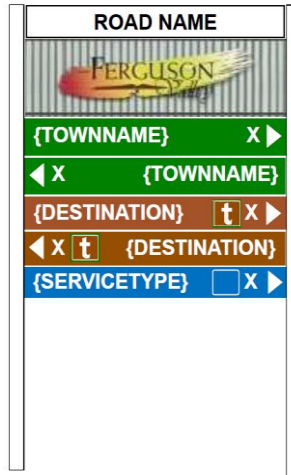


(Note: The design of the Ferguson Valley brand section of sign may vary to that shown here)

Location B:

- At the intersection on a terminating road.
- Destinations and service signs to be placed on this sign only. No tourist related business signs.

Sample:



Location C:

- On the approach to an intersection on a through road.
- Destinations, service and tourist related business signs to be placed on this sign.

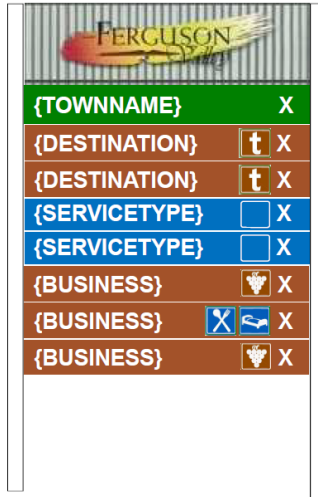
Sample:



Location D:

- This sign is a reassurance sign and serves the purpose of advising the motorist of the destinations on the current route.
- Located following an intersection on a through road.
- Destinations, service and tourist related business signs to be placed on this sign.
- Road name is not required.

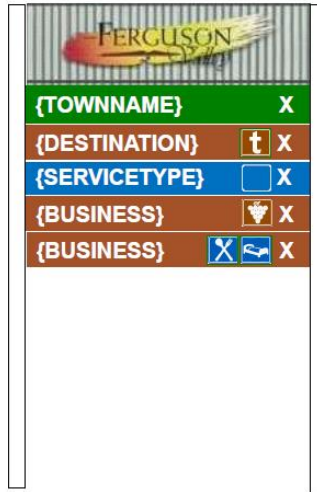
Sample:



Locations E and F:

- These signs are similar to signs at locations C and D respectively.

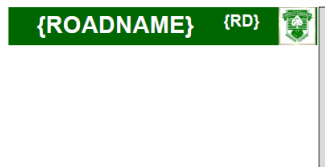
Sample:



Location G:

- Opposite an intersecting road.
- This consists of a road name sign only.

Sample:



5. The total number of directional signs, excluding the Ferguson Valley brand, shall not exceed ten (10) on a stack.

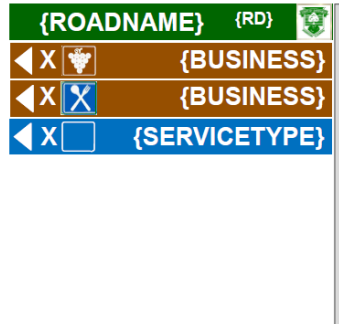
When the number of tourism related business signs exceeds the limit of signs on a stack, individual signs may be replaced by a generic symbolic sign indicating the nature of the attraction(s) or through the installation of extra stack signs prior to the intersection.

6. The positioning of signs on site shall be determined by the Shire of Dardanup.

Fixed Signs at Minor Intersection Signs

1. A minor intersection consists of a local access road intersecting with a distributor road or another local access road (refer to the Shire of Dardanup Road Hierarchy Map).
2. Signs at these intersections will consist of the road name and tourist related businesses and service signs.
3. These sign will not include the Ferguson Valley brand.

Sample:



Advanced Location Warning Signs

1. Advanced location warning signs may be used where attractions are located on distributor roads and are not clearly visible. Location warning signs are to be placed in advance of the attraction to warn motorists of the approaching access. In these cases, a tag stating either “200m on Left” or “200m on Right” shall be added to the location sign. The following generic template is to be used:



Temporary Signage

1. There is to be no use of temporary signage (ie. A-frame or Banner signage) within the road reserve without prior approval.
2. Temporary signs are recommended for use to indicate whether a site is open or closed to the public. Drop-down tags or suitably sized and placed A-frame type temporary signs may be used subject to approval.
3. Approval may be given at the discretion of the CEO for the use of temporary signage for one-off or non-regular community events or festivals. All temporary signage requests shall be assessed in accordance with Shire Policy Infr CP041 Directional Signage Policy for Public Events and Activities – Temporary Signs Within Road Reserves.
4. If unauthorised signage is found within the road reserve the Shire has the authority to remove and dispose of the sign immediately, advising the beneficiary of the sign of this action.

Standard Conditions

1. Prior to any new sign(s) being installed, all unauthorised temporary and/or permanent signs, including those that do not conform to this policy, within any road reserve relating to the attraction or facility are to be removed at the applicant’s expense.

2. The number of sign locations allowed per tourism related business shall be restricted as follows:

| Criteria | Possible Directional Sign Locations To Be Considered |
|--|--|
| Meets Tourism WA Guidelines | All intersections within 12 km travel distance to the destination entry gate |
| Does Not Meet Tourism WA Guidelines | All intersections within 5 km travel distance to the destination entry gate |

Sign locations within the specified travel distances are subject to the conditions outlined in this policy document and are therefore do not have automatic approval for any or all locations within the specified distance.

3. All business signs are to be supplied and installed by the Shire at the cost of the applicant.
4. The responsibility for costs associated with the maintenance of tourism related business directional signs, including replacement if the sign(s) is damaged beyond practical repair (by accident, vandalism or any other cause) or is stolen shall be at the cost of the applicant. All and any maintenance of signs and sign structures is strictly to be carried out only by Council or their respective contractors.
5. The Chief Executive Officer has the authority to remove the sign(s) if the attraction or facility is closed down or if the nature of the attraction or facility changes. Where a sign is removed by the Shire, it will be disposed of by the Shire.
6. Signs are not to be modified in any way without the prior written approval of the Chief Executive Officer .

Fees and Charges

1. The supply and installation of new signs shall be charged to the tourism related business via the Shire's Private Works System. The charge shall recoup all costs incurred including an administration fee.
2. Failure of a business to pay due fees and charges will result in the removal of all directional signs to that business.