

**YONGERGNOW**  
**AUSTRALIAN MALLEEFOWL CENTRE**

DATE: 27.01.15  
RECORD: TT-SC.1  
FILE: 1021513045

PO Box 9  
Ongerup WA 6336

Ph: 08 9828 2325  
Fax: 08 9828 2326

Email: [visitor@yongernow.com.au](mailto:visitor@yongernow.com.au)  
Web: [www.yongernow.com.au](http://www.yongernow.com.au)



Cr Rob Lester  
Jerramungup Shire President  
PO Box 92  
JERRAMUNGUP WA 6337

22nd January 2015

Dear Cr Lester, *Rob*

**RE: SIGNAGE ADJACENT TO HIGHWAYS—Lot 1276 South Coast Hwy, Jerramungup (south side)**

Further to the letter we received from Craig Pursey, Planning Officer, dated 13th January 2015 regarding the recently adopted new policies governing roadside advertising signage.

We would be very grateful if you would give special consideration to our sign located at Lot 1276 South Coast Hwy, Jerramungup (south side), and allow it to remain in place.

There is an outdated photo, on the letter received, showing the sign resting on the ground propped up by its posts. The sign has been repaired and bolted back onto the posts - again looking professional, and of course, we will continue to make on-going repairs as necessary to keep it looking so.

As a not-for-profit, community-run organisation we are totally dependent on visiting tourists, and rely heavily on road signage to bring visitors into the Centre.

Indirectly all visitors attracted to the Centre benefit the local community too.

We earnestly request your favourable attention to this matter.

Yours faithfully,

*Ken* 0427171904

**KEN PECH AM**  
**CHAIRMAN YONGERGNOW BOARD**



# SHIRE OF JERRAMUNGUP

VASEY STREET, JERRAMUNGUP

ALL COMMUNICATIONS TO BE ADDRESSED TO THE CHIEF EXECUTIVE OFFICER  
PO BOX 92 JERRAMUNGUP WA 6337

002 15 13018  
OUR REF: TT.SI.1  
ENQUIRIES: Craig Pursey, Planning Officer

TELEPHONE: (08) 9837 4070  
FACSIMILE: (08) 9835 1161

13 January 2015

Yongerup Australian Mallee Fowl Centre  
Lot 260 Jaekel St  
Ongerup WA 6336

Dear Sir/Madam,

## RE: SIGNAGE ADJACENT TO HIGHWAYS

The Shire of Jerramungup and Main Roads WA have recently adopted new Policies governing roadside advertising signage. Both the Shire and Main Roads now prohibit roadside signage that is not located adjacent to the business being advertised.

The background to this policy position includes:

- Billboards and other signs located at the entrance to town sites can affect the amenity of a townsite for visitors and locals interrupting the views of the rural landscape;
- Often these signs can end up in a poor state and they reflect badly on the town they are seeking to advertise in;
- Businesses located in town sites are generally found in legible commercial or industrial areas and can be located through the use of adequate signage at their place of business and approved directional signage.
- It is questionable how effective remote signs are in getting people to stop in a town when compared to the generic signage. More often than not tourists are looking for goods and services rather than an individual business and locals know where the business is already. Remote signs allow business to start competing well beyond the town and this can lead to a proliferation of signs.
- The Shire has now upgraded all directional signage throughout Jerramungup and Bremer Bay and is in the process of upgrading the Information Bays. There will be places to advertise within the Information Bay (in a controlled fashion) and this is seen as the most practical way of effectively advertising the location of your business.

The tidy up of all 'remote signs' is seen as another positive step in improving the approaches to our town sites.

Therefore, your sign located at Lot 1276 South Coast Hwy, Jerramungup (south side) is required to be removed within 21 days following the date of this letter. If you do not do so the Shire will remove the signs without further notice. Please note, a

*Jerramungup - Bremer Bay*  
*'A united workforce dedicated to provide quality service for our community'*

number of approvals for signage were issued some time ago, these approvals will be revoked in accordance with 11.2 of Local Planning Scheme No.2.

If you need to discuss this further please contact me on 0458 705 283 or email at [planning@jerramungup.wa.gov.au](mailto:planning@jerramungup.wa.gov.au).

Yours sincerely,



Craig Putsey  
Planning Officer

Shire of Jerramungup  
8 Vasey Street, Jerramungup 6337  
Phone: 9837 4171  
Fax: 9835 1161  
Mobile: 0458 705 283  
Email: [planning@jerramungup.wa.gov.au](mailto:planning@jerramungup.wa.gov.au)  
Web: [www.jerramungup.wa.gov.au](http://www.jerramungup.wa.gov.au)

