Jerramungup Shire Council Policy
Policy Number: OP2

Directional Signage

Objective

To establish a consistent approach to the installation of directional signage without detriment to road safety, amenity or the rural landscape.

Introduction

The primary purpose of directional signage is to assist the community to locate services and facilities. Road directional signage is not intended to be a form of advertising for any particular business or facility.

The Shire will maintain and update the information bays at the entry to the townsites as the appropriate place for commercial advertising.

This policy attempts to balance the need to keep signage in the road reserve to a minimum, while still allowing for the necessary directions to be given to the travelling public.

Signage will be determined at the Local Government's discretion in accordance with this Policy.

Policy

In considering any application for approval for directional signage, the Local Government is to have regard to the criteria below before a decision is made.

Permitted Signs

a) Signage in road reserves will generally be limited to directional signage including street, settlement, tourism and service signs.
b) No private advertising signs may be erected permanently on public land unless with good cause and in specific circumstances as agreed by the Local Government. Advertising signs and detailed public information should be located either on private property immediately adjacent to the business or service being advertised or with a Shire information bay with the prior approval of Local Government.
c) No temporary private advertising signs may be erected on public land without the approval of the Local Government.
d) Stand-alone signs are not generally supported but must be combined with the street name sign.
e) Directional signs are not generally permitted for home occupation, home business or holiday homes.
f) Directional signs will not generally be issued to individual businesses within the Town Centre, Service Commercial or Industry zones (*due to the location of multiple similar services in those zoned areas where the travelling public could expect to locate them).*
g) All signs within a road reserve are governed by the Local Government and the Local Government reserves the right to remove unapproved signs without notice. The Local Government also reserves the right to modify, relocate or remove signage where necessary with or without notice.

Type, Location and Number of Signs

h) Permitted directional signs within road reserves, are to be fingerboard signs as follows:

(i) Settlement Sign: (White on Green) signs that inform the road users of direction and distance to destinations.

(ii) Service Sign: (White on Blue) signs relating to community or not-for-profit facilities or businesses that are directly related to servicing visitors/tourists and locals.

(iii) Tourism Sign: (White on Brown) signs providing information on businesses, tourist attractions and historic sites.

Examples of Directional Signs are:

SETTLEMENT	**SERVICE**	**TOURISM**
White on Green	**White on Blue**	**White on Brown**
BREMER BAY 60KM	Community Facilities	National Parks
JERRAMUNGUP	Health Centre, Chemist	Historic Buildings, Sites & Towns
BOXWOOD	Police Station	State or Local Tourist/ Scenic drives
TOWN CENTRE	Religious buildings	Scenic Lookouts
	Halls, civic centres	Commercial Tourist Attractions (e.g. Wineries with cellar door sales, animal farms etc)
	Post Office	
	Sporting & recreational grounds or facilities	
	Tourist Facilities / Business	
	Accommodation (including Caravan Parks & Camping Grounds)	
	Rural Business	
	Visitor Information Centres	

i) Where more than one such directional sign is required for a particular street junction, then they shall be incorporated into a sign stack structure which will be erected by the Shire.

In any one sign stack the maximum number of fingerboards is five, not inclusive of the road name sign(s) at the top. If considered safe by the Manager of Works, more than five fingerboards may be permitted.

j) Hierarchy of signage in a stack from top to bottom is;

(i) Street name

(ii) Settlement sign

(iii) Service sign (emergency services);

(iv) Service sign (community facilities);

(v) Tourist signage; then

(vi) Service sign (tourist facilities / business)

k) Each individual sign shall be a maximum width of 200mm and a maximum length of 1500mm. All signs in the one stack will be the same length.
l) For any one facility signage is generally permitted at two locations in rural areas and one location in urban areas.

Sign Content

m) Signs must contain a generic description and/or symbols rather than a specific business or trade name.
n) Signs are to clearly indicate the nature of the attraction or service and comply with Australian Standards AS1742 Parts 5 &6, AS1744 and Main Roads WA guidelines with regards to size, colouring, lettering, symbols, fixing and installation.

Applications

o) Applications for all directional signs are required to be lodged with the Local Government on the appropriate form.
p) Main Roads WA (MRWA) control specific roads within the Shire (South Coast Highway, Jerramungup-Gnowangerup Road and Borden-Bremer Bay Road). All applications for signs on these roads require the approval of both the Local Government and MRWA.
q) The Local Government will proceed to have the signs manufactured and installed only after obtaining any comments necessary from referral agencies and approval has been granted on the form.

Implementation

r) Existing directional signs in the Shire will be reviewed and those that do not comply with the standards and definitions of this Policy will be removed and replaced at the relevant business owner's cost by compliant signs.

Maintenance

s) Unless otherwise stated, all signs are to be erected and maintained by the Shire at the expense of the applicant. Local Government will re-affix signs where possible but will not replace stolen or badly damaged signs. Where a sign requires to be replaced, a formal application is required and the relevant fees paid.
t) Local Government reserves the right to remove damaged, badly maintained or dangerous signs without notice.

Fees

u) Applications for all Directional Signs are required to be lodged with the Local Government on the appropriate form together with the necessary application fee.
v) An annual renewal fee will apply for all Directional fingerboard signs. Where the annual renewal fee has not been paid, the Local Government will assume the businesses/attractions no longer operate or no longer require the sign(s) and will remove them.
w) The Local Government will maintain the fingerboard signs for a period of five years by which time a replacement is likely to be required due to deterioration of the signs reflectivity. The replacement will be at the business owners cost for the application fee set in the annual budget at the time.

Street Signs

A standard street sign as determined by the Shire of Jerramungup will be used within the Shire.

Document Control			
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18/12/2013	Adopted	18/12/2013	

Chief Executive Officer
Martin Cuthbert

_____ 26/11/2026