

Public Guidance Signage In Road Reserves

Policy Owner:	Infrastructure Planning
Distribution:	City of Wanneroo Officers
Implementation:	01 May 2001 – W155-05/01
Scheduled Review:	23 September 2003 - Council meeting at TS13-09/03 Minor amendment made to Item 1.4 Council resolution TS09-03/05 Amendment Managers title change, Council resolution IN12-04/07 Two Policy Objectives added, Section 2.1 amended IN12-12/09
Next Review:	01 November 2011

Objective

To provide public guidance signage to assist the public in locating community and commercial services and facilities within the City of Wanneroo (the City) and;

Ensure that advertising signs are consistent with and appropriate to their location and function and;

Prevents visual pollution of advertising signs and avoids dangerous placements to both pedestrians and vehicular traffic.

Statement

Approval to place a public guidance sign within the road reserve requires a written application advising preferred wording with a supporting street plan identifying signage location(s). The City's approval needs to be obtained prior to assessment of supply and/or installation cost or whether a bond is applicable.

Public guidance that require the City's approval prior to installation include:

- Direction Signs (Urban and Rural Areas)
- Tourist Signs
- Temporary Community Advertising Signs
- Service Club Signs
- Land Estate Development Signs
- Industrial Estate Signs

1. General Requirements for Public Guidance Signage

The following general requirements apply for all public guidance signage located in the road reserve applications unless otherwise advised:

- 1.1 The City will undertake routine general maintenance associated with approved permanent signage located within the road reserve but accepts no responsibility for damage and/or public liability claim arising as a result of vandalism, accident or wear and tear. Where signs are deemed by the City to require more than routine general maintenance, then they will be removed and returned to the applicant where known. If unknown, then these signs will be impounded at the City's Ashby Operations Centre Compound.
- 1.2 The City will not undertake routine general maintenance associated with approved temporary signage located within the road reserve and accepts no responsibility for damage and/or public liability claim arising as a result of vandalism, accident or wear and tear. Where signs are deemed by the City to be causing a nuisance or are considered to be a safety hazard then they will be removed and returned to the applicant where known. If unknown, then these signs will be impounded at the City's Ashby Operations Centre Compound.
- 1.3 The City's Ashby Operations Centre Compound Stores Supervisor is empowered to collect an impounding fee on a per sign basis or call on the bond for the return of signs collected by its personnel, or appointed contractor(s), unless approved otherwise. Any signs held in the Ashby Operations Centre Compound for longer than a 30 day period from the time it was collected will be disposed to the tip site.
- 1.4 Public guidance signage to be located along Wanneroo Road requires Main Roads WA (MRWA) approval. Applications will be assessed by the City in the first instance and if approved they will be forwarded to MRWA for consideration. MRWA's decision is final.

2. Specific Requirements for Public Guidance Signage

Specific requirements for the various public guidance signage options follows:

2.1 Direction Signs (Urban Areas)

Subject to approval by the City's Administration, Direction Signs in the urban area will be provided in accordance with the following criteria:

- 2.1.1(a) Public guidance to the location of facilities (generally of a non-commercial nature) such as:
 - Town Halls, Municipal Offices, Civic Centres, Depots and Libraries
 - Rubbish Disposal and Recycling Sites
 - Churches and religious institutions
 - Sporting, recreational grounds and facilities
 - Tertiary education facilities
 - Non-profit Organisations
 - Cultural Institutions/sites
 - Police Stations
 - Post Offices
 - Railway Stations and Coach Stations

Shopping Centres (see clause 2.1.1(b))
Hospitals
Medical Centres, Veterinary Clinics, Dentists

2.1.1(b) Commercial services and facilities, however a sign will not be approved for an establishment that forms part of a larger complex ie: a fingerboard sign will not be approved for a delicatessen with a shopping centre.

2.1.2 Wording is to be “generic” in nature and is to avoid direct advertising of business names with the wording standardised, eg., Shopping Centre, Medical Centre, Child Care Centre etc.

2.1.3 Where commercial business is involved, evidence of planning approval in relation to the business activity being undertaken is to be provided in support of an application.

2.1.4 Direction Signs reflecting a home businesses are not permitted within a residential area (to ensure a high level of amenity).

2.1.5 Up to two Direction Signs may be erected on a single pole identifying a street name. In this respect, the signs will be manufactured to the standard length so that in the long term it is possible to convert from the single pole to a stack sign situation.

2.1.6 Up to five Direction signs may be located at any one location by utilising a two pole sign stack, the street name shall be located above the other signs and there shall be a clearance of at least 150mm between the bottom of the street name plate sign and the top of any other sign.

Due to the limit of five direction signs per intersection, commercial business will have to be considered in order of priority in providing aid or comfort over and above other commercial enterprises eg:

- Medical Centres;
- Dental Surgeries;
- Veterinary Clinic;
- Pharmacies;

2.1.7 Direction Sign wording will be white lettering on blue background. Generally signs placed on arterial roads shall have 200 mm deep finger plates placed at a minimum distance of 100 metres prior to the junction and local roads with 150 mm deep finger plates to be placed at the junction.

2.1.8 Direction signs are to be positioned on the intersection at the entrance to the side road down which the signed premises are located.

2.1.9 Direction Signs on arterial roads shall be limited to one signed route from any arterial road in either direction with such signing restricted to a maximum of two arterial roads.

2.1.10 No Direction Signs are to be erected adjacent to the community and commercial service and/or facility.

Approved Direction Signs in urban areas are supplied and installed by the City at the applicant's cost.

2.2 Direction Signs (Rural Areas)

Subject to approval by the City's Administration, Direction Signs in the rural area will be provided in accordance with the requirements outlined for Direction Signs (Urban Areas) above, with arterial roads considered the important collector roads servicing the rural area.

Approval will be granted for Direction Signs indicating rural produce where the applicant holds a current stall-holder's licence.

Approved Direction Signs in rural areas are supplied and installed by the City at the applicant's cost.

2.3 Tourist Signs

Approval to place Tourist signage within the road reserve will need to comply with the Western Australian Tourism Commission "Essential Criteria" in the first instance. Upon receipt of an application in compliance with the WA Tourism Commissions criteria and supported by the City's endorsement the application is then forwarded to Main Roads WA for their consideration/approval. If approved the cost of the signage is to be borne by the applicant and installation undertaken by Main Roads WA.

2.4 Temporary Community Advertising Signs

Subject to approval by the City's Administration, a maximum of ten Temporary Community Advertising Signs per application of up to 0.5 square metres in area per sign will be permitted for non-profit organisations only for up to a maximum period of six weeks. A bond (refundable if conditions of approval are met) is payable prior to confirmation of approval to cover the cost of removal of the sign(s) by the City where necessary.

Following receipt of the City's formal approval the applicant is responsible for the supply, installation, maintenance and subsequent removal of the approved Temporary Community Advertising Sign(s).

2.5 Service Club Signs

Subject to approval by the City's Administration, Service Club Signs are allowed to be erected in the road reserve adjacent to the facility where the Club meets. A plan depicting the size and style of the sign inclusive of foundation details needs to be provided in support of the application requirements.

The City's approval will require the Club to arrange for supply and delivery of the sign to the City's Ashby Depot Compound and on receipt the City will undertake installation at the Club's cost.

2.6 Land Estate Development Signs

Land Estate Developers are entitled to two Land Estate Development Signs per estate indicating the marketed name of the land release. Generally signs placed on arterial roads shall have 200 mm deep finger plates placed at a minimum distance of 100 metres prior to the junction and local roads with 150 mm deep finger plates to be placed at the junction. Sign colours will consist of a blue background with yellow lettering and be placed on poles identifying a street name or stacks as outlined for Direction Signs (Urban Areas) above.

The signs will be removed by the City on receipt of advice from the applicant that land sales have been completed or after two years following initial installation, whichever occurs first.

Approved Land Estate Development Signs are supplied and installed by the City at the applicant's cost.

2.7 Industrial Estate Signs

Areas zoned as an Industrial Estate are signed as a general area (eg., Wangara Estate, Flynn Drive Industrial Area, etc.) with no further signing permitted. Signage is to conform to the requirements outlined for Direction Signs (Urban Areas) above.

Approved Industrial Estate Signs are supplied and installed by City at no charge to the business enterprises within the Industrial Estate benefiting from that sign.

All signage for new business enterprises within an Industrial Estate is controlled through the development approval process and the City's Signs Local Law 1999.

Subject to approval by the City's Administration, a temporary sign for a new tenant in a multi-unit premises within an Industrial Estate of up to 0.5 square metres in area may be located in the road reserve adjacent to their premises for up to a maximum of three months. A bond is payable prior to confirmation of approval to cover the cost of removal of the sign where necessary. Following receipt of the City's formal approval the applicant is responsible for the supply, installation, maintenance and removal of the approved temporary sign.

Responsibility for Implementation

Manager Asset Management