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**PUBLIC GUIDANCE SIGNAGE IN ROAD RESERVES**

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**Policy Owner:** Director Assets  
**Contact Person:** Manager Asset Planning  
**Date of Approval:** 13 July 2021 (AS02-07/21)

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**POLICY 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.

The purpose of this policy is to provide a uniform and consistent approach to approving public guidance signage in road reserves.

**POLICY OBJECTIVE**

This policy aims to:

- 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;
- Prevent visual pollution of advertising signs and avoid dangerous placements to both pedestrians and vehicular traffic.

**SCOPE**

This policy applies to any requests from the public for public guidance or directional signage in road reserves. Public guidance signs 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

This Policy does not apply to Illuminated Advertising Signs which requires specific planning approval.

**IMPLICATIONS (Strategic, Financial, Human Resources)**

Administration of the public guidance signage approval process, database register and monitoring of installed signage will be carried out with existing resources.

All costs associated with the purchase, erection, maintenance and replacement of the sign shall be borne by the entity or group seeking to have the sign erected.

All permanent signage approved by the City under this Policy are supplied and installed by the City at the applicant's cost. All such signage shall remain the property of the City.

Fees and charges that may be applicable to the installation of public guidance signage will be detailed in the City's Schedule of Fees and Charges.

## **IMPLEMENTATION**

Persons or organisations wishing to seek further information on the implementation of this Policy should refer to the City's Signage Information Sheets which provides guidance on key principles, requirements and the application process for requests for Public Guidance Signage in road reserves:

- Signage - Information Sheet S1 : Signage Introduction; and,
- Signage - Information Sheet S4 : Signs in the Road Reserve.

Once an application for Public Guidance Signage in the road reserve has been approved, and the applicable fees and charges paid, the City will arrange the supply and installation of the agreed 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 Depot 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 Depot Compound.
- 1.3 The approval for public guidance signage, unless approved for a shorter term, is valid for a period of five (5) years. After five years the City shall make contact with the applicant to ascertain if the sign is still relevant and required. If not, or if no response, the sign shall be removed. Applicants will be provided the option to extend the approval for a further period of five years.

- 1.4 The City reserves the right to revoke any prior approval of public guidance signage in the road reserve where such signage is deemed to be contrary to the intent of this policy and from time to time as regulations change. Any signs that are considered non-compliant, unauthorised, unsafe or no longer serving the needs of the public shall be removed. Where applicable, the original applicant of such signs will be notified accordingly.
- 1.5 The City 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 Depot Compound for longer than a two month period from the time it was collected will be disposed to the tip site.
- 1.6 If an applicant requires a sign to be moved due to works in the area (for example a sign was previously directing traffic through a break in the median strip, which no longer exists) then the sign will be moved to the next feasible location.
- 1.7 If the applicant requires a sign to be moved for any other reason they must submit a new application and pay the relevant fees.
- 1.8 Public guidance signage to be located along the following roads requires Main Roads WA (MRWA) approval:
  - Wanneroo Road;
  - Ocean Reef Road;
  - Indian Ocean Drive;
  - Marmion Avenue;
  - Mitchell Freeway;
  - Gnangara Road (between Ocean Reef Road and City of Swan boundary).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.
- 1.9. Replacement of any existing signage will be the subject to the conditions of this policy and will require a new application. Replacement signage will only be approved in accordance with this policy and prior existence of signs does not infer automatic approval of new signage.

## **2. Specific Requirements for Public Guidance Signage**

Specific requirements for the various public guidance signage options follows:

### **2.1 Direction Signs (Urban Areas)**

Approved Direction Signs in urban areas are supplied and installed by the City at the applicant's cost. 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
  - Aged Care Facilities
  - Schools and 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 i.e.: a fingerboard sign will not be approved for a delicatessen within a shopping centre.
- 2.1.2(a) Wording is to be “generic” in nature and is to avoid direct advertising of business names with the wording standardised, e.g., Shopping Centre, Medical Centre, Child Care Centre etc.
- 2.1.2(b) Direction signs for Schools, Churches and Civic Buildings may include the names/denominations so long as the maximum sign length does not exceed 1.2m in accordance with AS 1742.5 Manual of uniform traffic control devices Part 5: Street name and Community Facility Name Signs.
- 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 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 e.g.:

- 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.

## 2.2. Direction Signs (Rural Areas)

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

## 2.3. Tourist Signs

Approval to place Tourist signage within the road reserve will need to comply with the 'Mainroads Policy and Application Guidelines for Tourist and Service Signs'. If approved the cost of the signage is to be borne by the applicant and installation undertaken by Main Roads WA for state controlled roads and the City for local roads.

## 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.

## 2.8. Variable Message Signs

Due to their distracting effect on motorists, the City does not approve the use of Variable Message Signs (VMS) to advertise. The use of VMS is restricted to situations where they are installed on a temporary basis, to advise of roadworks, event detours, traffic delays, community messaging or where they otherwise assist with the safe and efficient movement of traffic. The City will only consider VMS locations that are required as part of an approved Traffic Management Plan.

## **ROLES AND RESPONSIBILITIES**

The Traffic Services Unit will be responsible for administering the application and approvals process, enforcement, publication and compliance of this Policy and the associated Management Procedure including the upkeep of the register of approved signage and their locations.

Asset Maintenance will be responsible for the installation and maintenance of approved public guidance signage.

Asset Maintenance and Community Safety will be responsible for the removal of any signs that are non-compliant, unauthorised, unsafe or no longer serving the needs of the public.

## **DISPUTE RESOLUTION**

All disputes in regard to this policy will be referred to the Director Assets in the first instance. In the event that an agreement cannot be reached, the matter will be submitted to the CEO for a ruling.

## **EVALUATION AND REVIEW PROVISIONS**

The effectiveness of this policy will be assessed through the administration and management of the approvals process by the Traffic Services Unit within the Assets Directorate. This policy is to be reviewed every three years taking into consideration of the opportunities and challenges experienced by the Traffic Services unit in administering this policy.

## **DEFINITIONS**

Nil

## RELEVANT POLICIES/MANAGEMENT PROCEDURES/DOCUMENTS OR DELEGATIONS

- Signs Local Planning Policy (LPP) 4.6
- Signs Local Law 1999
- City of Wanneroo Public Places and Local Government Property local law and Parking Local Law 2015

## REFERENCES

- MRWA Standards and Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves
- Australian Standards AS1742 - AS1742.5 and AS1742.6
- Tourism WA's Tourist Signage Guidelines

## RESPONSIBILITY FOR IMPLEMENTATION

Principal Specialist Traffic Services

Version	Next Review	Record No:
01 May 2001		W155-05/01
23 Sept 2003		TS13-09/03
Mar 2005 : Minor amendment		TS09-03/05
Apr 2007 : Amendment to Manager Title change		IN12-04/07
Dec 2009 : Two Policy Objectives added, Section 2.1 amended		IN12-12/09
9 Apr 2019 : Minor amendments and Manager Title change – reformatted to new policy template	31 Oct 2019	CE05-04/19 19/97166[v1]
April 2021: Changes made following audit of existing public guidance signage within the City.	April 2024	19/97166[v3]