Policy W10 – Road Verge Directional Signs

1. Policy Intention

To standardise the road verge directional signs throughout of the Shire of Murray (Shire).

2. Policy

The Director Infrastructure Services is authorised to determine applications for directional signage in accordance with this policy. Applications which do not conform to the policy are to be referred to the Council for consideration.

The policy attempts to balance the need to keep to a minimum, unnecessary signs which create aesthetic problems, particularly in town sites, while still allowing for the necessary directions to be given to the travelling public. It should be noted that these signs are for direction to a business only and are not to be regarded as advertising signs.

It is acknowledged that a number of directional signs can greatly increase the viability of local businesses. It must also be recognised that large numbers of signs at any town site and rural intersections can reduce road safety, clutter up the landscape and greatly reduce the high-quality aesthetic and natural beauty of this region.

Businesses and tourist attractions are encouraged to make maximum use of Visitor Centres and similar outlets for advertising and giving directions.

For this policy, single businesses shall be those having a separate business registration.

2.1 General

This policy provides information to the public on Council's requirements for the provision of directional signs on Council controlled road verges for businesses, public facilities, such as sports grounds; government offices and institutions. Community signage is to include police, hospital, churches, community facilities, recreation facilities and emergency services.

2.2 Conditions for Signage

2.2.1 Attractions and businesses on land zoned Commercial, Service Industry and Industry in the Town Planning Scheme are not permitted directional signs due to multiple similar services.

2.2.2 In town sites, directional signage for petrol stations, caravan parks and camping grounds will be permitted and are to feature only symbols as per the Australian Standard.

2.2.3 Attractions and businesses not zoned Commercial, Service Industry and Industry in the Town Planning Scheme may have directional signs in accordance with Clause 4.1.1 providing the following criteria are met:

- be a registered business and located within the Shire boundaries;
- open at least one day on weekends and one other day of the week;
- be a member of the local recognised tourist organisation;
- must be a business approved by Council;
- be clean and presentable to attract visitors; and
- keep a record of visitor's numbers.

The attractions and businesses may include, but not be limited to:

- Arts and craft;
- Pottery;
- Galleries;
- Café;
- Restaurant;
- Accommodation;
- Wineries;
- Breweries;
- Attractions of public interest; and
- All other businesses permitted or approved by Council.

2.3 Approvals and Erecting Procedure

2.3.1 The Shire is to be the signage approval authority for Shire roads and jointly with the Main Roads of WA for signs on state roads or highways.

2.3.2 The Shire is to be responsible for the progressive replacement of non-conforming existing signs with new signs.

2.3.3 Each business will be responsible for the cost of any new signs, including installation, ongoing maintenance and standard Shire fees.

2.3.4 The location of the directional signs will be at the discretion and responsibility of the Shire.

2.3.5 The sign remains the property of the business with ongoing maintenance and replacement through theft, vandalism or accident being at their cost.

2.4 Numbers of Signs Allowed Per Business

2.4.1 A maximum of three signs may be allowed for a single business on Council controlled road verges. Signs on Main Roads WA controlled road verges will be included in this number. The Director Infrastructure Services may approve additional signage if considered necessary to assist the travelling public.

2.4.2 Directional signs will only be allowed for signposting from the nearest major roads. Directional signs may not be approved to direct more than 10km along a road if the business is not on that road as per the Tourism Commission Guidelines for Tourism Signs.

2.4.3 Signage stacks can be installed at either end of a loop road; however, businesses on loop roads may only have directional signage on one end of the loop road that is nearest to their business.

2.4.4 Individual businesses may have one advanced warning sign (symbol only plus distance in metres) installed at either approach to their business and at their cost (e.g. bunch of grapes, bed or fork and spoon for symbol). Businesses will need to select one symbol if more than one business type operates from any one location.

2.5 Sign Specifications

2.5.1 All Business Directional Signs shall conform to the following requirements:

- length – 1.8m maximum;
- be single sided on a 200mm high full colour plate and 120CN lettering;

- include a distance to the facility, in whole numbers greater than 1km;
- the name can have a maximum of eighteen characters including spaces and is to include a reference to the business type (ie: Warren Wines, Brendan's B & B, Henries Restaurant, etc). If the sign is to be placed less than 1 kilometre from the business with no distance indicated, a maximum of nineteen characters including spaces is allowed; and
- include an arrow.

No business logo's or symbols to be included on directional sign. See the Shire Record Management System at D17/71860 for sign dimensions and layout.

2.5.2 All directional signs are to have Class 1 white reflectorized lettering and numbers on either a blue, brown or green background.

2.5.3 Service and community directional signs, recreation facilities plus Council controlled parkland directional signs are to have a blue background.

To qualify for a brown background sign, attractions and businesses must be approved by the Tourism Commission in accordance with their guidelines with proof of this approval required upon application.

All destination signs (signs directing to other town sites) are to have a green background.

2.5.4 All signs are to be erected on 76.1mmOD x 4.5mm powder coated galvanised poles of colours as detailed in Shire Record Management System at D17/71858.

2.5.5 Wherever possible Information Bays referred to in clause 2.8.2 below shall be constructed to:

- angle signage towards approaching vehicles for better visibility;
- allow for a turn-around for vehicles for travellers not wishing to continue along that road; and
- include provision for a map.

2.6 Wood Routed Signs

2.6.1 No wood routed signs will be allowed on Council's road verges, unless approved by Council.

2.6.2 Wood routed signs for Department of Biodiversity, Conservation and Attractions facilities may be approved.

2.7 Symbolic Signs

2.7.1 Council will provide a dedicated symbol sign directly under the road name on a sign stack with a maximum of six relevant symbols. No symbols will be allowed on individual directional signs. A business can nominate a maximum of two symbols with either one or both included on the symbol sign. No symbol to be repeated.

2.7.2 Symbol signs on Shire roads are to be 1800mm long and 300mm high flat plate with 200 high, Class 1 white reflectorised symbols on a blue background. Symbol signs on Main Road WA controlled roads are to be 1800 long and 400 high flat plate with 300 high, Class 1 white reflectorised symbols on a blue background. Provide a 10mm white border set in 10mm all round.

2.8 Vertical 'Banks' of Directional Signs (Sign Stacks)

2.8.1 Where a number of directional signs pointing in the same direction are to be erected at the one intersection, then these signs, up to a maximum of seven for town sites and five for rural areas (excluding the road name and symbol sign) will be installed as a vertical stack with the street or road name sign on top followed by the symbol sign.

2.8.2 If more than the number of directional signs allowed in clause 2.8.1 is required at any intersection, the directional signs may be relocated to an information pull off bay in an appropriate position as determined by council officers. Symbol sign and community service signs will still be located at the intersection below the road name. A plate saying "INFO BAY 100M" will be installed on the Sign Stack.

2.8.3 Separate businesses (e.g. café, winery, cidery) on the one location may have separate signage on a sign stack until the limits in 2.8.1 above are reached. A limit of one sign per location will then apply with additional signs for that location being removed. This should extend the life of each sign stack before signs are then relocated to an information bay.

2.8.4 An advanced warning sign will be installed for existing and future Information Bays.

2.8.5 Generally information pull-off bays will only be constructed in town sites at Council's discretion.

2.9 Height and Installation Requirements

2.9.1 Sign stack heights:

The minimum clearance to the bottom sign on a sign stack is to be 1.5 metres, if there are no issues with sight lines, pedestrian movements or vehicle parking. At this height, the area under the sign is to be blocked, thus preventing any form of passage.

If there are concerns with sight lines, pedestrian access or vehicle parking, the minimum clearance to the bottom sign is to be 2.1metres. Minimum heights are to be calculated on a full sign stack as per clause 2.8.1.

2.9.2 Single signs in town sites:

The lowest point on any single sign installed shall not be lower than 2.6m above ground level.

2.9.3 "Mid-block" directional signs will be allowed in rural areas only.

Policy Detail		
Responsible Directorate	Infrastructure Services	
Responsible Department	Engineering	
Responsible Officer	Manager Engineering	
Next Policy Review / Schedule	2026 (3-yearly)	
Council Adoption	**Date / Resolution**	29 May 2008 (OCM08/112)
Amendment Record	**Date / Resolution**	26 July 2012 (OCM12/149)
		30 May 2013 (OCM13/068)
		22 February 2018 (OCM18/008)
		19 December 2019 (OCM19/270)
		23 June 2022 (OCM22/070)