

Guidelines

Roadside Election Signs

Election Signs are a temporarily displayed sign or banner advertising a public-interest message for a declared Local, State or Federal Government election campaign. This guideline applies to roads designated as State roads and beyond the boundaries of, but visible from State Road reserves within Western Australia (WA).

While placement of advertising material is permitted within Main Roads' road reserves once the election is declared, it will be subject to the below conditions.

Election campaign advertising signs must comply with the following conditions for all State roads:

- Signs must be restricted to static, non-illuminated displays.
- Signs must not incorporate reflective or fluorescent materials.
- All advertising material within the road reserve must have a display area less than 4.5 square metres.
- All signs must be freestanding (i.e. not attached to road structures such as traffic sign supports, bridges, bus shelters, lighting/power poles, or trees), and securely installed, and not supported with metal star pickets.
- Signs must not be placed at locations where drivers are required to observe vehicles in adjacent lanes, for example at merge and diverge locations.
- Static signs must not obstruct a road user's view (including pedestrians, cyclists and eRideable users) of adjacent road carriageways, cycleways, and footpaths.
- Static signs must not obstruct pedestrian access along a road verge, even if no formal path is present.
- Signs, including motor vehicles displaying election signage, must not be placed:
 - Within any road reserve where the speed limit of the road is 80 km/h or more.
 - on bridge structures.
 - within 50 metres of a traffic sign, intersection, or roundabout.
 - within roundabouts, traffic islands, or medians.
 - within 100 metres of a roadwork site.
 - with the leading edge of the sign closer than 3.5 metres to the trafficable path of vehicles.
- Trailer mounted Variable Message Signs (VMS) must not be used.
- Signs and supports must be constructed so that they are frangible and will not cause injury or major damage if struck by a vehicle.
- Each sign must be designed to display a whole message. Signs are not permitted if they display segments of a whole message and are designed to be read sequentially in order to comprehend the whole message.
- Vegetation shall not be trimmed or removed to install a sign or improve visibility to any sign.

- Advertising material attached to property lines/boundaries must comply with the above.
- All signage must be removed within 10 days following the election outcome.
- Have neatly set-out and clearly legible legend, with letter heights being not less than 120 mm.
- Have identical displays on each face in cases where double-sided banners are used.
- Comply with all other conditions specified for Election Signage within the Policy and *Application Guidelines for Advertising Signs Within and Beyond State Road Reserves*.

In addition to the above requirements, please be advised that if any advertising sign is deemed to cause a safety risk to road users, Main Roads may remove the sign from that location without notice.

Any advertising material that fails to comply with the above conditions will be removed without notice to the applicant. Assessment of compliance with the above conditions is at the sole discretion of Main Roads.

Further information

For further information please contact Main Roads on 138 138 or via email at enquiries@mainroads.wa.gov.au.