

APPLICATIONS FOR DIRECTIONAL SIGNS WITHIN ROAD RESERVES

Background

It is Council's Policy that it will coordinate a systematic approach for the provision of advertising signs to ensure a better signage standard and control.

There are a number of Australian Standard's that specify where directional signs may be permitted and these will be used in order to determine whether an application for this form of signage may be permitted. The types of businesses and activities that may be allowed directional signage are limited to ensure that the number of direction signs do not become too numerous. This assists in avoiding sign proliferation resulting in visual pollution, ineffective signage and possible traffic problems.

Applications for directional signs will be considered for the following uses:

- Community based facilities such as libraries, public recreational facilities, hospitals and medical facilities.
- Shopping Centres and Commercial/Industrial precincts.
- Public reserves, parks and the like.
- Places of interest, such as historical sites and natural formations.
- Tourist based businesses including large scale accommodation.

Where it is proposed to erect a directional sign within a road reserve that is under the care and control of the Main Roads Western Australia (MRWA), application details will be forwarded to MRWA (Bunbury Office) for assessment and comment prior to an application being approved by Council's Development Services.

The cost of fabrication and erection of each sign will be quoted and included with a letter of approval. The maintenance of the sign is to be at the expense of the applicant including any damage caused by vandalism and the like. If the sign is not maintained to a satisfactory standard or if the nature of the facility changes, Council may require that the sign be removed.

Generally, only one sign per business or activity will be permitted. However up to a maximum of three (3) signs may be considered depending on the location and nature of the property or area that it is serving.

Where a number of businesses or activities occur on a particular property, Council may insist that directional signs be consolidated into the one sign to represent all the interested groups. This practice may be extended to where directional signs already exist and an additional sign or signs are proposed.

The Application

An application for a directional sign shall be made on the attached form and should include the following information:

- Two copies of a location plan indicating the desired position of the proposed sign(s)
- **A fee of \$50 is payable upon application.**

Approval

On written advice of approval of the application, payment is to be submitted to the City in order for the fabrication and erection of the sign(s).