

COUNCIL POLICY

Signage on Road Reserves

- Policy Number:** 7.3
- Policy Subject:** Signage on Road Reserves
- Policy Subject:** Directional, Advisory, Service, Tourism & Advertising Signs on Road Reserves.
Part A – Road/Street Name Plate and Advisory Signs
Part B – Directional Signs
Part C – Advertising Signs within Road Reserves
- Policy Statement:** This policy relates to signs erected within the road reserve.
For all other signs on private property, refer to Shire of Katanning Town Planning Scheme No. 4.
Street signage is a valuable tool for providing information and directional guidance to pedestrian and vehicular traffic. Where it is effectively integrated into the urban and rural landscape it should achieve these aims with minimum impact on local amenity.
No person shall erect, display or maintain a sign or advertising device within the road reserve within the Shire of Katanning without Council approval (refer Part B Directional Signs and Appendix C Application Form).
- Objectives:**
- 1) To ensure that signs on road reserves do not become so various or numerous so as to be unacceptable to residents in the area or to be injurious to the amenity or natural beauty or safety of the area.
 - 2) To provide uniform standards for the installation, location, colour and materials of signs placed on road reserves.
 - 3) To delegate responsibility for approval of sign installation.
- Part A – Road/Street Name Plate and Advisory Signs.
- Council installs and maintains street and road name plate signs with the current shire logo (refer appendix A). Existing old signage will be updated through natural attrition.
 - In order to reduce the proliferation of posts, existing post should be used where possible to mount new signs.
 - In positioning signs regard must be given to the location of existing services, visibility of the sign and sight distances/lines of sight for drivers.
 - When installing or updating street signs, rationalising of existing signs and posts should be considered where possible/practical.
 - When installing signs and posts consideration must be given to reducing the opportunity for vandalism.

Specifications

- Street/Road name plates
Council's standard for all areas shall be 150mm high green letters on white reflective background affixed to 200mm wide aluminium plates.
Name plates are to be dual sided and have Council's logo affixed.
- Advisory Signs
To Main Roads Western Australia and Australian Standards.

Approval

- Approval for the installation of Road/Street Name Plate and Advisory Signs is delegated to the Director of Engineering Services and will generally be implemented via the Work List System.

Part B Directional Signs

- Where a business or activity is decided by Council to be of sufficient interest and importance to the travelling public, then it will allow erection of business or activity signs which indicate the nature of the business or activity that may be located by following the direction indicated by the sign. Examples include; homes for the aged, hospitals, tourist facilities, libraries, medical services, accommodation, fuel.
- Sign requests including business names will not be approved. As detailed above the sign must only include the type/nature of the business activity.
- A maximum of up to 3 finger board signs per business/activity may be approved.
- Fees and charges shall be set through Council's Schedule of Fees and Charges in the yearly budget.

Specifications

Council's standard for all areas shall be 150mm high white letters on blue reflective background affixed to 200mm wide aluminium plates.

Approval

Applications for Directional Signs must be submitted on Directional Signs Application Form (Appendix C).

Council may approve the erection of a sign with or without conditions and for a period to be determined by Council.

As detailed on the Directional Signs Application Form, Council reserves the right to remove any of these signs without notice at any time.

Should the sign fall into disrepair Council may remove the sign (replacement costs would be at cost of the applicant).

Approval for the installation of Directional Signs is delegated to the Director of Engineering Services.

Council will maintain a register of Directional Signs for the Purpose of regularly reviewing their relevance. Signs that are determined to be redundant may be removed and disposed of.

Part C – Advertising Signs Within Road Reserves

Council has been delegated powers under the Main Roads (Control of Advertisements) Regulations 1996 by the Commissioner of Main Roads to approve all Category 2,3 & 4 advertising devices (as defined by Main Roads WA's Guide to the Management of Roadside Advertising. For definitions refer www.mainroads.wa.gov.au/standards/roads

and traffic engineering/traffic management/roadside advertising) on Highways and Main Roads.

This policy allows for category 2,3 & 4 advertising devices to be installed on the Great southern Highway, Kojonup-Pingrup Road, Dumbleyung Road and Warren Road in accordance with Main Roads WA guidelines.

Within these guidelines the Shire of Katanning has approved 25 Category 3 Roadside Advertising Agreements for designated signs positioned on (refer Appendix B):

- Katanning-Dumbleyung Rd
- Warren Rd
- Great Southern Highway
- Kojonup-Katanning-Nyabing Rd

Generally signs advertising the location or presence of business or commercial premises are not permitted on Shire controlled road reserves (with the exception of Dumbleyung Rd and Warren Rd as detailed above).

Dumbleyung Road and Warren Road are to be considered as main roads for the purpose of this policy.

When considering applications, Council is required to observe and comply with the abovementioned guide and keep a register of approvals granted under the delegation. Council will refer all applications for Category 1 signs to the Commissioner of Main Roads for approval.

Specifications - Refer Appendix B

Resolution No:	Committee Ordinary Council	T38/96 FC36/96
Resolution Date:	24 August 1996	
Amended:	25 October 2001 28 May 2003 24 August 2005 23 August 2006 24 November 2010 28 November 2012 22 October 2014 18 December 2018	OC123/02 OC219/03 OC33/06 OC21/07 OC248/10 OC278/12 OC/106/14 OC168/18
Source:	Works and Services	
Date of Review:	October annually	
Review Responsibility:	Executive Manager Infrastructure & Development	

APPENDIX A

Shire Logo



APPENDIX B

Roadside Advertising Sign Guidelines

Shire of Katanning – Roadside Advertising Agreement

Sign Location List

Advertising Signs – General Information for Main Roads

Main Roads has no objection to a sign in private property (category 4) if the sign is non-illuminated and/or non-moving and does not constitute a traffic hazard. Main Roads and Local Government approval is required, (no fees apply for category 4 signs).

A registration permit is required for a (category 3) advertising sign within a Main Roads road reserve.

The (category 3) sign within Main Roads' road reserve must comply with the following:

Maximum panel area of 4.5m²

Frangible posts, 65mm tubing, hardwood 100x100mm

Minimum 4.5m clearance from guide post line, preferably 11m depending on circumstances

Legible letter size and style, preferred minimum 140mm high

Limit number of words to 6 key words

Don't use colours that simulate traffic signs

Sign located within a 10km radius of premises

Sign to be not located within proximity of an intersection

Site location to be checked for services by applicant

Public liability insurance for not less than \$1million held by applicant

Sign to be manufactured, erected and maintained to the satisfaction of Main Roads by the applicant.

The fees for a sign within the road reserve are \$165.00 inc GST for the first year and \$82.50 inc GST for each year thereafter.

Written Local Government approval must be obtained in the first instance.

For further info on advertising signs please refer to the following Main Roads website link

www.mainroads.wa.gov.au/standards/roads and [traffic engineering/traffic management/roadside advertising](http://www.mainroads.wa.gov.au/standards/roads/traffic-engineering/traffic-management/roadside-advertising).



SHIRE OF KATANNING

ROADSIDE ADVERTISING AGREEMENT

This agreement is between the Shire of Katanning (Shire) and (Business)

The Business agrees:

- To provide a draft sketch of the proposed advertising sign, to be approved prior to arranging for the sign to be constructed.
- To arrange for the construction of the Business sign and supply the sign (dimensions 2400mm wide and 1200mm high) to the Shire within 3 months of the date of this agreement, in accordance with specifications.
- To be responsible for all costs incurred to have their sign produced and maintained.
- To pay the annual advertising fee of \$300.00 (including GST) in advance, in August each year, upon receipt of an invoice from the Shire of Katanning. This fee is for the forthcoming year of advertising commencing 1 November. Council agrees not to increase the fee during the term of this agreement.
- That should the annual fee be in arrears for six months or more the Shire will remove the Business sign and may offer that site to an alternate Business.

The Shire agrees:

- To be responsible for the erection of the signs at the designated roadside locations.
- To be responsible for all costs associated with the construction, erection and maintenance of the signs structure (poles) and top portion of the sign, as per sample attached.
- To provide for five signs to be located at each of the five entrances to Katanning (Great Southern Hwy North and South, Kojonup Rd, Dumbleyung Rd and Nyabing Rd) a total of 25 roadside advertising signs.
- To place the signs in year one in accordance with the positions nominated through a publicly drawn ballot.
- To rotate the signs each year so that during this five year agreement each sign is located on each approach road for approximately one year unless this agreement is made during the normal five year rotation ie: taking advantage of a vacancy that may arise prior to the end of a five year agreement.

Agreement Generally

- The Shire retains the right to approve or decline the contents of any signage.
- This agreement will be for a period of five years, to be reviewed following this period.
- The signs comprise three sections, being poles, Shire sign (top) and Business sign. The Shire is responsible for all maintenance, repairs and replacement to the poles and top sign. The Business is responsible for all maintenance, repairs and replacement of the Business sign.
- Should a sign be stolen, vandalised, or be damaged for any reason whatsoever the Shire will replace the poles and top sign within 3 months. The Business agrees to replace the Business sign within 3 months.
- The Business can terminate this agreement by written notice to the Shire. No refund will be provided and the Business sign would be removed following expiration of the period that had been paid for by the Business.
- The annual period of advertising commences 1 November and expires 31 October each year.

I _____ representing _____
Katanning, hereby agree to the terms and conditions of this agreement.

.....

Signature

.....

Date

Agreement accepted on behalf of the Shire of Katanning to commence from

1 November 2009

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Chief Executive Officer

Roadside Advertising Sign Locations 2011

	BUSINESS NAME	SIGN LOCATION
		Nyabing Rd
1	WAMMCO	1km
2	Katanning Country Club	2km
3	National Australia bank	3km
4	QFH multiparts	4km
5	McIntosh & Sons	5km
		Kojonup Rd
6	Premier smash repairs	1km
7	HT Book Keeping Solutions	2km
8	Downtown Sound Shoes & Bags	3km
9	Dyson Jones Wool	4km
10	Chicken Treat	5km
		Gt Sthn Hwy South
11	New Lodge Motel	1km
12	Bakehouse Jeanery	2km
13	Katanning Furnishings	3km
14	Eagle Boys	4km
15	Stewarts Auto Repairs	5km
		Dumbleyung Rd
16	BD Coventry & Sons	1km
17	The Daily Grind	2km
18	Retravisision	3km
19	WAMMCO	4km
20	Edwards Motors	5km
		Gt Sthn Hwy North
21	Kowald News & Glass House	1km
22	Professionals (PL Bolto)	2km

23	Toyworld/Sportspower	3km
24	Farmers Centre	4km
25	Katanning Glazing	5km

APPENDIX C

Directional Signs Application Form

Directional Signs Register



DIRECTIONAL SIGNS APPLICATION FORM

(WHITE ON BLUE FINGERBOARD)

APPLICANT DETAILS: _____

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

POSTAL ADDRESS: _____

EMAIL ADDRESS: _____

PHONE: _____ FAX: _____ MBL: _____

DATE: _____ SIGNATURE: _____

SIGNS SPECIFICATIONS: _____

TYPE OF SIGNAGE BEING SOUGHT

Service Sign (White on Blue)

150MM Letters on 200mm Plate

- General Accommodation
- Caravan Park
- Camping Facility
- Other (specify) _____

Tourism Sign (White on Brown)

- General Tourist Attraction
- Winery
- Heritage
- Other (specify) _____

- Single Sided Double Sided

Number of signs requested _____

Locations

If required please provide a simple, clear drawing of where the sign(s) is to be located(or attach diagram)

Fees

Fees are in accordance with the current financial budget.

Current Fees

Conditions

Council reserves the right to remove any sign without notice at any time.

Should the sign fall into disrepair, Council may remove the sign (replacement costs would be at the applicants cost).

Additional Conditions

COUNCIL USE ONLY

Sign Application Approved Yes No

Officers Details (title) _____

Officers Name: _____

Date: _____

Sign Registration Number _____

Added to Register _____

(signature)

DIRECTIONAL SIGNS REGISTER

Sign Register No	Applicant	Location	Sign Details/Wording