

Shire of Ravensthorpe

SERVICE AND TOURIST SIGNS GUIDELINES

INTRODUCTION

The concept of road signs on road reserves is to direct the motorist to their chosen destination. The following guidelines set out the definitions of these signs, the type/style used for different categories and the location to inform commercial and not-for-profit organisations what is acceptable.

DEFINITIONS

The following categories are described in the Australian Standards and are signs permitted on Shire controlled road reserves.

1) **Street Names Signs** – (white background with red lettering or as nominated by Council)

These signs are installed in accordance with the Australian Standards with the street name and Shire logo clearly shown on both sides. (House numbers may be included on new installations where necessary.)

2) **Directional Signs** – (green background with white lettering)

Are used at intersections to inform and advise road users about direction and distance to destinations on the route they are following.

3) **Tourist Signs** – (brown background with white lettering)

Guide travellers to recognised tourist attractions and approved tourist establishments. These include natural features and heritage sites of interest to tourists and approved tourist establishments such as:

- Museums
- Wineries/Breweries
- Galleries/Craft centres/Potteries

An approved tourist establishment is defined as “a commercial or non-commercial tourist establishment that has been approved by the Western Australian Tourism Commission.”

Note: Written approval from the WATC is required for these signs.

4) **Service Signs** – (blue background with white lettering)

Provide information to travellers of the location of roadside services and facilities available. Symbolic signs are to be used in accordance with AS1742.6

(a) Regional community facility - A facility not necessarily related to travel, but which may be sought by strangers to a district and includes;

- Hospitals
- Police stations
- Medical centres that provide emergency services

- Regional education centres

(b) Local community facility - A facility of local interest, generally of a non-commercial nature and located on a side road that may be sought by travellers. They may include

- Public toilets/telephones
- Boat ramps
- Recreational grounds
- Churches and
- Shopping centres.

(c) Roadside services -Commercially operated establishments providing travellers with services such as meals, refreshments and accommodation.

Note: Endorsement from the Western Australian Tourism Commission is required for Service signs relating to accommodation.

(d) Cottage Industries - Non-commercial and commercial establishments that enhance the unique Ravensthorpe Experience for visitors to the district but are usually not opened during the whole of the year.

Note: These establishments must have the written approval of the Albany Tourism Marketing Advisory Committee and be more than 1 kilometre from the nearest Local Distributor Road.

SIGNS COVERED IN THIS GUIDELINE

Tourist Signs

Tourist signs may be installed for tourist establishments endorsed by the Western Australian Tourism Commission such as; museums, galleries, wineries, craft centres and Wildlife Parks

Craft outlets, nurseries, garden centres and the like are generally not considered to be tourist attractions unless they are significantly large and provide some kind of value added experience such as having a well-known or established artist in residence or they conduct tours on their premises. Wineries must provide wine tastings and cellar door sales.

To be eligible for approval for a tourist sign the tourist service facility must also:

- Be approved by Council for the use as indicated on the proposed sign
- Be a member of a locally based tourist organization
- Produce a leaflet or brochure describing the facility and location,
- Have a designated parking area clear of the road verge

The name of the attraction shown on the main sign panel must be reduced to its simplest form. Tourist symbols are to be used where appropriate.

Service Signs –Cottage Industries

To be eligible for approval the enterprise must meet the following criteria:

- be a unique visitor attraction or part of a business network promoting a tourist experience, food produce being sold must be produced on the premises,
- art, craft outlets must feature local work and artists
- be open at weekends and at least another three days of the week. Seasonal businesses must indicate the period of closure on a leaflet or brochure to be

- made available at the Visitor Centre
- Have a designated parking area clear of the road verge
- The name of the establishment shown on the sign must be reduced to its simplest form.

Industrial and Commercial Service Signs

Upon application, specific service signs for the purpose of directing industrial and heavy commercial traffic may be approved. Applicants will be required to demonstrate the benefits of such installations in relation to traffic control consideration

Service signs may be installed for industrial, trade and commercial centres/areas providing;

- The name of the industrial, trade or commercial centre/area must be approved by the Shire and be reduced to their simplest form.
- Signs will not be provided for individual businesses that are part of a signed industrial, trade or commercial centre/area.
- The sign must not direct traffic through a residential area.

In all cases the Shire retains control of the signs and the right to relocate, modify or remove them as necessary.

Note: All signage is to be in the service sign colours of white letters on a blue background.

Caravan Parks Signs

Signs for caravan parks are treated separately to the signage of other commercial establishments due to the potential hazard associated with manoeuvring caravans in a traffic stream and the driver's unfamiliarity with the area. The following conditions apply;

- The caravan park must be registered with the Health Department of Western Australia and approved by the Western Australian Tourism Commission.
- Signs will only be approved along a designated route with the direct, most suitable all weather access to the caravan park.
- Signs will not be installed on a highway or a main road unless approved by Main Roads Western Australia (MRWA), and if any associated signage on the Shire's road is substandard.

The Shire Engineer will assess the application based on traffic safety requirements and determine the appropriate category, size and location of the sign(s) as well as any cost that may be required to be met by the applicant.

LOCATION AND NUMBER OF SIGNS

A maximum number of five signs under the street name sign shall be permitted in any one location. The location of signs is to be approved by the Chief Executive Officer.

Stand-alone signs are not generally supported. Applicants will be required to demonstrate the benefits of such installations eg safety considerations.

In the event that a "sign stack" is full and a new request for signage for a similar service is presented, then Shire may reconfigure the stack by removing the existing signs and erecting a generic symbolic sign.

Hierarchy of composite signage from top to bottom is street name, directional, service and tourist signage. However, other arrangements may be more appropriate in some cases e.g. the services available in a National Park could be displayed below the Tourist sign.

Service and Tourist signs are to be provided only where the road user is required to turn into another road to follow the route (no signs are to be provided where the signposted route continues along the same road through intersections).

Signage is generally permitted at two locations in rural areas and one location in urban areas, with one only being at an intersection on a major road and the other(s) on the intersection of the road on which the facility is located. Major roads are:

- Ravensthorpe-Hopetoun Road
- Morgan Street/South Coast Hwy

The sign(s) on Main Roads are to be supplied and installed by either Main Roads WA (MRWA) or a contractor appointed by MRWA and/or Councils.

All unauthorised temporary and/or permanent signs within the road reserves relating to the attraction or facility are to be removed at the applicant's expense prior to any new sign(s) being installed.

Only street name signs are permitted in the central Town area and adjacent verges.
(Consideration may be given for additional non-commercial signage at the discretion of the Chief Executive Officer.)

MAINTENANCE

Unless otherwise stated, all signs are to be erected and maintained by the Shire at the expense of the applicant. Council will re-affix signs where possible but will not replace stolen or badly damaged signs. Where a sign requires to be replaced, a formal application is required and the relevant fees paid.

Council reserves the right to remove damaged, badly maintained or dangerous signs without notice.

APPROVAL CRITERIA

All applications are to be made in writing.

Attractions and facilities within defined business districts are not allowed signage due to multiple similar services, unless in an approved sign mall or information bay.

Signs are to clearly indicate the nature of the attraction or service and comply with Australian Standards AS1742 Parts 5 &6, AS1744 and Main Roads WA guidelines with regards to size, colouring, lettering, symbols, fixing and installation.

Where a sign is to direct visitors to a caravan park, industrial area or cottage industry via a road other than a Main Road, the application is to be assessed by the Shire Engineer to ensure that the proposed route is suitable for the traffic.

Approved signs are to be registered in a 'Sign Register', maintained by the Shire. All signage applications outside the Policy must be referred to Council for consideration.

NOTE: Road regulatory and warning signs are installed as per Main Roads WA and

Australian Standards specifications.

APPLICATION

1. Customer fills out an application form.
2. Council staff assesses the application.
3. If acceptable, fees are calculated and a letter sent to the customer.
4. Upon payment of fees by the customer, Council will organise the erection of the sign.

FEES

All costs associated with the assessment of the application and the purchase and installation of the sign(s) are to be at the applicants expense and are to be paid prior to the issue of the licence.

An annual fee as per Council's "Schedule of Fees and Charges" is applicable to each sign. A common anniversary date of the 1st January applies to all fees and charges. Pro rata fees and charges are applied to sign applications approved prior to the anniversary date.

Should a fee not be paid within 90 days of issue Council reserves the right to remove the sign.

All fees and charges to be listed in Shire's "Schedule of Fees and Charges."

REFERENCES

Australian Standards AS 1742.2 Manual of Uniform Traffic Control Devices. Traffic Control Devices for General Use
AS1742.5 Manual of Uniform Traffic Control Devices. Street Names and Community Facility Signs
AS1742.6 Manual of Uniform Traffic Control Devices. Service and Tourist Signs for Motorists
AS1744 Forms of Letters and Numerals for Road Signs
Tourism Signs. WA Tourism Commission.
MRWA Guidelines for Service and Tourist Signs