

Directional Signage and Signage within Thoroughfares

Introduction

This policy is designed to provide a guide for the assessment and determination of applications for permits for directional street signage and other signage within thoroughfares. The Shire of Toodyay's intention is to reduce the proliferation of signage and to ensure that directional signage serves its purpose of directing traffic.

Objective

- To provide guidelines which will assist in the regulation and control of directional signage within the Shire of Toodyay.
- To ensure signage serves the purpose of directing traffic rather than a means of advertising.
- To avoid the proliferation of signage within thoroughfares.

Scope

This policy applies to Shire Officers and/or an Authorised Person responsible for the assessment and determination of applications for permits.

Definitions

Term	Definition
Advertising sign	Means a sign used for the purpose of advertisement and includes an 'election sign'.
Authorised Person	A person or classes of persons appointed under the <i>Local Government Act 1995</i> section 9.10(2) to be an Authorised person for 1 or more specified laws or specified provisions of 1 or more specified laws.
Carriageway	Means the paved or made portion of a thoroughfare used or intended for use by vehicles.
Council	The local government, responsible for making decisions in formal meetings held under the auspices of Part 5 of the <i>Local Government Act 1995</i> and under the Shire's Standing Orders Local Law 2008.
Directional signs	Are signs erected within thoroughfares or public places to indicate the direction to places, services and tourist destinations within the Shire but do not include signs erected by the Council or Commissioner of Main Roads.

Term	Definition
Footpath	Means the paved or made portion of a thoroughfare used or intended for use by pedestrians and cyclists.
Hoarding	A temporary boarded fence in a public place, usually erected around a building site.
Portable direction sign	Means a portable free standing direction sign.
Public place	Includes any thoroughfare or place which the public are allowed to use, whether or not the thoroughfare or place is on private property, but does not include – Premises on private property from which trading is lawfully conducted under a written law; nor Local government property.
Shire	the Shire of Toodyay.
Shire Officer	Employee of the Local Government. May also be referred to as Worker in accordance with Work Health and Safety (WHS) legislation.
Signage or Signs	Means any word, letter, model, sign, placard, board, notice, device or representation, whether illuminated or not, used for the purposes of advertisement, announcement or direction and includes any hoarding or similar structure used for the display of advertisements. The term includes any airborne device anchored to any land or building, the painting of any building and any vehicle or trailer or other similar object placed or located so as to serve the purpose of advertising.
Thoroughfare	Means a road and includes structures or other things appurtenant to the thoroughfare including footpaths, kerbs and verges.

Policy Statement

1. Application of Policy

- 1.1 This policy applies to all existing signage on thoroughfares and public places within the Shire with the exception of signs which are attached to verandahs constructed over a thoroughfare.
- 1.2 This policy is not applicable to signage on private property or signage on verandahs over thoroughfares which are guided by Council's Policy LPP.1- Signage Outside the Central Toodyay Heritage Area and LPP.20 – Central Toodyay Heritage Area section 5.

2. Exempt Signs

2.1 Election signs are exempt from the need to obtain a permit subject to the following:

- (a) The sign is erected at least 30m from any intersection;
- (b) The sign is freestanding and not being affixed to any existing sign, post, power or light pole, or similar structure;
- (c) The sign is placed so as to not obstruct or impede the reasonable use of a thoroughfare, or access to a place by any person;
- (d) The sign is placed so as not to obstruct or impede the vision of a driver of a vehicle entering or leaving a thoroughfare or crossing;
- (e) The sign is being maintained in good condition;
- (f) Election signs are not to be erected until the election to which it relates has been officially announced;
- (g) Election signs are to be removed within 24 hours of the close of polls on voting day;
- (h) The sign is not placed within 100m of any works on the thoroughfare;
- (i) The sign is securely installed;
- (j) The sign is not an illuminated sign;
- (k) The sign is not incorporating reflective or fluorescent materials; and
- (l) The sign is not displaying only part of a message which is to be read with other separate signs in order to obtain the whole message.

2.2 Portable direction signs are exempt from the need to obtain a permit subject to the following:

- (a) The sign neither exceeds 500mm in height nor 0.5m² in area;
- (b) The sign is not placed on a footpath;
- (c) The sign is not in a location where, in the opinion of the local government, the sign is likely to obstruct lines of sight along a thoroughfare or cause danger to any person using the thoroughfare; and
- (d) The sign is not affixed on any natural feature, including a rock or tree, on a thoroughfare, or on any bridge or the structural approaches to a bridge.

3. Directional Signs

3.1 Maintenance and replacement costs of direction signs to a non-shire facility are the responsibility of the original sign applicant, their nominated representative or subsequent facility owner where ownership has changed.

3.2 The Shire must be satisfied that the proposed signage will perform a necessary function and will reflect the desired effect of directing traffic and is not merely an extended form of advertising.

3.3 Directional signage must relate to an approved land use or business.

- 3.4 Directional signage that is positioned over a footpath on any location within the Toodyay town site will not be supported.
- 3.5 Subject to compliance with clause 3.3 above, the placement/positioning of directional signage shall satisfy the following:
- (a) A maximum of four (4) directional signs per business shall be permitted; and
 - (b) Stand-alone directional signage will not be supported, except where situated opposite to a crossover that provides entry to a property.
- 3.6 Council will establish mini-information bays at the intersection of Harper Road and Anzac Terrace and Bindi-Bindi Toodyay Road, adjacent to the cemetery, to erect directional signage. Only directional signage relating to tourist associated land uses will be permitted within these two locations.
- 3.7 All directional signage is to be at the applicants cost and is to be installed by the Shire. Directional signage erected will conform with the following standards:
- (a) Name plate signs must be a maximum height of 150mm with a maximum Length of 900mm.
 - (b) Signs may be double sided if required.
 - (c) Signs to be in white letters on a reflective blue background.
 - (d) Signs must relate to an approved land use or business; and
 - (e) The only information to be contained on the directional signage is the business name.
- 3.8 Procedure for applying for directional signage:
- (a) An application form for a permit for directional signage and details of the proposed wording must be completed and returned to the Shire.
 - (b) The application will be referred to the Shire's Development and Regulation Department to ensure directional signage relates to an approved land use.
 - (c) The application will be referred to the Shire's Works Depot to cost works.
 - (d) Applicants will be advised whether signs will be supported and given an estimate of costs.
 - (e) Once payment is received the Shire will order and then erect signage.

4. Advertising signs

- 4.1 Advertising signs with the exception of 'election signs' will not be permitted within thoroughfares.

5. Main Roads

- 5.1 Any directional signage proposed on a Main Roads Western Australia controlled road will need to contact Main Roads Western Australia for approval.

Reference Information

[Local Planning Policy Advertising of Planning Proposals.](#)

Legislation

[Planning and Development Act 2005](#)

[Planning and Development Regulations 2009](#)

[Planning and Development \(Local Planning Schemes\) Regulations 2015](#)

[Shire of Toodyay Local Planning Scheme No.4](#)

Associated documents

Nil.

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