



DS 4.8 – Directional Signage

1.0 Introduction

1.1 Purpose

A Policy to regulate and control the design, construction and erection of directional signage within government reserves within the Shire of Collie.

2.0 Application of Policy

Directional Signage shall include signage erected to provide assistance to the public to conveniently locate places of interest for tourists and to the general public

3.0 Policy Provisions

3.1 Process

3.1.1 Individuals, community and sporting groups shall make application in writing to the Council for the erection of directional signage related to their core activity.

3.1.2 Applications are to show the category of sign (refer Section 5 Categories of sign) which applicants seek to have erected. A map shall be included in the submission which clearly indicates the location of the each sign/s to be erected.

3.1.3 Signs to be erected within road reserves under the control of Main Roads of WA shall be vetted by that authority prior to erection.

3.1.4 The Shire shall oversee the construction and erection of such signage at no cost to the proponent/s.

3.1.5 Disputes relating to this policy shall be referred to the Shire Planner or appropriate Director for resolution by the most appropriate means.

3.1.6 Any community group with national or international affiliations being non-political, non-religious or non-sporting will be granted permission to erect their recognised emblem on the Council approved service club signage.

3.2 Costs

All material costs shall be paid by the proponent/s. Where more than one proponent shares a single sign, the material cost shall be shared equally between those proponents. Signs erected shall be dependent upon the funding available in each financial year.

3.3. Categories of Sign

There are four categories of directional signage design based upon the current signage theme.

3.3.1 Key Sign

- The key sign may show up to a maximum of seven names and should be positioned primarily along major thoroughfare routes.
- Key signs should generally indicate significant tourist attractions or significant areas of interest (eg: Central Business District, Hospital, Lions Park, Harris Dam).



3.3.2 Flag Sign

- The flag sign may show up to three names and should be erected along major and minor thoroughfare routes.
- Flag signs should generally indicate specific tourist attractions, accommodation or eating houses, or areas of interest (eg: Minninup Pool, Motel, Caravan Park).



3.3.3 Pointer Sign

- Each pointer sign to be blue and to show only one name and should be erected upon light poles as required.
- Pointer signs should generally indicate a specific tourist attraction, community, club or sporting group, or area of interest (eg: church, bmx club, football club).



3.3.4 Home Sign

- The home sign to show only one name and may be positioned upon the road verge to the immediate frontage of the subject land.
- Home signs should generally indicate specific tourist attractions, accommodation or eating houses, or areas of interest, club rooms, community or sporting groups (eg: Minninup Pool, Motel, Caravan Park, BMX track, Roche Park, Skate Park).



3.3.5 Wayfinding Signs

- Wayfinding signs are to provide information within a walkable distance of the Central Business District.
- Wayfinding signs should generally indicate specific tourist attractions, areas of interest, public facilities (eg. Public toilets) and excludes specific businesses.

3.4 Guidelines for Tourist Signage

3.4.1 Sign posting is one of the most important means of informing visitors of the range of attractions and services available in a destination, additionally providing a means for safety and efficiently guiding motorists.

3.4.2 Should a person wish to erect a tourist sign a letter of request to erect a tourist sign shall be made to Council detailing the tourist attraction or accommodation facility, including a copy of brochure (if applicable), for consideration by the Shire. A scaled drawing of the sign clearly identifying the proposed wording for the sign and site plan detailing the intersection(s) or locations the signage is proposed to be erected shall also be included in any letter.

- 3.4.3 Upon receipt of this letter of request, Council shall consider the request in accordance with the current (if any) Western Australian Tourism Commission guidelines.
- 3.4.4 A Tourist Sign is defined as a sign that identifies or directs attention or traffic towards a tourist attraction, facility, area or service. It is generally considered that a church, service or sporting club, or community group would not require a Tourist Sign.

Policy Adoption and Review

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