



7. BUILDING POLICIES

7.1 BUILDING STATUTORY

7.1.10 Advertising Signs on Private Property

1. PREAMBLE

This policy relates to the placement of advertising signs located on private property outside of the designated town site boundaries.

The Shire of Manjimup Sign Local Law 2000 generally prohibits the erection, maintenance or display of a sign **“on land or a roof of a building or verandah other than that on which is conducted a business or profession and to which the sign relates”**. (Clause 11 (1) (f)). Notwithstanding this, the local law allows signs contrary to the local law to be approved if they are in the “interest of the community” (clause 11(3)).

In the interest of the community, the Council is prepared to approve advertising signage under clause 11 (3) of the local law to be erected on property other than that on which the business or profession being advertised is conducted.

The Chief Executive Officer has delegated authority under this policy to approve signage in accordance with this policy and guidelines and Appendix A. Signage applications, which fall outside this policy, are to be determined by the Council.

2. DEFINITIONS

- a. **Advertising Device:** Has the same meaning as in the Shire of Manjimup Sign Local Law 2000.
- b. **Brand:** Means a label, icon, franchise name or trademark of products.
- c. **Business:** Means a business operating within the Shire of Manjimup and may be a sole trader, partnership or company.
- d. **Land Owner:** Means the person who is registered on the Certificate of Title as the owner of the land.
- e. **Private Property:** Means freehold land in Fee Simple.
- f. **Product:** Means items sold or promoted by a business or other parties.
- g. **Pylon sign:** Has the same meaning as in the Shire of Manjimup Sign Local Law 2000.
- h. **Service:** Means a service provided by a business.

- i. **Sign Owner:** Means the owner of the business or service being advertised.
- j. **Sign/ s:** Means an advertising device.

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3. GENERAL

- a) All advertising devices approved under this policy are deemed to be Pylon Signs and while this policy may permit more than one sign on a property and a reduced height from the ground to the under side of the sign, all other criteria for a Pylon Sign apply.
- b) All signs approved, which can be seen from a Main Road located within the Shire, require Main Roads approval.

4. POLICY GUIDELINES

- a) Signs are to be located within a 15km radius of the business being advertised and are not to be located within designated town boundaries.
- b) Signs are to be placed in accordance with clause 6(b) of this policy.
- c) Signs are to advertise businesses, services or brand names but not products or prices.
- d) Signs are to have a maximum area of 4.5m².
- e) The minimum height of the display area (sign) is to be 0.9m.
- f) Signs should have a minimum ground clearance of 1.5m.
- g) Signs are to be located wholly within private property and be located within 5m of the property boundary.
- h) Applicants must obtain landowners permission to erect an advertising sign.
- i) The sign owner shall indemnify and keep indemnified the Shire of Manjimup and its officers against any claim or proceeding (and any cost and expenses incurred as a result) that may be made or brought by any person or corporation against the Shire of Manjimup and its officers arising out of the erection, existence or operation of the advertisement.
- j) The sign owner shall, in respect of that sign, effect and maintain a public liability insurance policy, to the value of \$1,000,000 with a reputable insurer. The policy must include a Cross-Liabilities Clause, and be in the joint names of the sign owner and the Shire of Manjimup. The owner of the advertising sign shall provide the Shire of Manjimup with evidence of such insurance as required.

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- k) Signs will only be considered within the road reserve if for safety reasons there are no other alternatives and will be located in accordance with category 3 signs as described within the MRWA Guide.

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- l) Minimum distances between any signs located along a road are as follows:

Speed Environment (km/hr)	Minimum Distances Between Signs (m)
60	80
80	100
100	120
>100	140

[These distances are the absolute minimum requirements for straight, flat roads and each site will need to be individually assessed to ensure safety requirements are met. Existing traffic signs are to be included in determining minimum distances between signs].

- m) Lettering size and layout of signs should conform to AS 1743-1992 (see attachments). As legibility of signs relates to the speed environment and the number of words on a sign, the attached sheet shows minimum allowable lettering heights.

5. FEES AND CHARGES

- a) An application fee of \$70 will apply to all signs to be erected on Private property (Category 4 Signs under MRWA Guidelines).
- b) An application fee of \$70 will apply for all signs to be erected within the road reserve (Category 3 Signs under MRWA Guidelines).

All fees are to be reviewed on an annual basis as part of the Annual Budget adoption process.

6. Explanation of Policy Criteria

In developing this policy Council officers reviewed all relevant documentation including the following:

- Main Roads WA Guide to the Management of Roadside Advertising (MRWA Guide)

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- Australian Standard 1743-1992 Road Signs Specification (AS1743)
- Australian Standard 1742.1-1991 General Introduction and Index of Signs (AS1742.1)
- Australian Standard 1742.2-1991 Traffic Control Devices for General Use (AS1742.2)
- Austroads Guide to Traffic Engineering Practice part 8 – Traffic Control Devices (Austroads)

All documents use safety as their determining factor for the guidelines to roadside signage, be it advertising or statutory signs. The basis of this policy is the same as the MRWA Guide category 4 signage that includes all signs adjacent to highways or main roads located outside of the road reserve. Following is an explanation of the associated criteria of this policy:

Clause 6 a)

The MRWA Guide refers to two types of locations, one being within 5km of a townsite and the other within 10km of a business located on a side road. Due to the nature of the land tenure surrounding the townsites within the Shire we have combined the two clauses and allowed for a 10km radius surrounding the business that is advertising, whether it be located within a townsite or not. Also all signs must be located outside of the town boundaries thus limiting advertising signs to the approaches of towns with out being located within the townsite.

Clause 6 b)

Signs are to be located on the same side of the road as the approaching traffic that they are facing. Signs are to be erected with sightlines in accordance with main roads WA guide Appendix G.

Signs on the side of the road (the right) facing away from the oncoming traffic will only be considered when all other avenues have been exhausted. Signs are to be erected with sightlines in accordance with main roads WA guide Appendix G.

Clause 6 c)

The MRWA Guide refers to signs advertising the business rather than products. This then allows any business, service or brand name to be advertised rather than signs advertising products along with prices, such as fuel signs with prices and restaurants advertising meals and prices. Products should be advertised within the business premise.

Clause 4 d)

Councils existing local law allows for a maximum sign area of 4m², while the MRWA Guide allows a sign have a maximum of 4.5m².

Clause 6 e)

The minimum height of 0.9m for the sign is the minimum height required by the formula provided in the AS1743 to allow two lines of text to be read legibly at 110km/hr.

Clause 6 f)

Both AS1743 and the Austroad standards have a minimum ground clearance of 1.5m

Clause 6 g)

Signs are to be located within private property. The conditions required for signs to be located within the road reserve are more stringent and require a great deal of site investigation as per category 3 signs within the MRWA Guide. As Council is responsible for the care, control and management of

road reserves Council would also have to install the signs and this would involve an additional cost to the applicant. By locating within private property this allows more flexibility for advertisers.

The requirement of being located within 5m of the boundary is based on allowing a maximum distance of 11m from the travelling lane to the centre of the sign. This distance is required in the formula for calculating letter sizes (AS1743). To not limit this distance would mean an individual calculation of letter size for each sign and a reduced number of words for any signs placed outside this limit. This also allows signs to be standardised and for applicants to be able to use the attached tables to pre determine the letter size and thus determine the number of words that can be placed on their sign regardless of the position of the sign within the limit.

Clause 6 h)

As the signs will be located on private property, before officers could consider approving a sign the landowners approval would need to be obtained by the applicant.

Clause 6 i) and 6 j)

Self-explanatory in that this would protect Council from any claims that may arise as a result of the sign. MRWA Guide has this clause and suggests that local governments include this along with the relevant insurance clause.

Clause 6 k)

Signs within the road reserve will only be considered after all other avenues have been exhausted. There is a very strict set of guidelines to follow for locating a sign within the road reserve. Signs would have to meet MRWA Guide general criteria and Category 3 specific criteria. An assessment by officers for this type of sign could involve a 4 – 5 hour time frame as many criteria need to be assessed on site, such as road grades, verge heights, road curvature, road speed environment, travel distances, sight lines etc. as per the MRWA Guide.

Clause 6 l)

Minimum distances between signs is as per the MRWA Guide, Austroads and AS 1743 & AS1742.1. These are the minimum distances required between signs if the road is a straight flat section of road. Each sign location would need to be assessed individually to take into account road curvature and sight lines and this sight inspection would actually determine the exact distance if

there is any other signs in the vicinity, (statutory signs such as speed signs, advance warning signs etc).

Clause 6 m)

As per AS1743 there is a very strict criterion that must be met for the “legibility” of signs that front onto roads, particularly in higher speed environments such as rural areas. The letter size relates to the distance the sign is from the road edge, the speed environment and the number of words on a sign. All literature states that a motorists usually only has time to absorb 6-8 words when travelling and reading signs, therefore ideally the number of

words on a sign should be between 6 and 8 for maximum effect. According the MRWA Guide any more actually disadvantages the sign advertiser, in that the message in most cases is not delivered.

To ensure that all criteria are met and that signs submitted for approval meet safety standards as set out in the MRWA Guide and relevant Australian Standards, several hours of on-site assessment may be involved.

For signs to be located within road reserves (category 3 signs) more detailed MRWA criteria must be met and assessed.

Also to ensure that insurance and indemnity is maintained, an annual renewal will need to be issued. A nominal fee would be required and the sign owner will need to provide copies of current insurance. If not provided the sign would need to be removed as Council would no longer be indemnified and insured.

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APPENDIX A (1)

H	N	V	S
218	6	110	11
233	7	110	11
249	8	110	11
264	9	110	11
279	10	110	11
295	11	110	11
310	12	110	11

H	N	V	S
193	6	80	11
204	7	80	11
215	8	80	11
226	9	80	11
237	10	80	11
249	11	80	11
260	12	80	11

H	N	V	S
209	6	100	11
223	7	100	11
237	8	100	11
251	9	100	11
265	10	100	11
279	11	100	11
293	12	100	11

H	N	V	S
184	6	70	11
194	7	70	11
204	8	70	11
214	9	70	11
223	10	70	11
233	11	70	11
243	12	70	11

H	N	V	S
201	6	90	11
214	7	90	11
226	8	90	11
239	9	90	11
251	10	90	11
264	11	90	11
277	12	90	11

H	N	V	S
176	6	60	11
184	7	60	11
193	8	60	11
201	9	60	11
209	10	60	11
218	11	60	11
226	12	60	11

H = Height of lettering (mm)
 N = Number of words on the sign
 V = Speed (km/hr)
 S = Distance from centre of lane to centre of sign (m)

$$H = 0.14NV + 11.4S$$

As per AS 1743 1992

Studies show that motorist will only comprehend 6-8 words on an advertising sign.

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The Administration of this Policy is by Statutory Services Division.