

INFRASTRUCTURE Engineering

4.1.2

TITLE: BUSINESS DIRECTION SIGNS - MAIN ROADS WESTERN AUSTRALIA
DELEGATION

ADOPTED: OCM 21 November 2000. - Pages 89

OCM 14 October 2003 – Pages 69 – 70

OCM 7 September 2004 – Pages 70 – 71

OCM 15 February 2007 – Pages 116 – 119

OCM 19 March 2009 – Pages 26 – 31

REVIEWED: OCM 08 July 2010 – Pages 94 – 96

OCM 27 October 2011 – Pages 100 – 102

OMC 15 March 2012 – Pages 96 – 103

OMC 27 March 2014 – Pages 94 – 99

OMC 17 December 2015 – Pages 110 - 121

ASSOCIATED LEGISLATION:

ASSOCIATED DOCUMENTS:

**REVIEW
RESPONSIBILITY:** Director Infrastructure

DELEGATION:

Previous Policy Number 3.1.8

Objective:

1. To ensure that applications for 'business direction signs' can be processed and dealt with at a local level on a timely basis, on both Main Roads and on Shire controlled Roads, without referral each time to Main Roads WA.
2. To give the Shire greater autonomy in local matters.
3. To comply with the delegated authority as dated 6 April 1995, for 'business direction [blue background with white letters] signs only as defined in the 'Interim Policy for Control of Advertising and Management of a Main Road Reserve – Amendment No. 29 – Business Direction Signs' and as subject to the Rules and Policies contained therein.
4. To ensure that the rights of the Commissioner for Main Roads WA are not relinquished in:-
 - a) The exercise of a power or performance of a function as Commissioner for Main Roads in regard to the matters covered by the delegation; or
 - b) The variation or revocation of all or part of the delegation at any time at the Commissioner's discretion.

5. To ensure that specific high-use intersections are kept uncluttered and that the Cable Beach area is given a clear focus as a tourist destination rather than have a confusing array of individual business signs.
6. To assist Main Roads WA in the orderly control of existing signs and applications for new signs at Main Roads intersections.
7. To ensure that all businesses are treated equally. New applications for Business Direction Signs may be refused at a location where the maximum number at any one site of six (6) is exceeded.
8. To provide for an initial fee for the installation of the signs and an annual recurring fee to ensure all signs in-place are serving a current valid purpose. These fees shall be included in the Annual Fees and Charges Schedule set within each Budget.
9. If the annual fee is not paid by the due date, the sign shall be removed by the Shire.

Definitions:

Nil.

Policy:

That pursuant to the provisions of the Road Traffic Code, the Commissioner for Main Roads WA has delegated authority to the Shire of Broome to control 'business direction signs' on Main Roads and on Shire controlled Roads in the Township of Broome.

Guidelines

- All applications to have a business direction sign installed shall be processed by the Infrastructure Directorate in accordance with this Policy and the internal Business Operating Procedure.
- An initial fee will be charged for each sign, to cover the initial assessment and installation.
- An annual fee will be charged to ensure that all signs are serving a valid and current purpose and to cover minor sign maintenance. If the fee is not paid when due it will be assumed that the business no longer requires the sign and it shall be removed.
- The annual fee shall be due before 1st September each year.
- The fees applicable shall be set each year within the Annual Fees and Charges Schedule within the Budget process.
- All local roads (in addition to the delegated authority for Main Roads) are to be treated by Council on the same basis as for Main Roads.
- No home occupation and/or home business (approved by Council or otherwise) will be allowed to have a business direction sign, as the conduct of these businesses is by appointment only and not by attracting passing traffic.
- The business to be indicated by a "business direction sign" must be located upon a parcel of land which has the appropriate Land Use approved by Council prior to an application for a sign being considered.

- Limitation on intersections that may have business direction signs erected.

No white on blue 'Business Direction' signs to individual premises will be approved for the intersections of:

- Cable Beach Road East/Port Drive;
- Cable Beach Road East/Gubinge Road;
- Cable Beach Road West/Gubinge Road;
- Cable Beach Road West/Sanctuary Road;
- Old Broome Road/Short Street;
- Hamersley St/Napier Terrace (both intersections);
- Hamersley Street/Frederick St;
- Gubinge Road/ Jigal Drive;
- Gubinge Road/ Port Drive
- Gubinge Road/ Fairway Drive
- Gubinge Road/ Old Broome Road