

# INFRASTRUCTURE Engineering

## 4.1.8

**TITLE:** TOURIST ATTRACTION SIGNAGE

**ADOPTED:** OMC 16 February 2012 – Page 70 - 72

**REVIEWED:** OCM 27 March 2014 – Pages 94 – 99  
OMC 17 December 2015 – Pages 110 - 121

**ASSOCIATED  
LEGISLATION:**

**ASSOCIATED  
DOCUMENTS:**

**REVIEW  
RESPONSIBILITY:** Director Infrastructure Services

**DELEGATION:**

---

Previous Policy Number 3.1.21

**Objective:**

1. To ensure that applications for “Tourist Attraction signs” can be processed and dealt with at a local level on a timely basis on Shire controlled roads;
2. To give the Shire greater autonomy in local matters
3. To comply with the direction from Tourism Western Australia as delegated to Main Roads Western Australia (MRWA) and Local Government dated 21 July 2010 for “Tourist Attraction Signage” (brown background with white letters) as defined on the Tourism Western Australia web site and MRWA Interim Application and Approval Guidelines
4. To ensure that specific high-use intersections are kept uncluttered rather than have a confusing array of signs.
5. To assist MRWA in the orderly control of existing signs and applications for new signs
6. To ensure that all applications are treated equally
7. 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
8. 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 "tourist attraction signs" on Shire controlled roads in the Township of Broome and that assessment of applications will be handled as per Tourism Western Australia guidelines.

## **Guidelines**

- All applications to have a tourist attraction sign installed shall be processed by the Infrastructure Directorate in accordance with this policy, Tourism WA Assessment Criteria and guidelines as well as the Internal Business Operating Procedure
- An initial fee will be charged for each sign, to cover the initial assessment, purchase and installation costs.
- An annual fee will be charged for each sign 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 sign is no longer required and it shall be removed.
- The annual fee shall be due before 1<sup>st</sup> 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 are to be treated by Council on the same basis as for Main Roads
- Limitation on intersections that may have a Tourist Attraction Sign erected

No Brown & White Tourist Attraction Signs 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 Street/Napier Terrace (both intersections)
- Hamersley Street/Frederick Street
- Gubinge Road/Jigal Drive
- Gubinge Road/Port Drive
- Gubinge Road/Fairway Drive
- Gubinge Road/Old Broome Road