



DIRECTIONAL SIGNS



Signs advertising business, products and services are not to be placed in the road verge as they can cause personal injury or property damage for which the City may be sued. Alternatively, the City will install directional signs in a standardised format to assist people in locating certain facilities.

By resolution of Council, Directional Signs within the City other than a type provided by Council, will be prohibited on all road verges and private properties after the 30th day of November, 1969. Council at the Planning and Development Services Committee meeting held 16 May 2017 reviewed its Directional Sign Policy in order to maintain a high standard by limiting the period that signage is permitted to reduce the clutter and unruliness of directional signs within the City.

The approved sign is to be constructed of a 200mm aluminium extrusion, 1,200mm in length, coloured blue with white reflective lettering. This sign will be erected on 50mm steel columns, situated in positions approved by the Building Section of Planning and Development Services Division of the City of Bayswater.

Each sign, except for those directing to the industrial area, is to contain information directing to the location of the centre or building, and not to an individual unit or units contained therein.

This action has been deemed necessary by Council due to the standard and irregular types of signs being erected without uniformity in positioning. A maximum of two signs for any one company is allowed.

Applications must be made to the Manager of Building Services with the cost of manufacturing and installing the signs to be paid by the applicant. Each sign for any one business of facility will be valid for a maximum of five years and:

- Applicants are responsible for renewing applications.
- Signs that are not renewed may be removed and disposed of by the City.
- The cost for renewal is as outlined in the City of Bayswater Schedule of Fees and Charges (2018/2019 Budget \$270/sign)

For convenience, Council intends purchasing these signs and providing fixing columns for erection at specific junctions of main roads at a cost to the occupier of \$270.00 as at 1 July 2018, inclusive of GST.

Under the circumstances, firms which are interested in purchasing signs as outlined above, are requested to complete the details below and remit to this office with \$270.00 for each sign required. Religious organisations are eligible for a 50% discount.

For additional information on Directional Signs, please call the City's Building Services Division on 9272 0640.

APPLICATION FOR ERECTION OF DIRECTIONAL SIGN

I hereby apply for the erection of a directional sign, set out in accordance with Council policy, with particulars shown hereunder:

APPLICANT NAME: _____ ADDRESS: _____ _____ CONTACT NUMBER: _____ CONTACT MOBILE NUMBER: _____	COMPANY NAME: _____ ADDRESS: _____ _____ CONTACT NUMBER: _____ CONTACT MOBILE NUMBER: _____
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LETTERING OF SIGN

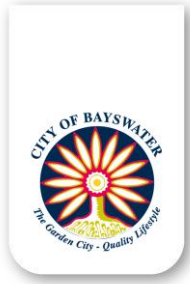
PREFERRED POSITION OF SIGN(S)

NUMBER OF SIGNS REQUIRED: 1 2 (PLEASE TICK) PLEASE FIND ATTACHED THE SUM OF \$ _____

SIGNATURE _____

DATE _____

DIRECTIONAL SIGNS POLICY



PURPOSE:

To outline the City of Bayswater's position in regard to directional signage provided by the City of Bayswater at the applicant's cost for businesses and facilities within the City of Bayswater, with the view to provide direction whilst restricting the spread of signs and reducing the likelihood of traffic hazard along the City of Bayswater's verges or median strips.

POLICY STATEMENT:

1. Directional signs within the City of Bayswater other than those provided by the City of Bayswater are prohibited on all road verges, median strips and private properties.
2. Signs will not be installed in locations where they are considered to:
 - 2.1 Create or add to visual clutter of signage or traffic hazard.
 - 2.2 Conflict with existing and/or currently approved locations for illuminated and/or other signs.
3. Signs provided by the City of Bayswater will be constructed and installed in accordance with the City of Bayswater specifications:
 - 3.1 200mm high aluminium extrusion, 1200mm in length, coloured blue with white reflectorized lettering, erected on galvanised steel columns.
4. Signs will be situated by the City of Bayswater in accordance with safety and accessibility considerations.
5. Each sign will contain the business or facility name only.
6. A maximum of:
 - 6.1 Two directional signs for any one business or facility will be permitted.
 - 6.2 Eight signs will be permitted on any individual bank of signs.
7. Each sign will be valid for a maximum of five years, and:
 - 7.1 Applicants are responsible for renewing applications.
 - 7.2 Signs that are not renewed may be removed and disposed of by the City of Bayswater.
 - 7.3 The cost for renewal is as outlined in the City of Bayswater's Schedule of Fees and Charges.
8. The prescribed application fee for the erection of a directional sign (as outlined in the City of Bayswater's Schedule of Fees and Charges) is required to be paid:
 - 8.1 When a new application is made.
 - 8.2 When a renewal/replacement sign is required.
9. Not-for-profit organisations may be eligible for reduction of costs for directional signs, as outlined in the City of Bayswater's Schedule of Fees and Charges.
10. The City of Bayswater may remove unauthorised, obsolete or damaged (illegible) signs.
 - 10.1 Prior to the removal of these signs the City of Bayswater will contact the relevant business to apply/reapply for approval of the unauthorised or obsolete sign, or rectify the damaged sign, within 21 days.
 - 10.2 If the relevant business do not comply with Clause 10.1, the sign(s) will be removed and disposed of by the City of Bayswater.