



DIRECTIONAL SIGNS



Signs advertising business, products and/or services are prohibited on the road verge as they are a liability to our Community and the City. As an Alternative, the City will install directional signs in a standardised format to assist people in locating 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 November, 1969.

The City's Planning and Development Services Committee adopted on 16 May 2017 a revised Directional Sign Policy to enable the City to maintain a high level of service to the Community while being able to provide directional signage to the businesses and community.

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.

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.

The approved sign is constructed of 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 Engineering Department of the Works and Infrastructure Division.

Applications must be made to the Manager of Engineering 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**

Each applicant must accept the following:

- 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 in accordance with the current City of Bayswater Fees and Charges.

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 as per the City of Bayswater

In addition to the above, Companies or Businesses which are interested in purchasing signs as outlined above, are requested to complete the application form and submit to this City along with payment for each sign required.

Religious Organisations are eligible for a 50% discount.

For additional information on Directional Signs, please call the City's Works and Infrastructure Division on 9272 0622.

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	
Applicant Address	
Contact Number	
Email Address	
Company Name	
Company Address	

LETTERING OF SIGN

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PREFERRED POSITION OF SIGN(S)

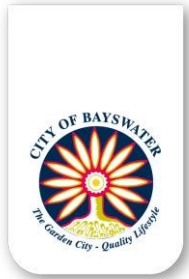
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NUMBER OF SIGNS REQUIRED: 1 ☐ 2 ☐ (PLEASE TICK)

Signature	
Date	

Please submit your application to the City's Official Email Address
mail@bayswater.wa.gov.au

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.