

Application for Directional Signage



May 2018

Infrastructure Services
TPT/34

Requirements and Procedure

Applications for directional sign licences are to be lodged with the Shire's Infrastructure Services Department on the following form. The applicant should indicate desired symbols, wording and sign location/s and meet the essential criteria listed for directional signage which is listed in the Directional Signage Guidelines.

Shire staff will assess applications against the Guidelines. Signs and sign locations will be approved based on safety standards, visibility, legibility and aesthetics. Shire staff may amend the application as necessary for compliance and will advise the applicant accordingly.

Main Roads WA approve signage on Bussell Highway, Brockman Highway and Caves Road. A separate application form for signs on these roads will be used. All costs associated with the assessment, purchase, installation, maintenance and any replacements due to an accident or malicious damage of Main Roads WA signs shall be agreed between Main Roads WA and the applicant.

All costs associated with the assessment of the application, purchase, installation and maintenance of the sign/s shall be at the applicant's expense and are to be paid prior to the issue of the sign licence. An annual permit fee is applicable to each sign located within the road reserve and is set within the Shire's Fees and Charges. A common anniversary date of 1 July applies to all licence fees.

In the case of an accident or malicious damage to a Directional or Entrance Sign, replacement costs will be cost apportioned to the affected business/es.

The Shire reserves the right to decide at what point full replacement will be necessary, such as poor visibility, fading, wear and tear. The sign will be replaced at the owners cost.

Business signage is not permitted for establishments within the Light Industrial Areas of Margaret River or Cowaramup or within the CBD of Margaret River, including Station Road Shopping Precinct.




APPLICATION FOR DIRECTIONAL SIGNAGE

Application for Directional Signage Blades on Road Reserves

Business/trading/organisation name	
Contact Name	
Postal Address	
Street Address	
Phone	
Email	

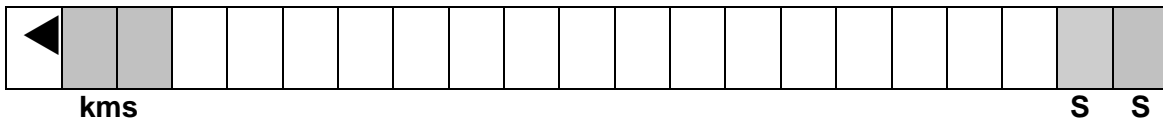
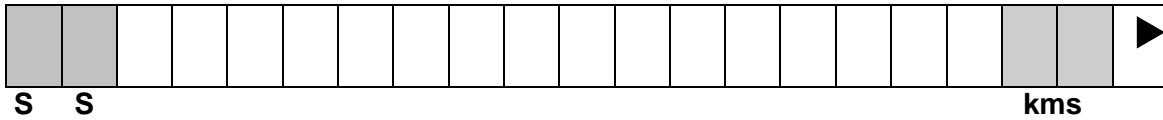
Enquiries and completed forms to:

Infrastructure Executive Assistant
 Shire of Augusta-Margaret River
 PO Box 61
 MARGARET RIVER WA 6285
 Email: amrshire@amrshire.wa.gov.au
 Ph: (08) 9780 5255

Sign Type	Example	Location Requested Road/Intersection
<p>TOURIST DIRECTIONAL SIGN</p> <p>To be installed within the road reserve (between white posts)</p> <p>Approved Tourist Establishments, Wineries, Breweries – Brown Blade</p> <p>Service/Accommodation/Community Signs – Blue Blade</p>		
<p>ENTRANCE SIGN</p> <p>Opposite driveway entry (posts required)</p>		
<p>DIRECTIONAL SIGN (Mini Bay)</p> <p>Where existing Mini Bay sign stack arrangement is provided (blade only)</p>		

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Sign content:: please restrict to 18 characters



Example



SYMBOL	APPLICATION	✓
	Generic Tourist Establishment meeting WATC guidelines.	
	Approved Winery with cellar door sales meeting WATC guidelines.	
	Aboriginal Cultural Centre/Heritage Site Symbol MR-VM-8	
	Caravan Park	
	Hotel, Motel, Guesthouse, Bed & Breakfast	
	Refreshments or Cafeteria – conditions apply	
	Restaurant or Licensed Restaurant – conditions apply	

SIGN CHARGES

Application and Installation Fee will be charged as per Council's Fees and Charges. A quote will be provided for confirmation by the applicant prior to ordering.

Applicants Signature: _____ **Date:** _____