

POL	INTERNALLY ILLUMINATED DIRECTIONAL SIGNS	AEW9
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POLICY CODE:	AEW9
DIRECTORATE:	Engineering and Works Services
BUSINESS UNIT:	Engineering
SERVICE UNIT:	Road Design
RESPONSIBLE OFFICER:	Manager, Engineering
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BACKGROUND:

The Council is frequently approached by sign companies and sign manufacturers to install internally illuminated, free standing signs in road and other reserves within the City.

PURPOSE:

1. To provide an adequate and effective standard for internally illuminated signs to direct people to various business and community facilities within the district;
2. To provide for the orderly and regulated erection of internally illuminated signs;
3. To ensure that illuminated directional signs do not cause any loss of amenity or adversely affect the natural or built environment or the efficiency, safe use or appearance of any road.

POLICY:

(1) Approval Process

Before the erection of any internally illuminated directional sign in a road reserve within the district a proponent will be required to address the following matters:

1. Compliance With Guidelines – all proposals for the erection of internally illuminated directional signs shall comply with these guidelines, although compliance with the guidelines alone shall not ensure approval.

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2. Agreement – the proponent will be required to enter into a deed of agreement with the City of Cockburn covering the specifications and conditions under which the proponent may operate within the City.
3. Applications – applications shall be in duplicate and shall be made individually for each and every sign.

Applications shall include the following information:

- (a) Site plan
 - (b) Details including a drawing of the sign message/s
 - (c) Certified engineering drawings
 - (d) Main Roads Western Australia approval if the proposed sign is situated on a declared main road and Council does not have delegated approval authority or within a traffic signal control area.
 - (e) Signs proposed to be located within the boundaries of highways and main roads (under the control of MRWA) shall be subject to assessment in accordance with the Main Roads (Control of Advertising) Regulations 1996, Guide to the Management of Roadside Advertising as amended from time to time.
4. **SUBMISSION** - All applications for illuminated street signs are to be submitted to Council for determination.
 5. **APPROVAL** - Should the proposed sign be approved, one copy of the stamped approved drawings shall be returned to the proponent and one copy shall be retained by the City of Cockburn for record purposes.

(2) General Requirements

1. **Messages**
 - (a) All commercial messages are to be related to businesses or business facilities situated within the district.
 - (b) The City of Cockburn will not support general/generic advertising messages for products or services not provided by local businesses within reasonable proximity to the sign.
 - (c) Council will not support messages that it considers to be advertising facilities or services that could cause offence or are illegal or immoral.
 - (d) Guidelines for the use of electronic messages.
The electronic message system shall not be used for the display of matters of the following nature:
 - (i) Messages of a political nature.
 - (ii) Messages that advertise businesses outside the district.
 - (iii) Messages likely to encourage or inflame racial hatred.

- (iv) Messages which do not conform to accepted standards of decency and morality.
- (v) Messages contrived to mislead.
- (vi) Messages pertaining to illicit products or substances.

All of the above cases shall be subject to the absolute determination of the City of Cockburn and the sign proponent shall agree to extinguish any message so determined immediately upon demand of the Chief Executive officer or his duly authorised agent.

Electronic messages shall be of a static display with minimum 100mm high illuminated lettering in 60km/h zones and minimum 120mm in 70km/h and 80km/h zones.

2. Locations

- (a) Internally illuminated directional signs shall generally be restricted to commercial and industrial areas of the district and would not normally be supported in a residential area.
- (b) Generally signs shall be located at or as close as possible to the principal road junctions.
- (c) Devices are generally not permitted within or in the vicinity of intersections where traffic speed and movements are such that the driver needs to concentrate fully on the task of driving (e.g. at channelised intersections where high speed arterial traffic does not proceed straight ahead).
- (d) Signs shall be limited as follows:-
 - (i) T junction - no more than one (1) sign.
 - (ii) Cross intersection - no more than two (2) signs.
 - (iii) Signs are not to be located on traffic islands or in the centre of roundabouts.
- (e) Signs shall be located such that the nearest point to a notional line drawn vertically from the face of the kerb shall be not less than 600mm. In areas where the edge of the carriageway is not kerbed, no portion of the device shall be closer than three (3) metres to the edge of the carriageway.
- (f) Signs shall not be located in positions which detract from the aesthetics, amenity or streetscape of the locality in which it is situated.
- (g) In all cases the final location of signs shall be subject to the discretion of the Council.

3. Description of Signs

- (a) Each sign shall bear a street name or direction to a civic amenity or other Council approved message below the advertisement.

- (b) The street name is to be readily visible (contrasted/highlighted) where included in the same box as the service/community message.
 - (i) The advertising panel will comprise two faces only. Each face shall not be greater than 2.75 square metres in size (excluding the street name portion of the sign) and may include the local government name and crest or symbol and the community message if any. The total area of the sign is the actual surface area of the sign (excluding the street name portion of the sign) but including any borders.
 - (ii) the maximum height of the device including all attachments shall be 6.2 metres.
 - (iii) The size of the street name box shall not exceed 1200mm x 450mm.
- (c) Sign faces shall be manufactured from damage resistant materials (Glass or acrylic is not permitted).
- (d) The main sign shall have a minimum clearance of three (3) metres between the lowest illuminated portion of the sign and ground level.
- (e) Street name boxes will be provided on each sign and located below the main sign, the minimum clearance to the street name box shall be 2.2 metres.
- (f) All street names and civic messages shall comply with AS1742-5-1986 for street and community signs.
- (g) All signs shall be erected in accordance with the proper electrical standards and the power supply to the sign units shall be underground.
- (h) All signs, poles and associated fittings are to be constructed in accordance with current Australian Standards. Each sign unit is to have a frangible level above the base plate and the structural adequacy of the sign and its frangible support is to be certified by a suitably qualified practicing structural engineer.
 - (i) All sign units are to be non-flammable.
 - (j) The level of internal illumination of any sign shall not create safety issues for road users or amenity issues for nearby properties.

(3) Basis for the Deed of Agreement

1. Rental

- (a) The proponent shall pay the Council an annual rental or licence fee for any sign located in the road reserve or other reserve in the care, control and management of the Council.
- (b) The licence fee will be set in accordance with the comparative market rate by assessing what other local governments in the area are charging, and will be stated in the Fees and Charges each year. The licence fee will be subject to CPI increase annually.

- (c) Where signs incorporate an electronic message system, 50% of the advertising space in the electronic message system shall be offered, free of cost, to the City of Cockburn in lieu of site rental, subject to the Council's acceptance and if not required by the Council the full fee applies.

2. Duration of Approval

- (a) The approval for the sign structure shall have an initial duration of five (5) years which shall commence from the date of the Council approval, however the approval will not exceed the term of the Licence Agreement between the City and the Licensee.
- (b) The initial approval shall only be valid for the sign structure and the advertising signs proposed at the time. An application to install new advertising signs on an approved structure shall be submitted to the City for approval prior to installation.
- (c) If the proponent is in breach of the policy then the Council may revoke its approval and if there are any outstanding debts, these may be recovered in a court of competent jurisdiction.

3. Ownership and Maintenance

- (a) The proponent shall retain ownership of the sign and shall implement a maintenance programme as indicated below as a minimum:
 - (i) The sign shall be maintained in a clean and safe condition at all times at no cost to the City of Cockburn.
 - (ii) In the case of emergency, should it be necessary for the City of Cockburn to remove, repair or otherwise modify the sign for any reason, the whole cost of such work shall be borne by the proponent.
 - (iii) The proponent shall meet the full cost of any electrical connection and electricity supply.
 - (iv) The advertising signs and the finish of the sign structure shall be maintained to a high standard.

4. Relocation or Removal

- (a) The City of Cockburn shall advise the proponent in advance of any road or other works that may require the removal or relocation of the sign and the proponent shall remove or relocate the sign at the proponent's cost.
- (b) The City of Cockburn reserves the right to have the illuminated sign repositioned or removed at any time either permanently or temporarily, without cost to the City.
- (c) The removal of signs by the City will only be exercised in any or all of the following circumstances:

- (i) Where the sign has not been maintained to the satisfaction of the Council.
 - (ii) Where the sign is damaged or the legend has become illegible.
 - (iii) Where roadworks and/or the installation of public utility services necessitates the removal of the sign.
 - (iv) Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the sign.
 - (v) Where the road is reclassified to accommodate a higher speed.
 - (vi) Where the message conveyed on the sign in the opinion of the Council is no longer current, appropriate or acceptable.
 - (vii) Where the proponent has not complied with the terms of the approval for the sign issued by the Council.
- (d) At the termination of the approval period the proponent shall completely remove the sign (including footings and cabling) and reinstate the roadway at the proponents' cost.

5. Legal Costs

- (a) The proponent shall pay all costs incurred by both parties of and incidental to the preparation, execution and stamping of any agreement that may be prepared between the proponent and the City of Cockburn.

(4) Indemnity

- 1. The proponent shall indemnify the City of Cockburn against any claim or action and shall procure and maintain a Public Liability Insurance Policy to ten (10) million dollars in the names of the proponent and the City of Cockburn.