Illuminated Street Signs

Responsible Directorate	**Infrastructure**
Responsible Business Unit/s	**Engineering Design**
Responsible Officer	**Manager Engineering Design**
Affected Business Unit/s	**Engineering Operations** **Community Safety** **City Planning** **Customer and Communications**

Objective

This policy is to provide guidelines for the assessment and approval of applications for illuminated street signs within road reserves in the City of Stirling.

Scope

This policy applies to applications received for illuminated street signs installed within road reserves in the City of Stirling (the City). Applications for illuminated street signs installed within road reserves under the care and control of Main Roads Western Australia (MRWA) can be considered under this policy, but must also comply with any relevant guidelines and requirements stipulated by MRWA.

Policy

Applications for the display of illuminated street signs within the road reserve shall take into account display, location, content and road user amenity.

1. Display

The display of illuminated street name signs shall:

- Be restricted to static displays. Moving or rotating sign components and/or flashing lights shall not be permitted.
- Be internally illuminated or non-illuminated with the exception that the street name portion of the sign shall always be internally illuminated during hours of darkness. External illumination is not permitted.
- Comprise two faces only. Where the street name is displayed separately, the advertising panel and the street name panel shall each comprise two faces only.
- Have a total advertising area per sign face, not including the street name portion, of a maximum of 2.5m^2 in speed zones up to and including 80 km/h. Where the City's name, crest or symbol, border and/or community message, is also displayed on the sign, the area of such displays shall be included in the above maximum advertising areas.
- The size and type of legend used for the street name portion of the sign shall conform to Sections 2.5 (Lettering and Numerals), 2.6 (Colour) and 2.7 (Reflectorization and Illumination) of *Australian Standard 1742.5 (1997) Manual of Uniform Traffic Control Devices – Street Name and Community Facility Name Signs*.

- The letter size and legibility of legend of advertising content should generally conform to the requirements of Austroads' Guide to Traffic Management Part 10: Traffic Control and Communication Devices.

2. Location

2.1. Signs shall generally be restricted to non-residential precincts. Signs abutting residential properties may only be considered in one of the following circumstances:

- Locations along distributor roads that have wide medians (greater than 6 metres), and the signs are installed in the median.
- Locations within close proximity (up to 50 metres) to commercial and industrial precincts and land uses.
- Locations where the residential property owners within 50 metres of the proposed site have been consulted and there are no objections.

2.2. Signs shall not be permitted within Heritage Protection Areas adjacent to properties with residential dwellings.

2.3. Signs shall be permitted at intersections only. Such intersections shall have lighting in accordance with the minimum level recommended in Australian Standard 1158 Lighting for Roads and Public Spaces.

2.4. Illuminated street signs shall not be installed 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 channelized intersections where high speed arterial traffic does not proceed straight ahead).

2.5. No portion of the sign (including the street name portion of the sign) shall be closer than 500mm to a notional line drawn vertically from the face of the kerb. In areas where the edge of the carriageway is not kerbed, no portion of the device shall be closer than 3m to the edge of the carriageway. Signs may be permitted in the Clear Zone, provided they are frangible.

2.6. Signs shall not:

- Be permitted on a traffic island, roundabout island or median strip less than 50m in length
- Obstruct visibility to any traffic control signal or traffic sign
- Obstruct visibility within driver sightline areas
- Create a confusing background for drivers observing any traffic control signal or traffic sign.

2.7. The location of illuminated street name signs shall be restricted to the intersecting leg to which the illuminated street name applies. A maximum of two signs may be permitted at an intersection, subject to each sign being applicable to an individual intersection leg only, and that signs can be installed so that there is a minimum separation distance of 20m.

2.8. In the event that the site where the sign has been erected is needed for road works, or a regulatory or guide sign installation, or the sign no longer meets the requirements of these guidelines, the sign owner shall, upon receipt of a notice from the City, promptly remove the sign at their own expense.

2.9. Signs shall not be permitted in the suburbs of Watermans Bay, North Beach, Trigg and Scarborough.

3. Content

3.1. In accordance with the regulations of the Road Traffic Code 2000 and Road Traffic Act 1974, the content of signs shall exclude the following:

- Red, green or yellow circles, octagons, crosses, triangles or arrows, red green or yellow lighting, or any other colours, shapes or lighting that could be mistaken for a traffic sign or traffic control signal.

- Symbols, graphics or text, which entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.

3.2. Advertising shall not be permitted on illuminated street signs for any of the following items:

- Illegal activities;
- Tobacco;
- Alcohol;
- Adult-related industries;
- Organisations or projects which conflict with the values of the City;
- Organisations or projects which harm the environment;
- Racist organisations; and
- Controversial organisations or projects.

4. Road User Amenity

4.1. Illumination from signs in residential areas should not adversely impact on residents during hours of darkness.

4.2. For the amenity of road users, illuminated street name signs shall be sited in accordance with any other site specific requirements of the City or Main Roads WA.

5. Design, Construction and Maintenance

5.1. Illuminated street name sign installations shall be subject to an engineering certification of the structural adequacy of the sign and supporting structure.

5.2. Signs shall be subject to approval by Western Power or other appropriate authority for all electrical systems to ensure the electrical connections are designed to be safe in all situations.

5.3. The illuminated street name may or may not be displayed on a separate sign panel. In any case both the illuminated street name panels and the advertising sign panels shall be displayed on the same support post.

5.4. The minimum clearance beneath the sign, including the street name portion of the sign, shall be 2.5m where the structure overhangs a footway, and 2.2m elsewhere.

5.5. The overall height of signs shall not exceed 6.2m.

5.6. Removal of graffiti and rectification of any sign damage, on any part of the sign structure, shall be arranged promptly by the sign owner at their own expense.

5.7. Signs shall carry a notice which provides owner information and emergency contact telephone numbers for cases where the sign has fallen or has otherwise become unsafe.

5.8. Installation and maintenance activities shall be subject to the City's normal requirements for carrying out works on local roads.

Definitions

Illuminated Street Name Sign means a sign consisting of an illuminated street name, as well as an advertisement or other legend, graphics or symbols, which has the primary function of assisting motorists to identify the name of intersecting roads.

Clear Zone means the area adjacent to the traffic lane that should be kept free (or as much as practically possible) from features that would be potentially hazardous to errant vehicles. The clear zone is dependent on the speed zone and is described in Austroads Guide to Road Design – Part 6: Roadside Design, Safety and Barriers.

Driver Sightline Areas mean the areas required to be free of visibility obstructions in order to meet 'Approach Sight Distance', 'Safe Intersection Sight Distance', 'Minimum Gap Sight Distance' and 'Crossing Sight Distance (Pedestrians)' requirements, as described in Austroads Guide to Road Design – Parts 4 and 4A.

Heritage Protection Areas include the areas of Inglewood, Mount Lawley and Menora defined in the Local Planning Scheme No 3: Policy Manual – Section 3 – Character Retention Guidelines.

Relevant management practices/documents

City of Stirling Thoroughfares and Public Places Local Law 2009
City of Stirling Local Planning Scheme No.3

Legislation/local law requirements

Road Traffic Code 2000, Regulation 297(5) states that a person shall not erect, establish, place, maintain or display, on a road, anything that —

(a) is a false representation of, or a colourable imitation of, a traffic sign or traffic-control signal; or
(b) interferes with the effectiveness of, or of any part of, a traffic sign or traffic-control signal; or
(c) prevents an approaching driver from clearly distinguishing the whole, or part, of a traffic sign or
(d) traffic-control signal; or
(e) distracts a driver's attention from a traffic sign or traffic-control signal; or
(f) not being a traffic sign, displays a word or direction ordinarily associated with a traffic sign.

***Road Traffic Act 1974*, s87** has a requirement that a person shall not display a light on any land that, in the opinion of the Commissioner of Main Roads, is likely to confuse or create circumstances or conditions likely to interfere with adversely, or to cause risk of danger to, persons or vehicles on any road. The Commissioner may issue a direction, (including entering private land,) and take action to recover costs, relating to the obscuring, modifying, repositioning or removal of the offending light.

Office use only				
Relevant delegations	Not applicable			
Initial Council adoption	**Date**	3 March 2015	**Resolution #**	0315/020
Last reviewed	**Date**	23 February 2021	**Resolution #**	0221/022
Next review due	**Date**	2023		