

POLICY NO.	TP.9
POLICY SUBJECT	Highway Advertising Signs Policy
ADOPTION DATE	17 December 1998
REVIEW DATE	24 November 2016 (C.09/1116)
LAST REVIEW DATE	26 November 2020 (C.05/1120)

1. Introduction

This policy sets out the Shire's position on the siting of advertising signs on or in the vicinity of highways or main roads. The erection of such signs requires the approval of Main Roads Western Australia and the Shire of Bridgetown-Greenbushes. Shire approval is required under the Town Planning Schemes and applicable local law.

Specifications for the type of signs permitted by MRWA are set out in the publication "Guide to the Management of Roadside Advertising". Where inconsistency exists between the standards prescribed under these guidelines and the Shire's local laws the standards of the guidelines shall prevail.

2. Siting Restrictions

Section 5.2.2 of the "Guide to the Management of Roadside Advertising" states that advertising signs are not permitted in highway and main roads reserves between the road and:

- National Parks
- State Forests
- Any land reserved for conservation purposes
- Areas of high quality native vegetation
- Areas of Main Roads' active rehabilitation or landscaping

In addition to these restricted areas the Shire will not permit the siting of advertising signs on or in the vicinity of the following areas of main roads:

- South-Western Highway between Hester Road and Trotts Cottage
- South-Western Highway between Railway Terrace and northern information bay
- South-Western Highway between Rifle Range Road and the Blackwood River traffic bridge
- Bridgetown-Boyup Brook Road between Campbells Road and Steere Street
- Brockman Highway between Mockerdillup Road and South-Western Highway

These areas are prohibited for the siting of advertising signs as they provide vistas of surrounding landscapes. The protection of these vistas is important from a tourism, amenity and marketing viewpoint.

The Shire may consider the erection of suitable advertising signs in these exclusion areas for adjacent buildings or properties where signage is necessary or desirable for economic or commercial purposes. The approval of such signs will be restricted to an absolute minimum and will only be permitted if sited to minimise the impact upon surrounding amenity and vistas.

Applications for advertising signs in other areas will be assessed on their specific locational criteria. If an advertising sign is deemed to be in conflict with its surrounding environment and will reduce the amenity of the surrounding area it will be prohibited.

The MRWA guidelines states that MRWA will consult with the relevant local government with regard to visual amenity issues. The guidelines state that as a general guide, it is anticipated that local governments will not be supportive of proposals to locate devices in areas which obscure attractive street or landscapes.

3. Signage Specifications

Specifications for the various types of signs are contained in the MRWA guidelines. However in addition to these guidelines the Shire will have regard to the size, shape, materials, finish, wording and general appearance of a sign in its consideration of approval.

4. Approval Process

The application process for the erection of an advertising sign is set out in the “Guide to Management of Roadside Advertising”. A copy of these guidelines can be inspected at the Shire Offices or at Main Roads Western Australia.