



mainroads  
WESTERN AUSTRALIA

*We're working for  
Western Australia.*

# **Policy and Assessment Guidelines for**

## **Static Advertising Signs**

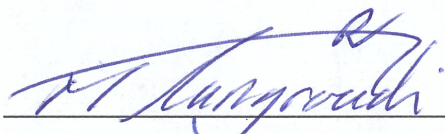
D24#681201  
September 2024

## Policy and Assessment Guidelines for Static Advertising Signs

This document is authorised by the Executive Director Network Operations.  
Please submit all comments and requests to the Manager Traffic Management Services.

### Authorisation

As Executive Director Network Operations, I authorise the issue and use of this document –  
*Policy and Assessment Guidelines for Static Advertising Signs.*



A / EXECUTIVE DIRECTOR NETWORK OPERATIONS

5 / 9 / 2024

**All printed copies are uncontrolled.**

# Contents

<b>1</b>	<b>Introduction</b>	5
<b>2</b>	<b>Scope</b>	6
2.1	Static signs subject to this policy	6
2.2	Static signs not covered by this policy	6
<b>3</b>	<b>Roles and Responsibilities</b>	8
3.1	Powers and obligations	8
3.2	Responsibilities	8
<b>4</b>	<b>Definitions</b>	9
<b>5</b>	<b>Process</b>	11
5.1	Process overview	11
5.2	Assessment criteria	12
5.3	Conditions of assessment	14
<b>6</b>	<b>Location</b>	15
6.1	Location assessment summary	15
6.2	Crash risk category	16
6.3	Prohibition zones	18
<b>7</b>	<b>Amenity</b>	23
7.1	Introduction	23
7.2	Locations where advertising signs will not be supported	23
7.3	Guidance on improving the aesthetics and placement of advertising signs	23
<b>8</b>	<b>Conditions and Restrictions</b>	24
8.1	Introduction	24
8.2	Installation requirements and conditions	24
8.3	Sign operating conditions	26
8.4	Displayed content	27
8.5	Advertising standards and community expectations	28
8.6	Period of approval	29
<b>9</b>	<b>How to Apply - Static Sign Application Form</b>	30
<b>10</b>	<b>References and Related Documents</b>	31
<b>11</b>	<b>Appendices</b>	31
	<b>Appendix 1: Crash Risk Map Methodology</b>	32

# Document Control

Owner	Traffic Management Services
Custodian	Manager Traffic Management Services
Document Number	D24#681201
Issue Date	September 2024
Review Frequency	5 years

# Amendments

Revision Number	Revision Date	Description of Key Changes	Section/Page No.
00	SEPTEMBER 2024	DOCUMENT DEVELOPED	ALL

# 1. Introduction

Main Roads Western Australia (Main Roads) in conjunction with local governments, manages and controls roadside advertising signs to:

- Maintain safety for all road users.
- Prevent adverse impacts on the visual amenity of the roadside environment and surrounding areas.
- Ensure signs comply with planning schemes.

**Approval for static signs must be sought from both Main Roads (in line with this policy) and the relevant local government or planning authority.**



## **Safety is the overarching priority**

Main Roads must be satisfied that the installation of roadside advertising signs within or visible from state roads, or near traffic control signals, does not pose a potential safety hazard to road users, including pedestrians and riders.



## **Robust, data-driven, and consistent assessment process**

The assessment process criteria adopted by this policy have been developed through a comprehensive data-driven analysis of the Western Australian road network and associated crash history.



## **Traffic control signals have priority**

Traffic control signals (TCS) include traffic signals, lane use management signs, and variable message signs. It is critical that drivers can see TCS without obstruction. This policy prioritises TCS over roadside advertising signs to maximise safety for all road users.

## 2. Scope

### 2.1 Static signs subject to this policy

This policy applies to all gazetted highways and main roads (state roads) controlled by Main Roads, as well as sections of the Western Australian road network where a traffic control signal (TCS) is situated.

This policy also applies to applications for new static signs:

- within state roads (approval required)
- within 500 m of a state road **and** visible from a state road (approval required), or
- within 100 m of a TCS on all roads, including local roads (approval recommended).

Where multiple signs are located together on the same, or abutting structures, they will be assessed as a single sign.

### 2.2 Static signs not covered by this policy

This policy does not apply to:

- Static signs that are specifically exempt from approval under *Main Roads' (Control of Advertisements) Regulations 1996*:

*"(1) These regulations do not apply –*

*(a) to a sign that does not exceed 1.0 m<sup>2</sup> in area and indicates that the premises to which the sign is affixed or on which the sign is erected are for sale or for letting;*

*(b) to a sign that does not exceed 0.4 m<sup>2</sup> in area and indicates the name, or the name and the business, of the occupier of premises if the sign –*

*(i) is affixed to a building on the premises; or*

*(ii) is erected or affixed on or behind the building line of the premises;*

*(c) to a sign that does not exceed 0.2 m<sup>2</sup> in area and indicates the name, or the name and the business, of the occupier of premises if the sign is erected on or affixed to a place that is between the boundary of a road and the building line of the premises; or*

*(d) subject to subregulation (2), to a sign inside a building.*

*(2) These regulations apply to a sign inside a building if the sign –*

*(a) can be lighted internally or externally by artificial light provided, or mainly provided, for that purpose; and*

*(b) is directed primarily at persons travelling in or on vehicles.*

*(3) For the purposes of subregulation (1) –*

*(a) the area of a sign is to be ascertained by reference to a notional rectangle enclosing the outermost portions of the sign; and*

*(b) only that part or those parts of the sign which are reasonably capable of being seen and discerned from any one direction at a time are to be counted when computing the area."*

- Static signs that are more than 500 m from a state road or are unable to be observed by a driver.
- Lighting installations associated with public art, or aesthetic light displays, or projections on landmark buildings.
- Static business signs (as per the definition in Section 4).

**Main Roads may also intervene in any case where advertising signs breach road safety principles.**

## 3. Roles and Responsibilities

### 3.1 Powers and obligations

Primary and subsidiary legislation is in place to control the installation and display of roadside advertising signs. This includes, *The Main Roads Act 1930 and Main Roads (Control of Advertisements) Regulations 1936*.

*The Road Traffic Administration Act 2008 (Section 140)* also warrants that light emitting devices in or visible from a road reserve should not distract a road user or cause a risk of danger.

As a result of this legislation, Main Roads has the authority to approve roadside advertising signs visible from state roads. Main Roads is also responsible for ensuring TCS are not obscured or rendered difficult to read, and that light emitting devices do not cause a risk of danger.

Roadside advertising planning approval is the responsibility of the relevant planning authority. Therefore, for roads not covered by this policy, Main Roads recommends the relevant road authority apply this policy.

### 3.2 Responsibilities

Main Roads, local government (and/or other relevant planning authorities), and the applicant for a static roadside sign all have responsibilities associated with Main Roads' static sign application process. These are as set out in Table 1 below.

Table 1: Roles and responsibilities of Main Roads, the applicant, and planning authority

Role	Responsibility
<b>Applicant</b>	<ul style="list-style-type: none"><li>• Seeks planning approval from the relevant local government or planning authority.</li><li>• Arranges a pre-lodgement meeting with Main Roads – Network Operations.</li><li>• Prepares and submits the Static Sign Application Form in line with this policy. (See Section 9 for the application form.)</li><li>• Provides indemnity to Main Roads and maintains insurance if the sign is within a state road reserve.</li></ul>
<b>LGA, or relevant planning authority</b>	<ul style="list-style-type: none"><li>• Conducts own planning/approval process for static signs located within their jurisdiction. Refers application for static signs covered under this policy to Main Roads.</li></ul>
<b>Main Roads WA</b>	<ul style="list-style-type: none"><li>• Assesses application against the Main Roads Policy and Assessment Guidelines for Static Advertising Signs (this policy).</li></ul>



## 4. Definitions

Term	Definition
Aesthetically objectionable	The unacceptable adverse affect on the combined quality of built, natural, and cultural aspects that make up an area and provide its unique sense of place and visual amenity caused by proposed development.
Casualty crash	A road crash that results in a fatality, or a person requiring hospitalisation or medical treatment.
Clear zone	As described in Austroads ' <i>Guide to Road Design - Part 6: Roadside Design, Safety and Barriers</i> ', and the ' <i>MRWA Supplement to Austroads Guide to Road Design - Part 6</i> ', located on Main Roads' website.
Community information messages	Being those displayed by government agencies as specifically approved by Main Roads.
Controlled pedestrian crossing	A traffic signal controlled mid-block pedestrian crossing, warden-controlled crossing, zebra crossing, or wombat crossing.
Crash Risk Category Map	A map of the Western Australian road network identifying road segments and intersections with crash risk levels ranging from 1 to 4. These levels are further explained within the policy. (The Crash Risk Category Map will be provided by Main Roads to the applicant upon request.)
Critical movement prohibition zone (CMPZ)	3D zone around a merge or diverge movement where the placement of a static sign is prohibited.
Diverge zone	Where a lane splits into two or more lanes, normally at an intersection or off-ramp on a grade separated highway/freeway. The zone is measured as per Figure 13.
Driver	For the purposes of this policy, a driver means the driver of a motor vehicle, a motorcyclist, a cyclist, or an eRideable user.
Landscape character	The combined quality of built, natural and cultural aspects that make up an area and provide its unique sense of place.
Merge zone	Where two lanes join together to form a single lane, normally after an intersection or at an on-ramp on a grade separated highway/freeway. The zone is measured as per Figure 12.
Policy	This document.
Road reserve	The area adjacent to a road that is owned and/or managed by the relevant road authority.
Road sign	Refers to a board, plate, screen, road marking, or other device whether or not illuminated, displaying words, figures, symbols, or anything else to direct or warn traffic on, entering, or leaving a road.

Term	Definition
Roadside advertising sign	For the purposes of this policy, any sign used to communicate information including (but not limited to) advertising, business signs, 'public interest' advertising and messages, and construction site screening.
State roads	Gazetted highways and main roads (state roads) controlled by Main Roads Western Australia. Maps of state roads can be obtained from Main Roads' website at ( <a href="http://www.mainroads.wa.gov.au">www.mainroads.wa.gov.au</a> ).
Static business signs	<p>A static sign displaying only the name, or logo, of an on-premises business, that has:</p> <ul style="list-style-type: none"> <li>A. A display area less than 100 m<sup>2</sup> (individually or combined), and</li> <li>B. Static content related to on-premises business, and</li> <li>C. Luminance levels less than 300 cd/m<sup>2</sup> during the day and 150 cd/m<sup>2</sup> during the night.</li> </ul> <p>If a static business sign does not meet the above criteria, then it is considered as an advertising sign, and is subject to assessment and approval under this policy.</p>
Static sign	Static roadside advertising sign – any advertising device where displayed content can only be altered through physical intervention at the device location.
Static sign application form	Document that sets out the sign details, approvals, and undertakings including operation and maintenance arrangements to ensure the sign will be managed so as to conform to this policy at all times.
Traffic control signal (TCS)	Any traffic signal, lane use management sign, variable, or static message sign operated by Main Roads or other road authority.
Traffic control signal prohibition zone (TPZ)	The 3D zone around a traffic control signal where the placement of a static sign is prohibited.
Visual amenity	The overall quality of views that people enjoy of their surroundings.

## 5. Process

### 5.1 Process overview

The application for a static advertising sign will follow the process shown in Figure 1 below.

Main Roads approval may be contingent on special conditions to be adhered to by the owner/operator of the static advertising sign.

**A separate approval of the static sign is required by the relevant planning authority, local government, or Western Australian Planning Commission (WAPC).**

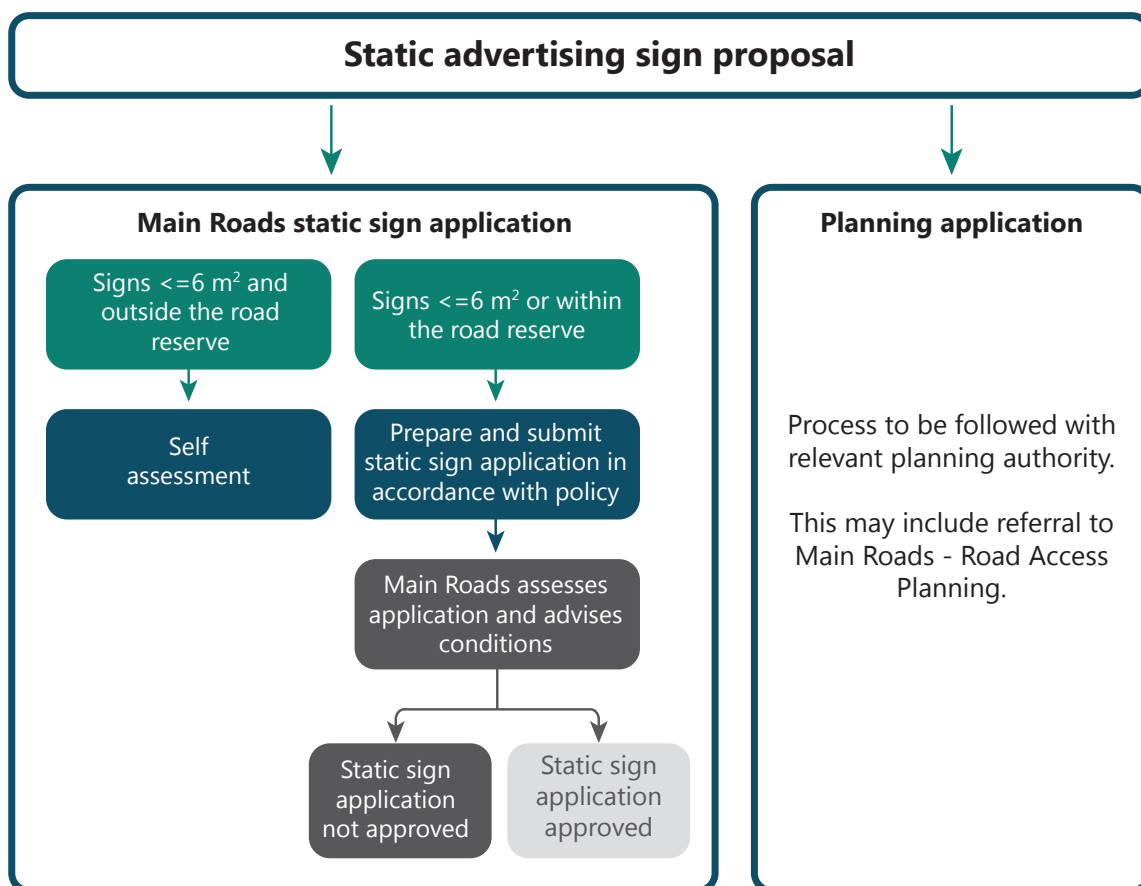


Figure 1: Static sign application process

It is recommended that Main Roads be consulted before submission of any application under this policy, and before finalising planning approval from a local government or planning authority.

**No application or approval from Main Roads is required to install a static sign smaller than  $6 \text{ m}^2$  beyond the state road reserve. However, a separate planning approval from the relevant planning authority or local government may be required. Applicants are encouraged to self-assess against the criteria in Section 5.2.**

## 5.2 Assessment criteria

The assessment of a static sign application will follow the process shown in Figure 2.

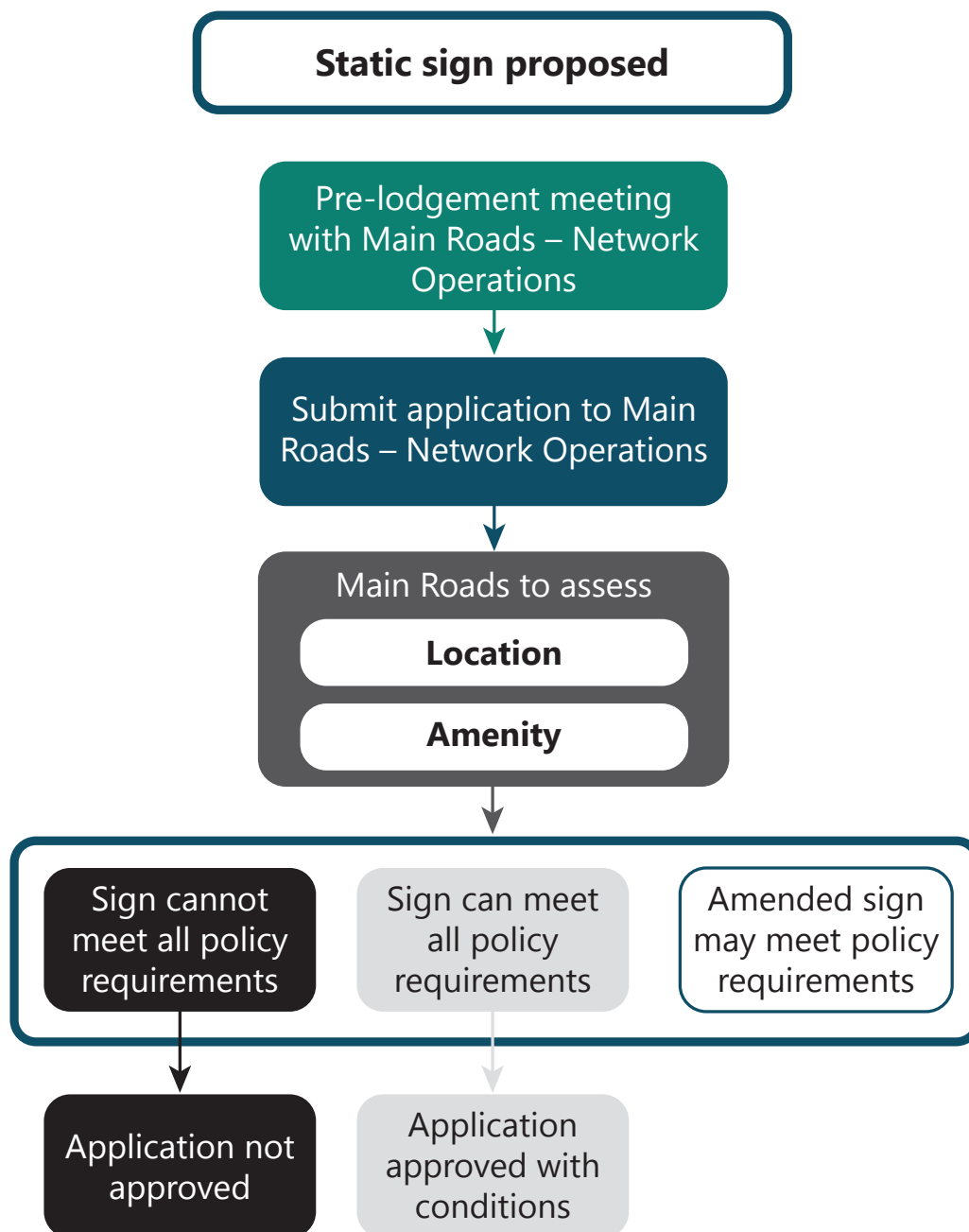


Figure 2 - Static sign assessment process

### 5.2.1 Recommended pre-lodgement meeting

Prior to submitting the static sign application form, applicants are advised to arrange a pre-lodgement consultation meeting with Main Roads – Network Operations.

To arrange a meeting: email: [advertisingsigns@mainroads.wa.gov.au](mailto:advertisingsigns@mainroads.wa.gov.au) or call the Main Roads Customer Information Centre on **138 138** and ask to speak to someone within Network Operations about a static sign application.

Main Roads – Network Operations will provide initial advice regarding the likely approval (or not) of a proposed static sign, and may suggest measures the applicant could take to bring a proposal in line with this policy.

**A separate approval of the static sign is required by the relevant planning authority, local government, or WAPC.**

**Applicants are encouraged to use the static sign application form to guide their submission.**

### 5.2.2 Assessment

The static advertising sign proposal will be assessed by Main Roads under the following two key criteria:

#### **Location**

This refers to the static sign's location on the road network in terms of:

- Road segment or intersection safety performance.
- Placement relative to the roadway.
- Placement relative to TCS.
- Features of the roadway.

*Refer to Section 6 for more details on location.*

#### **Amenity**

Amenity is assessed at the proposed site to ensure the advertising sign does not create an aesthetically objectionable road environment, or adversely impact residents or the wider community.

Main Roads will also advise if any future works are planned in the proximity of the proposed static sign.

*Refer to Section 7 for more details on amenity.*

### 5.3 Conditions of assessment

Following Main Roads' assessment of the proposed static sign, requirements and conditions will be determined. These may include:

- Physical adjustments to the proposal.
- Permits to construct.
- Additional infrastructure requirements.
- Operating conditions in terms of illuminance/luminance.
- Period of approval - being the expiry of the approval to operate a static sign pending the outcome of a safety review by Main Roads.

*Refer to Section 8 for detailed requirements and conditions and restrictions.*

## 6. Location

### 6.1 Location assessment summary

The location assessment ensures the proposed section of the road network or intersection is suitable for a static sign, and that sign placement does not pose an unsatisfactory safety risk to road users.

*This process considers:*

1. Crash risk for roads and intersections of a similar nature.
2. Long-term casualty crash trends at the proposed sign location.
3. Proximity of the sign to TCS.
4. Proximity of the sign to merge/diverge road sections.

The parameters determined during this part of the assessment process are used to determine any restrictions or operating conditions the applicant is required to meet.

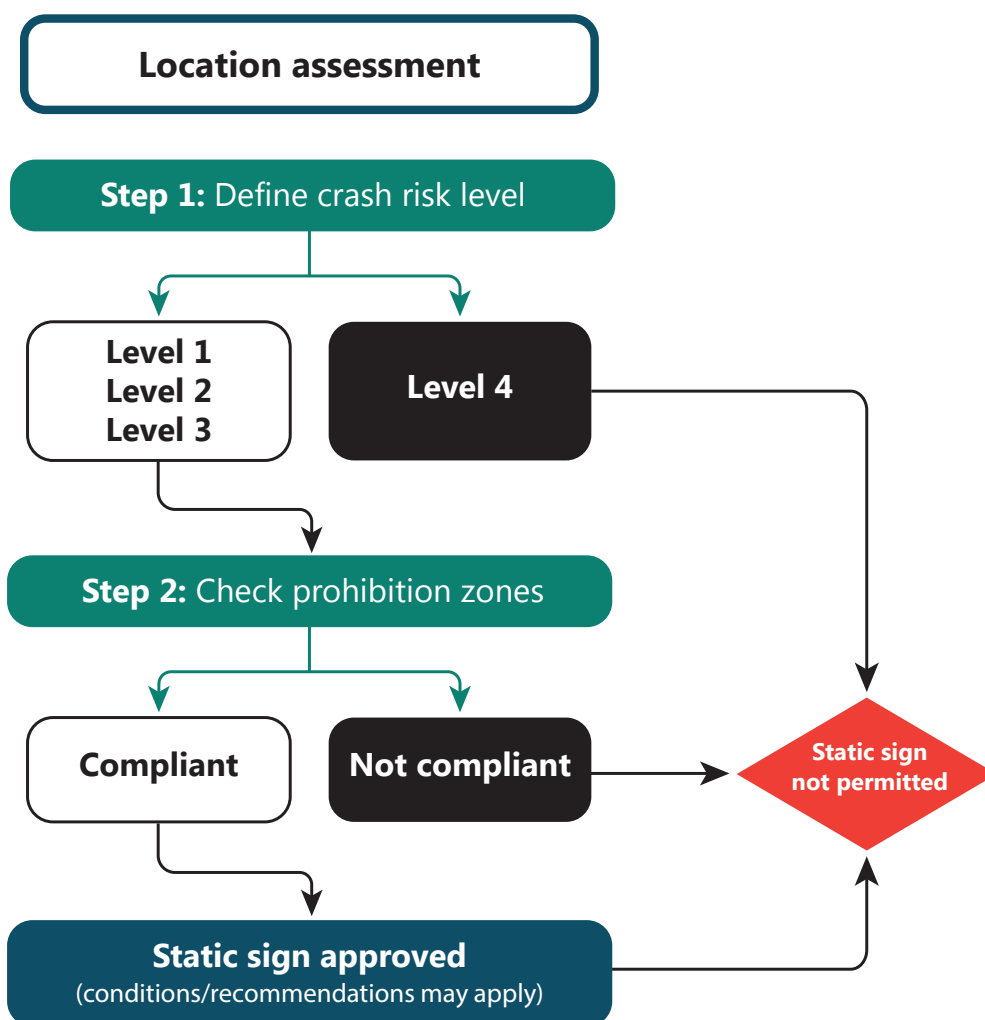


Figure 3: Location assessment summary overview

## 6.2 Crash risk category

The introduction of external distractions (such as static signs) at busy road locations with more demanding driving tasks or higher crash records, may have a detrimental impact on road safety.

To help determine the level of risk of the Western Australian road network, a crash risk category of level 1, 2, 3 or 4 is assigned to categorise each road section and intersection.

### Level 1 and 2

- Static signs are likely to be acceptable within level 1 or 2 intersections or road segments.
- All roads and intersections subject to permanently posted or area speed limits of 40 km/h or lower, may be considered crash risk level 1.

### Level 3

- Some road sections and intersections have significant casualty crash records higher than other roads of a similar nature, and are assigned a crash risk category of level 3.
- For a static sign to be approved within a level 3 intersection or road segment, Main Roads must be satisfied that the static sign will not increase the risk of a casualty crash.
- Approval may be contingent on various conditions and restrictions being met such as:
  - o reduced luminance
  - o restricting visibility from high-risk road sections
  - o other installation requirements and operating conditions as determined by Main Roads.

### Level 4

- A small number of intersections and road segments on the Western Australian road network have been identified as having extremely high casualty crash records.
- The addition of any distractions at these sites may create an unacceptable risk of a casualty crash. These sites have been assigned a crash risk category of level 4.
- No static signs will be permitted if they are visible from a level 4 site.

### 6.2.1 Determining the crash risk category

The crash risk category to be used for assessment of the proposed static sign is the highest crash risk category of any road section or intersection on the approach to the static sign (*refer to the Crash Risk Category Map*). The approach assessments extend to the distances as detailed in Table 2.

Table 2 - Static sign approach distance to be used for crash risk category determination

Speed zone (speed limit)	Static sign approach distance
60 km/h and below	50 m
70 km/h or 80 km/h	100 m
90 km/h and above	150 m



The figure below represents how these distances should be used to determine the crash risk category.

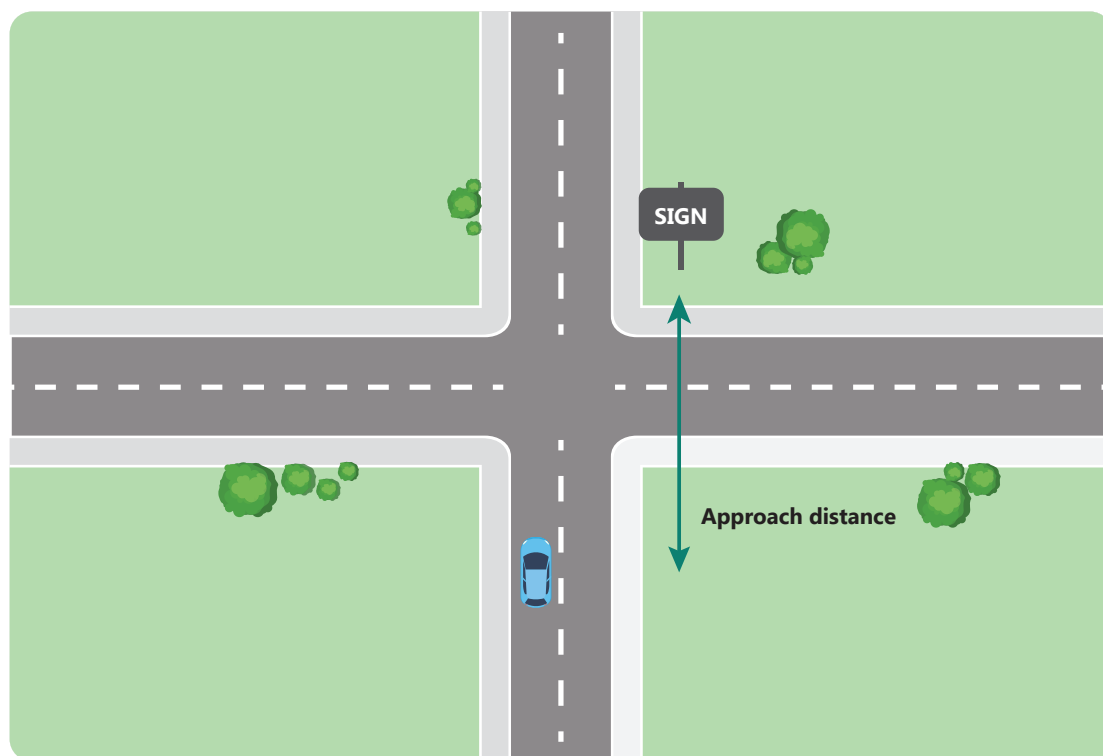


Figure 4: Approach distances for crash risk category determination

**Main Roads will provide advice on crash risk categories appropriate for a proposed static sign at the pre-lodgement meeting.**

Refer to Appendix 1 for more information on crash risk level categorisation.

*Note: If there is a level 4 intersection within the calculated assessment distance, but the sign location is outside the intersection assessment zone, then the intersection is treated as a level 3 intersection.*

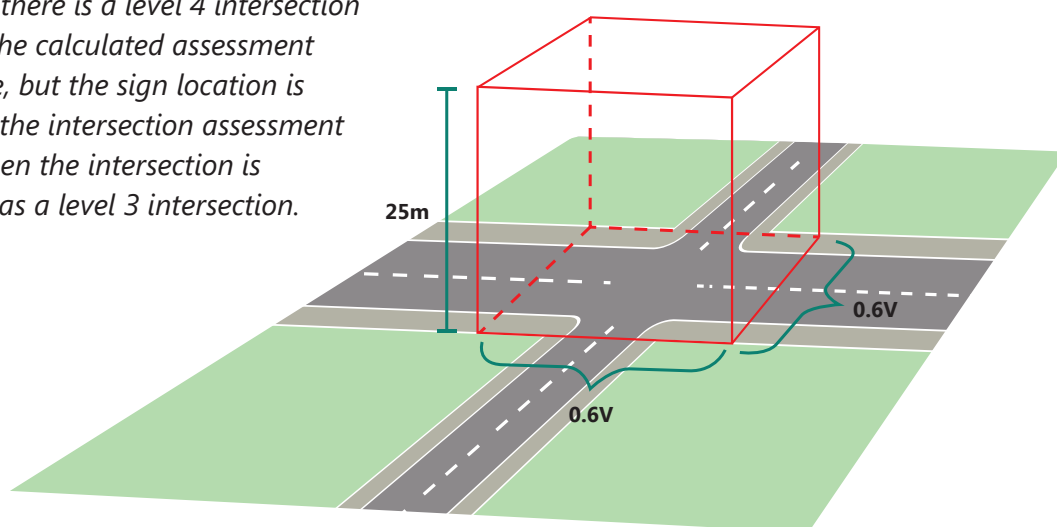


Figure 5: Intersection assessment zone

## 6.3 Prohibition zones

### 6.3.1 Obstruction of a road sign

Static signs must not obstruct a driver's view at a point where they may need to react (brake or change lanes).

The minimum distance between the static sign and a road sign should be  $0.6V$ , where  $V$  = posted speed limit in km/h.

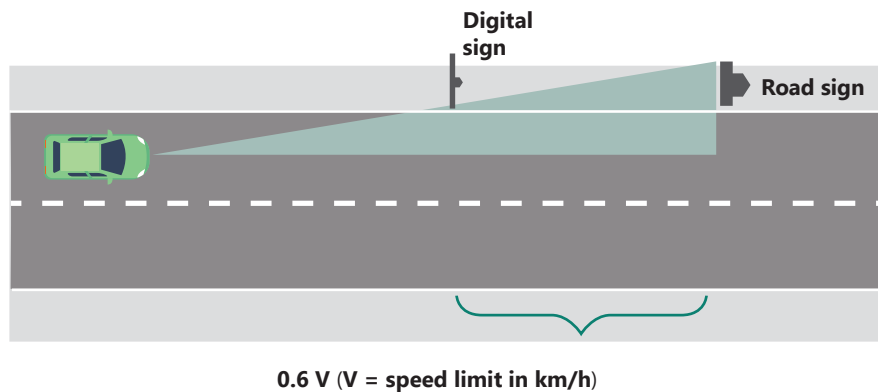


Figure 6: Obstruction of road sign

### 6.3.2 Interference with a traffic control signal (TCS)

A TCS must always be visible to road users as misinterpretation or failure to observe a TCS increases the likelihood of high severity crash outcomes.

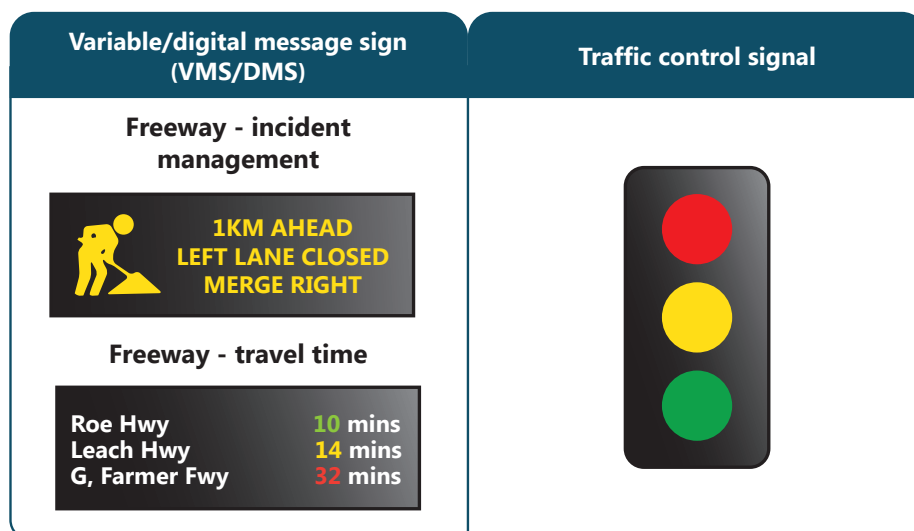


Figure 7: Common traffic control signals (TCS)

A static advertising sign must not be positioned where it may be too close (in front, besides, above, or behind) a TCS. The resulting offset adjacent, above and behind the TCS is called the TCS prohibition zone (TPZ).

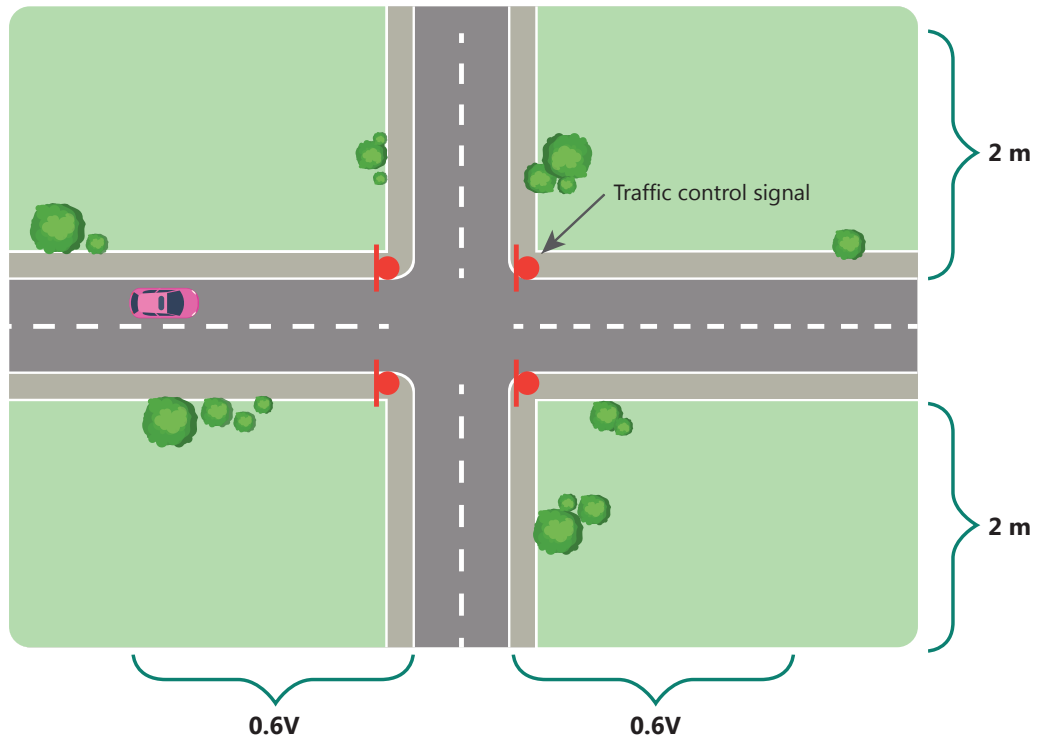


Figure 8: Traffic control signal prohibition zone

If a proposed static sign is within the area shown below, the minimum vertical offset must be 7 m.

The vertical offset is measured from the road pavement to the lower edge of the static sign, as shown in the figure below.

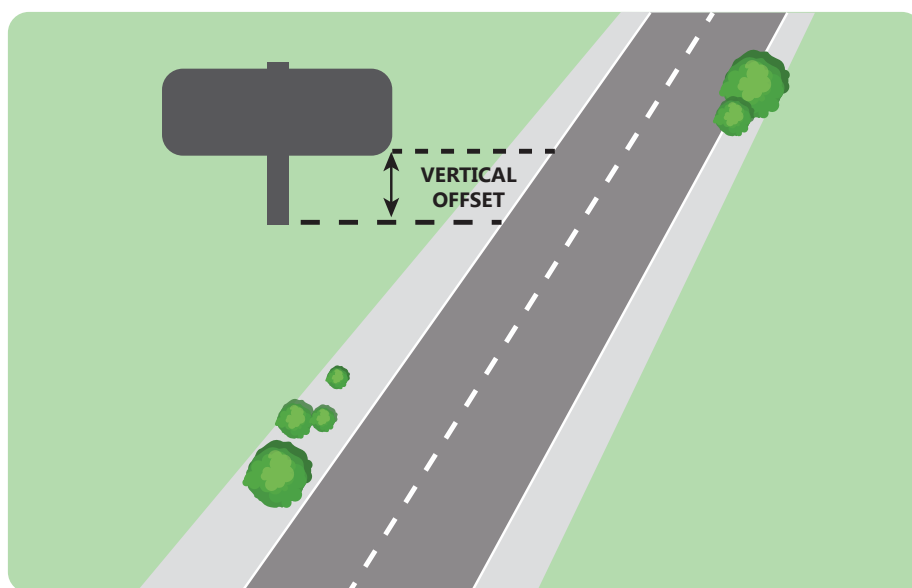


Figure 9: Vertical offset

For all other locations, the minimum vertical offset must be 3.0 m. This minimum offset is required as drivers must be able to observe traffic, pedestrians, cyclists, or eRideable users.

### 6.3.2.1 Lane use management signs (LUMS)

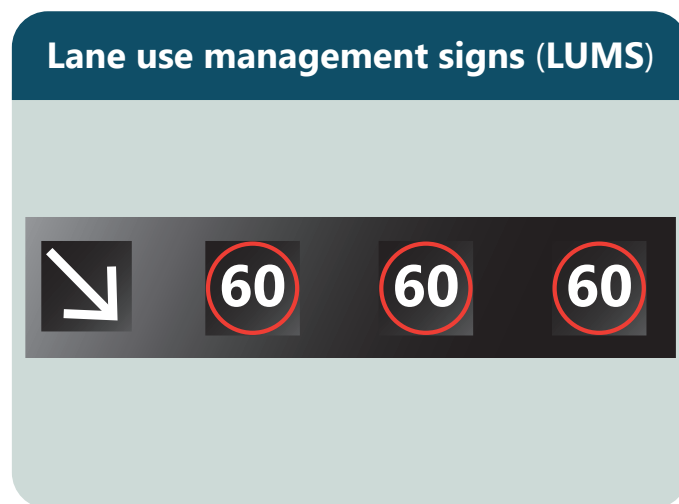


Figure 10: Lane use management signs

A static sign must not be close to lane use management signs on a freeway where a driver may need to make a critical decision such as reduce the speed, change lanes, etc. A prohibition zone is provided to exclude static signs from these sections of the road network. The prohibition zone extends vertically, indefinitely.

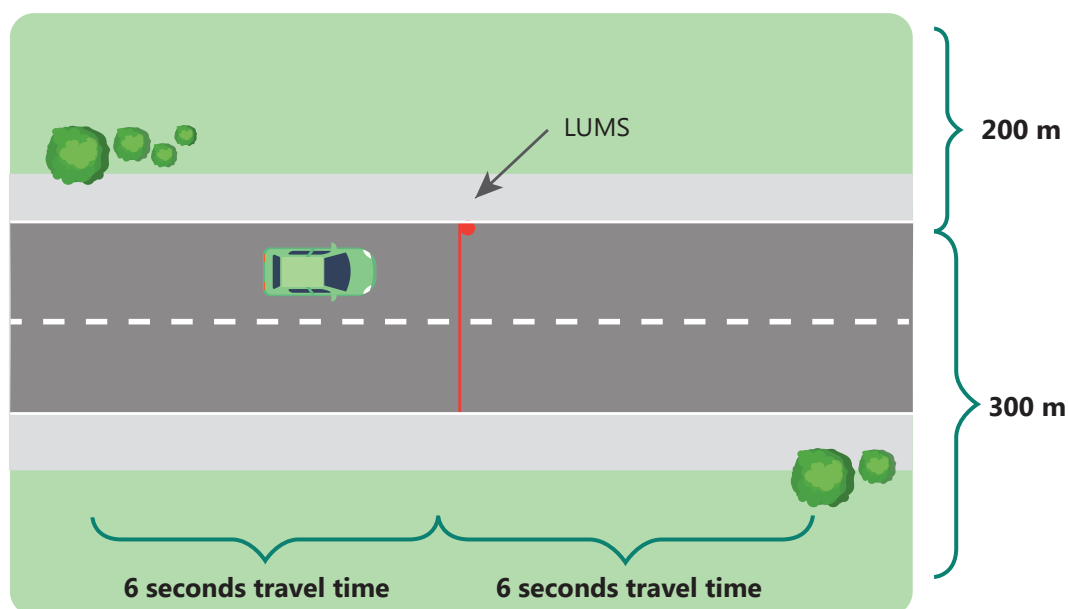


Figure 11: LUMS prohibition zone

### 6.3.3 Critical movement prohibition zone

At merge and diverge locations, drivers are required to observe vehicles in adjacent lanes as well as on the forward roadway. Weaving movements are common, and additional distractions may increase the risk of a crash.

A critical movement prohibition zone (CMPZ) is provided to exclude static signs from these sections of the road network. The CMPZ extends vertically, indefinitely.

The **CMPZ for diverge does not apply** on single-lane carriageways, or roads with a speed zone of 70 km/h or lower.

The **CMPZ for merge and diverge does not apply** on roads with a speed zone of 50 km/h or lower.

#### 6.3.3.1 Merge and diverge

A driver negotiating a merge should not be distracted by a static sign whilst approaching a lane transition area, or when within the lane transition area itself. A static sign must not be located within the CMPZ as shown in Figures 12 and 13.

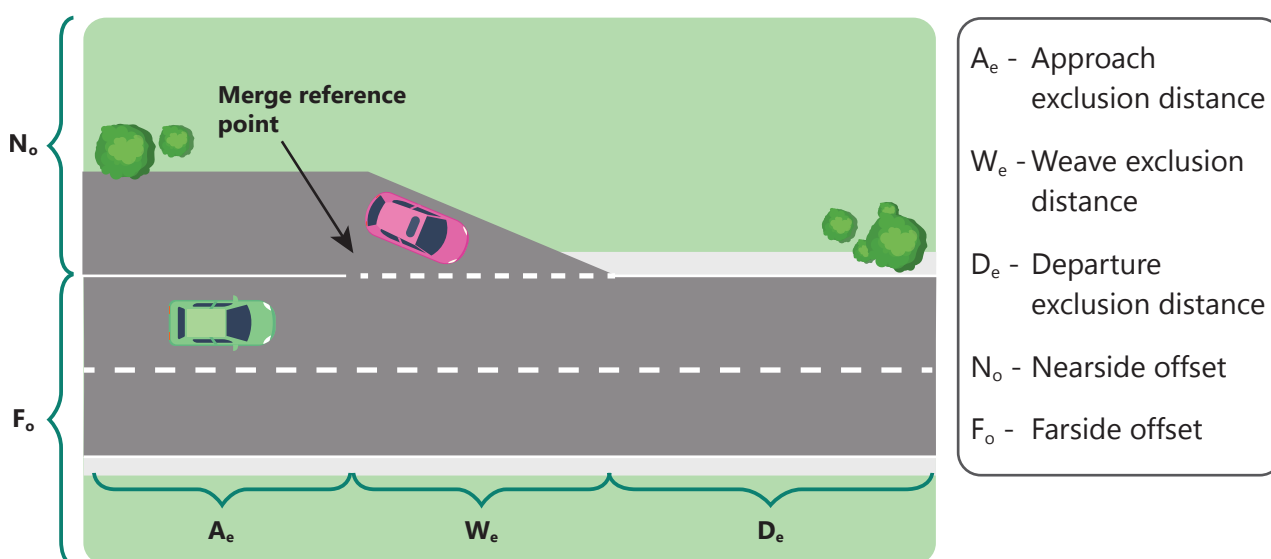


Figure 12: Critical movement prohibition zone (CMPZ) for merge

The CMPZ for a merge zone is assigned from the point where the two lanes begin to converge, i.e., the start of the merge taper (the merge reference point shown in Figure 12) to the distances shown in Table 3.

Drivers should not be subject to additional distractions at diverge zones, as some drivers make late decisions to exit and can cut across verge side lanes to reach the diverge. Other drivers need to be alert to these movements and take evasive actions if necessary.

On a multi-lane high-speed road, the CMPZ for a diverge zone is assigned from the point where the divergent lane starts to form. This is the reference point as shown in Figure 13. (CMPZ dimensions are provided in Table 3.)

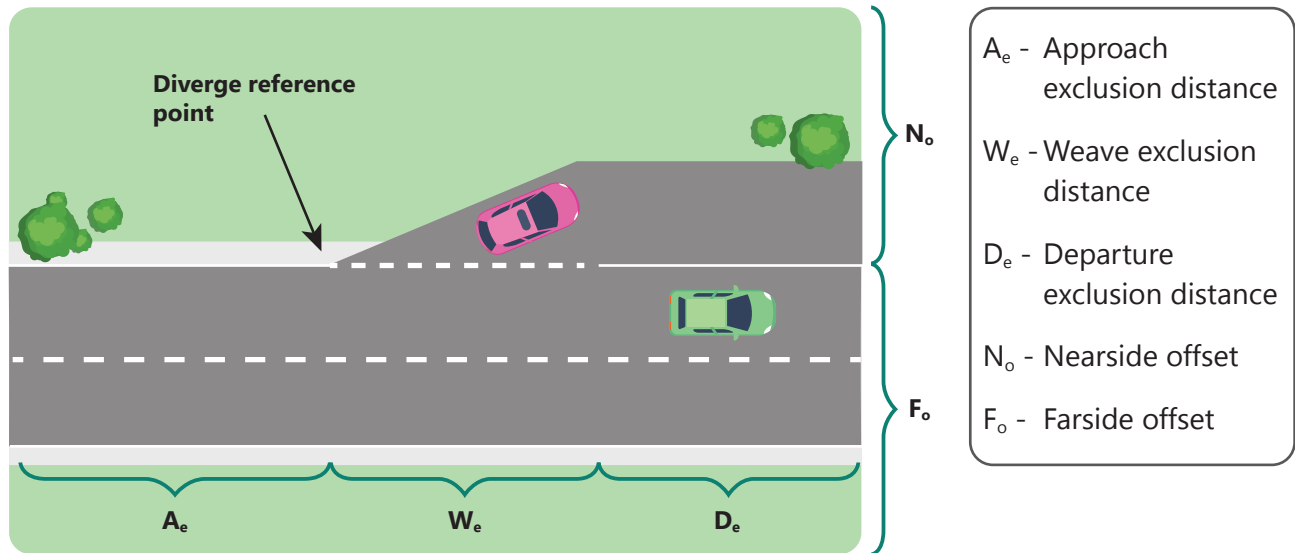


Figure 13: Critical movement prohibition zone (CMPZ) for diverge

Table 3: Critical movement prohibition zone dimensions for merge and diverge road sections

Speed zone (speed limit)	$A_e$ (approach exclusion distance)	$W_e$ (weave exclusion distance)	$D_e$ (departure exclusion distance)	$N_o$ (nearside offset)	$F_o$ (farside offset)
	m	m	m	m	m
60 km/h	100	As marked	100	40	200
70 km/h	115	As marked	115	40	200
80 km/h	135	As marked	135	200	300
90 km/h	150	As marked	150	200	300
100 km/h	170	As marked	170	200	300
110 km/h	185	As marked	185	200	300

## 7. Amenity

### 7.1 Introduction

Static signs should be designed and located to preserve or improve visual amenity within the road reserve and adjoining areas visible from road or roadside vantage points.

Opportunities to improve visual amenity, by consolidating existing signage, or by ensuring advertising impact and location is appropriate for the road environment/streetscape and/or intended audience, are key considerations in the preservation and improvement of visual amenity.

### 7.2 Locations where advertising signs will not be supported

Main Roads will not support advertising signs within the road reserve or on land visible from state roads, where it is considered obtrusive and/or in opposition to the character of the area, e.g.:

- Landscapes and views valued by the community i.e., scenic, city, rural, water bodies and/or foreshores.
- Visually prominent landforms such as rock outcrops and elevated features such as ridges, hills, and escarpments.
- Cultural and heritage sites, features or designations including Aboriginal heritage sites.
- Roadside vantage points, road sections and structures such as designated tourist, scenic, flora or other tourism routes.
- Roadsides that feature urban design treatments, structures, public art, or landscaping.

### 7.3 Guidance on improving the aesthetics and placement of advertising signs

Placement of static signs should enable them to blend with existing elements of the streetscape within the context of other built forms (or natural attractive scenery), to preserve the visual landscape, character and/or view/s.

Height, position, and illumination are also key elements influencing aesthetics. However, static signage and/or supporting structures should also:

- Maintain the skyline when viewed from the road reserve or surrounding area.
- Align with the architectural elements and character of surrounding buildings, structures, and tree canopies.
- Not protrude above buildings, structures, and tree canopies.
- Consolidate existing signage where possible, to reduce the proliferation of signage.
- Be surface mounted where possible and integrated within the façade.
- Supporting structure colours should integrate with, or match surroundings/predominant background (e.g., sky, vegetation).
- Be screened/modified to minimise light spill to adjacent properties (particularly in residential areas).

## 8. Conditions and Restrictions

### 8.1 Introduction

Main Roads may place restrictions and conditions on the approval of a static sign to ensure the objectives of this policy are met.

Typical restrictions and conditions include:

- installation requirements
- operating conditions, and
- a period of approval.

**Main Roads may also recommend conditions for a static sign under planning regulations.**

Main Roads **will not** provide static sign approval where:

1. It is on a road section or intersection that has a crash risk category of level 4.
2. It is within any prohibition zone.
3. The display area exceeds 100 m<sup>2</sup> (may be assessed on a case-by-case basis in locations where the speed is 40 km/h or lower).
4. The top of the display area is greater than 20 m above the nearest road pavement - unless the sign is attached to a building façade. If the sign is attached to a building façade, it should not be higher than the top of the building façade.
5. The display includes, pulsing, flashing or similar lighting variations.

### 8.2 Installation requirements and conditions

#### 8.2.1 Placement within a road reserve

1. Static signs less than 6 m<sup>2</sup> installed within the road reserve must be integrated with/designed in sympathy with facilities providing public benefit e.g., bus shelters, illuminated street name signs, seating, rubbish bins and similar.
2. Static signs and supporting structures must not cause any obstruction to pedestrians, cyclists or eRideable users.
3. Static signs must not be placed within the clear zone of a road carriageway or cycleway. (Note: this may be a larger offset for oversize overmass vehicle routes.)
4. Static signs must not obstruct a road users' view (including pedestrians, cyclists and eRideable users) of adjacent road carriageways, cycleways, and footpaths.
5. Static signs must not obstruct pedestrian access along a road verge, even if no formal path is present.

#### 8.2.2 Approval required for construction and maintenance on a state road reserve

Prior to a static sign being installed on a state road reserve, the applicant will be required to obtain approval from Main Roads to work in a road reserve. *The Procedure for Seeking Approval to Undertake Works within the Main Roads Reserve* is available on Main Road's website or by contacting the Main Roads' Customer Information Centre on 138 138.

*Refer to Section 10 - References and Related Documents.*



### 8.2.3 Indemnity

The owner of a static sign located within a state road reserve is required to indemnify and keep indemnified: the Commissioner of Main Roads, and their servants and agents, against any claim or proceeding (and any costs and expenses incurred as a result) that may be made or brought by any person or corporation against the Commissioner of Main Roads, and their servants and agents, arising out of the erection, or existence or operation of the advertising device.

### 8.2.4 Insurance

The owner of a static sign located within a state road reserve shall, with respect to that sign, effect and maintain a public liability insurance policy with a reputable insurer.

The owner must effect and maintain (to the satisfaction of the Commissioner of Main Roads) insurance, which covers claims in respect of:

- Loss of, or damage to, or loss of use of, any real or personal property.
- The personal injury, disease, or illness to, or death of any person arising out of the erection, or existence or operation of the advertising device.

The owner of a static sign located beyond a state road reserve shall satisfy the public liability insurance requirements of the local government.

#### 8.2.4.1 Date of insurance

The owner of the static sign must ensure the insurance (referred to above to be effected and maintained) is in force on the date of the erection of the static sign and is maintained during the existence or operation of the approved static sign.

#### 8.2.4.2 Evidence of insurance

The owner of the static sign shall provide the Commissioner of Main Roads with evidence of such insurance as required.

### 8.2.5 Additional requirements

As a result of the location and amenity assessments in line with Sections 6 and 7 of this policy, Main Roads may request adjustments to the static sign application including, but not limited to:

- Placement relative to TCS, road carriageway, or critical decision-making points for drivers.
- Orientation of the display area.
- Form of construction and physical road safety.
- Installation of additional infrastructure to the road network to mitigate potential safety risk at the site.
- Any other characteristic as deemed necessary by Main Roads to limit detrimental impacts on road safety.

Such requirements will need to be addressed for Main Roads to provide approval under the Main Roads static sign application process.

## 8.3 Sign operating conditions

All static signs must meet the operating conditions set out in any approval granted by Main Roads under this policy. Operating conditions are determined as per the requirements and conditions set out below.

These requirements and conditions are based on the principle of maintaining a safe road network and reducing the potential to distract drivers and other road users at critical decision-making points.

### 8.3.1 Light emitting devices

The *Road Traffic Administration Act 2008 (Section 140)*, which applies to all roadways in Western Australia, warrants that light emitting devices, in or visible from a road reserve, should not distract a driver, or cause a risk of danger.

Where a static sign is adjacent to a TCS, in an otherwise uncluttered road environment, road users might observe the static sign in preference to the TCS. This may be a result of the static sign being larger, brighter, and/or having unfamiliar or changing content.

The owner and operator of the static sign may be notified to rectify the device where it is the opinion of Main Roads that a static sign is likely to:

- confuse a driver
- adversely affect traffic, or
- increase risk.

#### 8.3.1.1 Flashing, strobing, pulsing

No portion of the static sign display should emit a flashing, pulsing, or strobing effect.

### 8.3.2 Luminance and illumination

Where a static sign is brighter than the surrounding ambient light, it can draw attention away from the roadway, vulnerable road users and TCS. This creates a significant hazard.

*AS-NZS 4282 - Control of the Obtrusive Effects of Outdoor Lighting* provides guidance on the effects of outdoor lighting with respect to lit surfaces and glare toward road users. This standard provides guidance on the luminance that may be acceptable from a lit surface such as a static sign, as well as the threshold increment used to assess glare impacts on drivers.

*Refer to Section 10 - References and Related Documents.*

Table 4: Maximum allowable luminance in various road environments based on AS-NZS 4282

Environmental zone*	Description	Day cd/m <sup>2</sup>	Night cd/m <sup>2</sup>
A4	Town and city centres and other commercial areas with generally high off-street ambient lighting e.g., major shopping/commercial centres	500	350
A3	Suburban areas in towns and cities with generally medium off-street ambient lighting e.g., shopping/café strips	400	250
A2	Sparsely inhabited rural and semi-rural areas with occasional off-street ambient lighting	400	150
A1	Relatively uninhabited rural areas with no off-road lighting	300	zero
A0	Intrinsically dark	zero	zero

\* Environmental zone as defined in AS-NZS 4282 Table 3.1

## 8.4 Displayed content

### 8.4.1 Replication of a road sign

The Road Traffic Code 2000 R.297(5) warrants that nothing in or visible from any road reserve should replicate a road sign. See below for excerpt:

"(5) A person must 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."

**The static sign must not display images of road signs or traffic control signals.**

### 8.4.2 Legibility of text

Text displayed on a static sign intended for a driver to read whilst passing must be large enough to be legible, and not require the driver to strain to focus on the text.

All other text displayed on the static sign must be small enough that it is not a distraction to a driver and may be read only from a stationary vehicle, or by other road users (such as pedestrians).

### 8.4.3 Complexity of message

The greater the quantity of information in a static sign, the longer it will take to read, and hence the longer a driver may be distracted from the driving task.

The number of elements displayed on a static sign should generally be no more than ten. Where a word, object, or logo may be counted as an element.

#### 8.4.4 Instructions to drivers

The content displayed on a static sign should not include any instructions to drivers or images that may be interpreted as directions.

Words that convey directions, such as turn, stop, enter or similar, should not be displayed.

Arrows that direct a driver to a destination should not be displayed.

Website addresses, phone numbers and social media instructions should not be displayed unless small enough that it is not a distraction to a driver and may be read only from a stationary vehicle, or by other road users (such as pedestrians).

### 8.5 Advertising standards and community expectations

The Advertising Standards Bureau administers a national system of advertising self-regulation through the Advertising Standards Board and the Advertising Claims Board. This system is recognised by various authorities throughout Australia, based on an understanding that advertisers have a common interest in promoting community-accepted standards of advertising.

The Advertising Standards Bureau administers a general code of ethics for advertising developed by the Australian Association of National Advertisers, as well as specific codes for such areas as:

- marketing to children
- food and beverages (including 'fast foods')
- motor vehicles
- alcohol and drugs
- weight management.

*In relation to this policy:*

1. Advertising content determined to breach any advertising code administered by the Advertising Standards Bureau, or any state or national legislation, must not be displayed on a roadside advertising sign/static sign.
2. Advertising signs should not display extreme emotional material, especially content that could be threatening or anxiety-provoking.
3. Themes and messages in juxtaposition to the surrounding land-use should not be displayed.
4. Advertising content should meet community standards and expectations in all settings.

Refer to [www.adstandards.com.au](http://www.adstandards.com.au) for more information.

## 8.6 Period of approval

### 8.6.1 Expiry

All approvals granted to operate a digital advertising sign under this policy will have an expiry timeframe.

The approval will expire on the following (whichever comes first):

- "I. 15 years; or*
- II. the date a revocation becomes effective under Regulation 10 of the Main Roads (Control of Advertisements) Regulations 1996 (WA); or*
- III. 6 months after the date on which the Proponent receives notice in writing from Main Roads that the removal of the advertisement is necessary or convenient for the exercise of Main Roads' functions under the Main Roads ACT 1930 (WA) or the Land Administration Act 1997 (WA)."*

## 9. How to Apply: Static Sign Application Form

Please download the application form via the Main Roads' website. Once complete submit the form to: [advertisingsigns@mainroads.wa.gov.au](mailto:advertisingsigns@mainroads.wa.gov.au).

STATIC SIGN APPLICATION FORM			
<b>Policy Application</b>			
<b>Proximity to state roads</b>	Is the proposed sign within 50t0 m of a state road?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Which state roads are within 500 m?		
	Is the proposed sign visible from a state road?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Which state roads will the sign be visible from?		
	Are any traffic control signals within 100 m of the proposed sign?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
What sort of traffic control signal?			
<b>Sign Details</b>			
<b>Application contacts</b>	Sign owner:		
	Postal address of sign owner:		
	Contact name for application:		
	Email address:		
	Telephone number:		
<b>Land tenure details</b>	Sign location:		
	Property owner:		
	Property owner contact:		
<b>Sign details</b>	Sign dimensions (width (m) x height (m))		
	Display area (m2):		
	Is the sign mounted on a building façade?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the sign mounted on another structure?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Is the sign positioned within the road reserve?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	What is the visibility distance from each of the roads the sign will be visible from.		
What is the vertical offset (measured from the road pavement to the lower edge of the sign).			
<b>Aerial Image</b>			
Attach an aerial image showing the location of the proposed sign, its orientation and intended audience (mark on the plan where the additional images are captured from).			

## 10. References and Related Documents

Document number	Description
D24#681201	Application and Assessment Guidelines for Static Advertising Signs
D18#604581	Procedure for Seeking Approval to Undertake Works Within the Main Roads Reserve
AS-NZS 4282 2019	Control of the Obtrusive Effects of Outdoor Lighting

## 11. Appendices

Appendix	Title
<b>Appendix 1</b>	Crash Risk Map Methodology

# Appendix 1: Crash Risk Map Methodology

## 1. Introduction and scope

The crash risk map methodology outlines how intersections and road sections with a hierarchy above “access road” are allocated to the following crash level categories:

**Level 1**

**Level 2**

**Level 3**

**Level 4**

**Note:** Hierarchies above access road include primary distributor, regional distributor and local distributor. All intersections and road sections that exclusively involve access roads are categorised as level 1 (as shown on the map).

## 2. Definitions

### Intersection categories

Intersections are categorised by:

- a) *Control*: signalised or non-signalised (i.e., ‘Give Way’ or ‘Stop’ signs)
- b) *Type*: merge, T-junction, crossroads and roundabout
- c) *Complexity*:
  - simple (all approaches single carriageway)
  - complex (at least one approach is a dual carriageway)
- d) *Speed limit grouping*:
  - low (60 km/h or less)
  - medium (70 km/h or 80 km/h)
  - high (90 km/h or above)

### Road section categories

This applies to sections of the carriageway up to 300 m in length.

Road sections are categorised by:

- a) *Type*: single or dual
- b) *Speed limit grouping*:
  - low (60 km/h or less)
  - medium (70 km/h or 80 km/h)
  - high (90 km/h or above)



### 3. How benchmarks are set

Benchmarks are used to be able to determine the casualty crash frequency rate for road sections and intersections.

These benchmarks are established by determining the average casualty crash frequency rate from

- a) a selected groups of road intersections, and
- b) a selected group of intersections.

Road sections and intersections included in the calculation include:

- any intersection with at least one intersecting road being a highway or state road, which is also located within the metropolitan region, and
- any road section on a highway or state road within the metropolitan region.

**Note: These roads and intersections are used as they are likely to have the highest traffic flows and are the locations where roadside advertising is most likely to be placed.**

The resulting benchmark calculations used to determine casualty crash frequency levels for any specific road section or intersection are as follows:

1. For intersections: 0.622 per year
2. For road sections: 0.086 per year

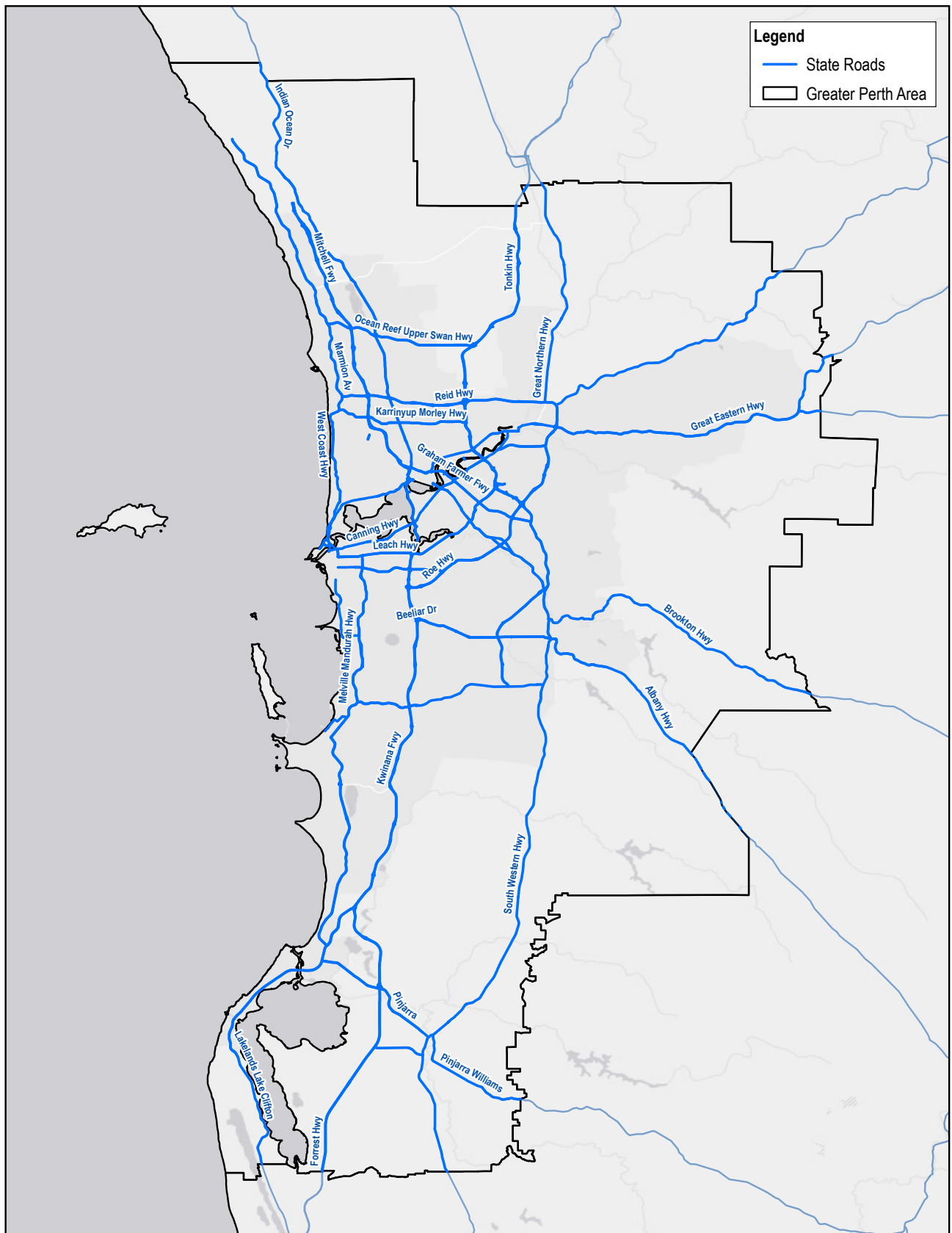


Figure 1: Map showing the state roads and highways in the metropolitan region used to calculate benchmarks

## 3.1 Allocating crash level categories to intersections

Allocating an intersection to a crash level category is a two-stage process. This process is based on the intersection's long-term casualty crash record, and its category.

### 3.1.1 Long-term casualty crash record

#### Metropolitan intersections

Table 1 shows the casualty crash thresholds used to determine the level for each metropolitan intersection. These thresholds have been chosen so that only intersections with a substantially higher casualty crash record than the benchmark are allocated to level 3 or level 4.

Table 1: Intersection thresholds

Level	Casualty crashes threshold	Benchmark multiplier	Percentage and number of metropolitan intersections for each level
Level 1	-		97.91% (33837 intersections)
Level 2	more than 1 per year	1.6	1.37% (472 intersections)
Level 3	more than 2 per year	3.2	0.46% (158 intersections)
Level 4	more than 3 per year	4.8	0.27% (92 intersections - 33 local roads and 59 state roads)

For example:

An intersection is allocated to **level 2** if there is more than 1 casualty crash per year. This means the intersection had at least 1.6 times the benchmark number of casualty crashes.

$$1.6 = \frac{1 \text{ (crashes per year)}}{0.622 \text{ (intersection benchmark)}}$$

An intersection is allocated to **level 3** if there are more than 2 casualty crashes per year. This means the intersection had at least 3.2 times the benchmark number of casualty crashes.

$$3.2 = \frac{2 \text{ (crashes per year)}}{0.622 \text{ (intersection benchmark)}}$$

An intersection is allocated to **level 4** if there are more than 3 casualty crashes per year. This means the intersection had at least 4.8 times the benchmark number of casualty crashes.

$$4.8 = \frac{3 \text{ (crashes per year)}}{0.622 \text{ (intersection benchmark)}}$$

### 3.1.2 Intersection categories

As shown in Table 2 below, two intersection categories have been identified where most of its members have a long-term casualty crash record greater than the level 2 threshold.

*Table 2: Intersection categories where most of its members have a long-term casualty crash record above the level 2 threshold*

State road intersections in the metropolitan region	Number of intersections	Number above level 2 'threshold'	Percentage above level 2 'threshold'
Signalised crossroads	204	170	83%
Complex signalised t-junction medium speed limit	50	39	78%

If an intersection has been initially allocated to level 1 (under the long-term casualty crash record) but it is within one of the two intersection categories above, it is reallocated to level 2.

However, if an intersection has been initially allocated to levels 2, 3 or 4 (under the long-term casualty crash record) but it is within one of the two intersection categories above, it remains the same level.

## 3.2 Allocating crash level categories to road sections

Allocating road sections to each crash level category is a single stage process based on the long-term casualty crash record as shown in Table 3.

The category step is not included for road sections, as none of the road section categories have been identified where most of its members have a long-term casualty crash record greater than the level 2 threshold.

### State road metropolitan sections

Table 3: Road section thresholds

Level	Casualty crashes 'threshold'	Percentage of road sections on metropolitan state roads for each level
Level 1		86.7%
Level 2	2	7.2%
Level 3	4	2.5%
Level 4	5	3.6%

For example:

- a road section is allocated to **level 2** if there are more than 2 casualty crashes per year.
- a road section is allocated to **level 3** if there are more than 4 casualty crashes per year.
- a road section is allocated to **level 4** if there are more than 5 casualty crashes per year.

Table 3 shows that for the state road metropolitan road sections, 86.7% would initially be allocated to level 1 and a further 7.2% to level 2 (93.9% in total).

### Non-state road metropolitan sections

The above thresholds have also been applied to the non-state road metropolitan road sections. The percentage of these sections allocated to each level is shown in Table 4.

Table 4: Non-state road metropolitan road sections

Level	Casualty crashes 'threshold'	Percentage of road sections on metropolitan <u>non-state</u> roads for each level
Level 1		96%
Level 2	2	2%
Level 3	4	1%
Level 4	5	1%

**Note:** The Crash Risk Category Map is due for review in FY2027/28 and will be updated based on crash data from the preceding 10 years, i.e., 2018 to 2027.