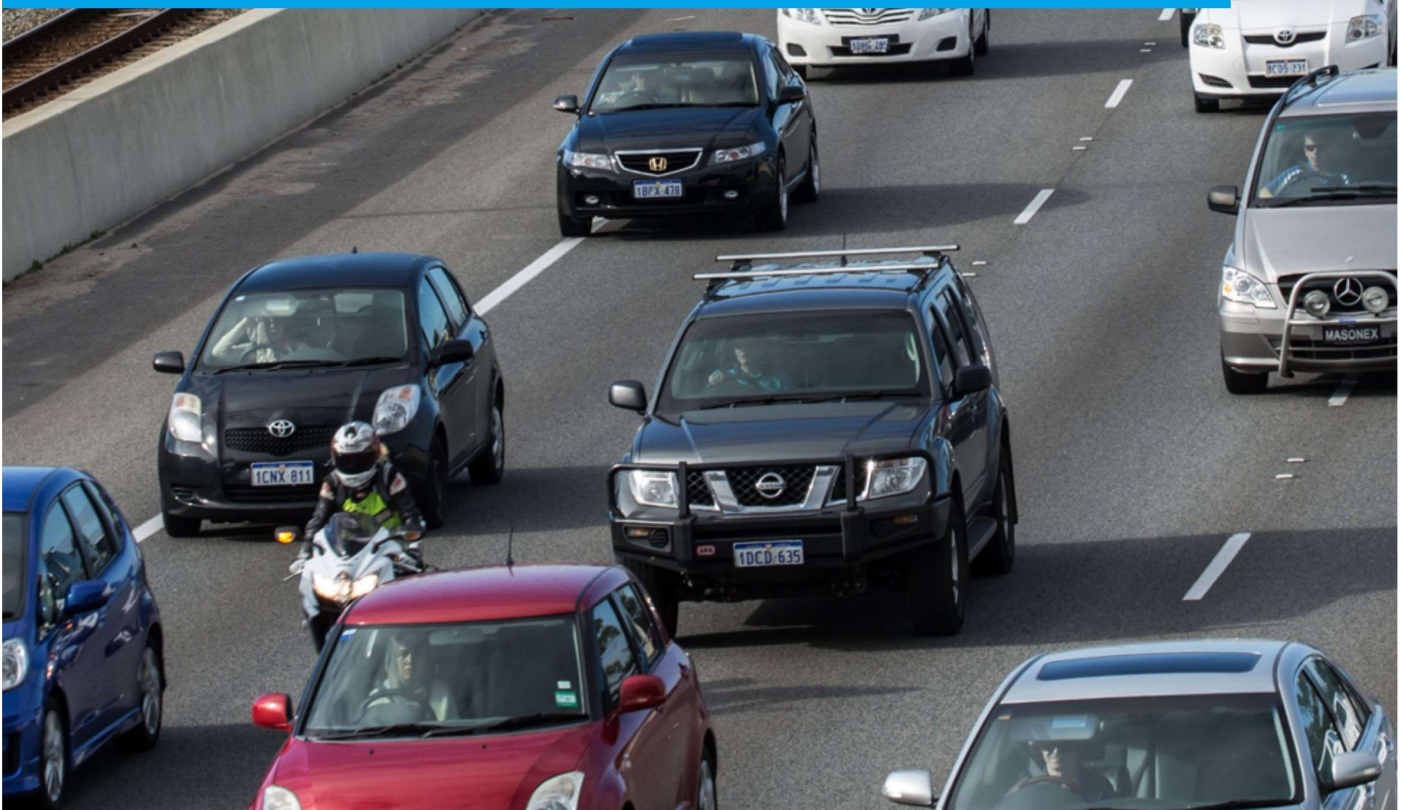




mainroads
WESTERN AUSTRALIA

Policy and Application Guidelines for Advertising Signs

WITHIN AND BEYOND STATE ROAD RESERVES





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Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves

This document is owned and 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 these Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves.

Signed by EDNO on 8 September 2023

A handwritten signature in blue ink that reads "Tony Hall".

EXECUTIVE DIRECTOR NETWORK OPERATIONS

Date: 8/9/23.

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Authorised by

Executive Director Network Operations



Policy and Application Guidelines for Advertising Within and Beyond State Road Reserves

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1. POLICY STATEMENT

Main Roads Western Australia, in conjunction with local governments, will manage and control roadside advertising within the boundaries of State roads, as well as advertising beyond but visible from State roads, so as to ensure that such advertising does not pose a safety hazard to road users and does not adversely impact on the visual amenity of the roadside environment and surrounding areas.

2. PRELIMINARY

2.1 INTRODUCTION

Since 1996, Main Roads has had in place the Guide to the Management of Roadside Advertising which, in combination with the *Main Roads (Control of Advertisements) Regulations 1996*, provided for the management and control of roadside advertising displayed from both within and beyond the boundaries of State roads.

From a local planning and amenity perspective, Main Roads considers that roadside advertising is first and foremost a responsibility of local governments, in conjunction with the Western Australian Planning Commission, where appropriate, to control and manage under local laws, and local and regional planning schemes. However, where such advertising is directed at, or visible from, the State road network, Main Roads needs to be satisfied that such roadside advertising does not pose a potential safety hazard to road users who may be distracted or confused by the display of the advertising, or who may suffer injury as a result of colliding with advertising devices, or who may be prevented from observing traffic signs and other traffic control devices because of the location of advertising signs. Also, Main Roads has an obligation to ensure visual amenity available to State road-users in the form of natural scenic vistas, prominent city skylines, distinctive bridge architecture, etc, is not unduly compromised by roadside advertising.

The traffic hazard potential will vary depending upon the size, type of display, design and construction, and location of the advertising device. Also, whilst one device in isolation may not be potentially hazardous, in those areas where there are several similar devices, the cumulative effect of those devices upon the safety of the road user needs to be taken into consideration. The often subjective nature of what constitutes visual amenity means that independent expert advice on whether or not a signing proposal is aesthetically objectionable may need to be called upon in some circumstances.

2.2 PURPOSE

The purpose of this document is to provide guidance on the assessment and approval of applications to display roadside advertising within State road reserves and beyond the boundaries of, but visible from, State road reserves. These guidelines replace relevant parts of the Guide to the Management of Roadside Advertising relating to 'Category 1, 2, 3 and 4' advertising devices.

2.3 APPLICATION

These guidelines apply to all gazetted highways and main roads ("State roads") controlled by Main Roads Western Australia and are intended for use by both Main Roads and those local governments that have accepted the Commissioner of Main Roads' delegated

authority to manage and control roadside advertising in accordance with an Instrument of Delegation. Maps of State roads can be obtained from Main Roads' website at (www.mainroads.wa.gov.au).

This document sets out the conditions and approval requirements for the following types of advertising signs and devices:

2.3.1 Roadside Advertising Signs and Devices Within State Road Reserves

- Billboard signs (including signs attached to overhead infrastructure)
- Business signs (including portable business signs)
- Promotional signs (excluding 'gateway' signs)
- Temporary event signs
- Illuminated street name signs
- Signs attached to bus shelters, roadside seats and litter bins
- Pole mounted banners and flags
- Variable message signs (VMS)

2.3.2 Roadside Advertising Signs and Devices Beyond State Road Reserves

All advertising signs and devices which are visible to drivers from State roads, excluding;

- Signs specifically exempted from approval under the Main Roads (Control of Advertisements) Regulations 1996.
- Signs and devices that are sufficiently distant from the roadway that drivers are unlikely to be adversely impacted by the signing.
- Incidental signs and devices that proliferate roadsides to the extent that driver distraction, and thus adverse impacts on road safety, are likely to be minimal, e.g. signs directly attached to buildings and structures displaying the name of the business or services provided on the premises, hoarding signs, mesh screening, etc. for building construction or events, and signs permanently displayed on motor vehicles.

2.4 STATUTORY CONTROLS

A variety of primary and subsidiary legislation is in place to control the erection and display of roadside advertising, as described in the following. (The descriptions provided are a summary of the actual text contained in relevant Acts and Regulations.):

2.4.1 Statutory Controls Relating to Main Roads' Responsibilities

The following Acts and Regulations relate to Main Roads' responsibilities in respect to advertising on or in the vicinity of State roads. A copy of these Acts and Regulations can be obtained from the State Law Publisher website (at www.slp.wa.gov.au).

2.4.1.1 Main Roads Act 1930

Section 33B of the Main Roads Act 1930 allows the Governor, on the recommendation of the Commissioner of Main Roads, to make regulations to control advertisements on or in the vicinity of State roads that are considered to be hazardous to traffic safety or are

aesthetically objectionable. Section 33B also stipulates the process that is to be followed for any appeal against a direction given by the Commissioner under such regulations.

Under Section 33C the Commissioner may delegate to local governments the authority to manage and control advertising signs on or in the vicinity of State roads.

2.4.1.2 Main Roads (Control of Advertisements) Regulations 1996

These Regulations apply only to State roads. They do not apply to:

- A sign that does not exceed 1.0 m² in area and indicates that the premises to which the sign is affixed or on which the sign is erected, is for sale or for letting.
- A sign that does not exceed 0.4 m² in area and indicates the name, or the name and business, of the occupier of the premises, so long as the sign is affixed to a building on the premises, or is erected or affixed on or behind the building line of the premises.
- A sign that does not exceed 0.2 m² in area and indicates the name, or the name and business, of the occupier of the premises, so long as 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.
- A sign inside a building, unless the sign can be lit internally or externally by artificial light provided, or mainly provided, for that purpose and the sign is directed primarily at persons travelling in or on vehicles.

Excluding exempt signs, a person must not erect or construct a hoarding or other advertising structure, or exhibit an advertisement on or in the vicinity of a State road without the Commissioner's approval to do so. The approval is to be sought by submission of an application in a form approved by the Commissioner's delegated officer. Approval shall include a duration period and may contain specific conditions of approval.

The Commissioner is not to approve the erection or construction of a hoarding or other advertising structure or the exhibition of an advertisement unless the Commissioner is satisfied that the local government has approved the hoarding, structure or advertisement for the purpose of the Local Government Act 1995 and the Town Planning and Development Act 1928 (now superseded by the Planning and Development Act 2005).

The Commissioner may revoke an approval if the hoarding, structure or advertisement is, or has become, hazardous to traffic safety or aesthetically objectionable. The Regulations also stipulate the process that is to be followed for any appeal against the Commissioner's refusal to approve an application or conditions attached to an approval, and also for dealing with situations where directions made by the Commissioner are not followed.

2.4.1.3 Road Traffic Administration Act 2008

Section 140 provides that if a light is used, kept or exhibited at a place in a manner that in the opinion of the Commissioner of Main Roads is likely to confuse traffic on a road or create circumstances or conditions likely to adversely affect or to cause risk of danger to traffic on a road, The Commissioner may issue a notice requiring the extinguishing, removal, modification, repositioning or other direction in relation to the light. Failure to comply with that direction is subject to a penalty, and the Commissioner may enter private land to take action to give effect to the notice, and seek to recover such costs incurred as a debt owing to the Commissioner.

2.4.1.4 Road Traffic Code 2000

Regulation 297(5) has a requirement that a person shall not erect, establish, place, maintain or display, on a road, anything that:

- Is a false representation of, or a colourable imitation of, a traffic sign or traffic-control signal.
- Interferes with the effectiveness of, or of any part of, a traffic sign or traffic-control signal.
- Prevents an approaching driver from clearly distinguishing the whole, or part, of a traffic sign or traffic-control signal.
- Distracts a driver's attention from a traffic sign or traffic-control signal.
- Not being a traffic sign, displays a word or direction ordinarily associated with a traffic sign.

2.4.1.5 State Trading Concerns Act 1916

Section 4 describes the application of this Act in regard to regulating the establishment, carrying on, and management of trading concerns by the Government of the State, and to authorise the continuance or disposal of certain trading concerns, and to extend the functions of certain agencies, and for other relative purposes.

2.4.1.6 State Trading Concerns (Authorisations) Regulations 1998

Regulations 4 and 5 (Schedule 2, Parts 1 and 2), identify the Commissioner of Main Roads as a statutory corporation whose activities include the provision of advertising opportunities, or opportunities having a purpose similar to advertising, by means of entering into arrangements under which advertising may be displayed on or above highways and main roads.

2.4.2 Statutory Controls Relating to Local Government Responsibilities

The following Acts, Regulations and policies relate to local government responsibilities in respect to advertising on or in the vicinity of all public roads. (The descriptions provided are a summary of the actual text contained in relevant Acts, Regulations and policies.) A copy of the Acts and Regulations can be obtained from the State Law Publisher at www.slp.wa.gov.au.

2.4.2.1 Local Government Act 1995

Section 3.5 provides for a local government to make local laws prescribing all matters that are required or permitted for it to perform any of its functions under the Act. It states that a local law made under the Act may adopt the text of any model local law, or a local law of any other local government, or any code, rules, specifications, or standard issued by Standards Australia or by such other body as is specified in the local law.

2.4.2.2 Planning and Development Act 2005

Section 123 requires local planning schemes and local laws to be consistent with region planning schemes.

The Metropolitan Region Scheme (MRS) is the regional planning scheme for land use in the Perth Metropolitan area. Local planning schemes and local laws must be consistent with the MRS.

Section 262 allows the Governor to make uniform general local laws, or separate sets of general local laws adapted for areas of any special character, for all or any of the purposes mentioned in Schedule 8. Such Local laws have the force of law in the district of any local government which the Governor may from time to time prescribe and supersede the local laws made for the same or similar purpose by the local government of the district so prescribed.

Schedule 8 sets out the extent of general local laws that may be executed by the Governor. This includes Item 6 which provides for prohibiting or regulating the erection and use of buildings, advertisement hoardings, or structures for advertising purposes which are such as to be injurious to the amenity or natural beauty of the area to which the local laws are to apply.

2.4.2.3 Western Australian Planning Commission Development Control Policy 5.4

The policy applies to advertising on land reserved under a region scheme such as the Metropolitan Region Scheme and sets out the objectives and considerations taken into account by the Western Australian Planning Commission in determining applications for the display of advertisements on reserved land. The erection, alteration and extension of any advertisement on land reserved by a region scheme such as the MRS requires the approval of the WAPC.

2.4.3 Statutory Controls Relating to Elections

There are both State and Commonwealth statutes relating to the display of advertising for elections.

2.4.3.1 Electoral Act 1907

Sections 187(1)(a) and (b) prescribe the need for the name of the person authorising the advertisement, and the name of the printing business producing the advertisement, to be displayed on all electoral advertisements.

Sections 191A(1) and (2) prohibits electoral advertisements containing misleading information about the marking of ballot papers.

2.4.3.2 Commonwealth Electoral Act 1918

Section 328(1) requires any advertisement, handbill, pamphlet, poster or notice to carry the name and address of the person who authorised it, and, where the advertisement is not in a newspaper, also requires the inclusion of the name and place of business of the printer.

Section 334 makes it an offence for any person to write, draw or depict any electoral matter directly on any roadway, footpath, building, vehicle, vessel, hoarding or place.

2.5 ADVERTISING STANDARDS

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 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

Advertising content determined to breach any advertising code administered by the Advertising Standards Bureau, (see www.adstandards.com.au), or any State or National legislation, shall be excluded from approval under these guidelines.

3. GENERAL CONDITIONS FOR ADVERTISING DEVICES

3.1 GENERAL SAFETY AND EFFICIENCY CRITERIA

Roadside advertising devices are one of many stimuli confronting road users. The driver needs to assess the relevance of these stimuli to the driving task. Cognitive assessment of roadside objects or devices becomes more difficult as the level of the driver attention, distraction and decision making is increased.

The general permission criteria for the display of advertising devices within the boundaries of, or visible from state-controlled roads are intended to ensure that:

- A high level of safety for road users is maintained
- Traffic efficiency is assured

An advertising device may be considered a traffic hazard if it interferes with road safety or traffic efficiency; or if it:

- Interferes with the effectiveness of traffic control devices (e.g. traffic signals, stop or give way signs), or
- Distracts a driver at a critical time (high demand, decision making areas), or
- Obscures a driver's view of a road hazard (e.g. curves, traffic Stopping Sight Distance), or
- Gives instructions to traffic to "stop", "halt" or other (give way, merge, turn), or
- Imitates a traffic control device, or
- Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users, or
- Is in an area where there are several devices and the cumulative effect of those devices may be potentially hazardous, distracting or demanding

To maintain safety and efficiency for road users, the following three main areas should be controlled for proposed advertising devices:

1. Site Selection – which comprises
 - a. The lateral placement of the advertising device to ensure the device does not become a hazard for errant vehicles, and to ensure the effectiveness of official traffic signs.
 - b. The longitudinal placement of the advertising device to minimise the driver distraction, and control the demand placed on a driver.
2. Physical Characteristics of the Advertising Device – including shape, colour, illumination, font size and content (which can influence the extent of driver distraction or confusion).
3. Crash History – to ensure the device is not placed in a high crash rate area or at an intersection with high casualty crash densities.

3.1.1 Site Selection Criteria

3.1.1.1 Lateral placement

Clear Zone

With the exception of where road reserves are very narrow, lateral placement criteria will normally only apply to advertising devices that are within the boundaries of state-controlled roads. The application of the clear zone concept is intended to minimise the risk of collision of an errant vehicle with an advertising device.

Refer to section 4.1.1 Definitions and Interpretation.

Traffic Islands

Despite compliance with clear zone criteria of this guide, advertising devices will not otherwise be permitted on traffic islands.

3.1.1.2 Longitudinal placement

The application of longitudinal placement controls is intended to:

- minimise the level of driver distraction in areas where greater concentration is required
- preserve sight distances
- retain a high level of traffic efficiency

This criteria applies to both:

- Advertising within the boundaries of state-controlled roads.
- Advertising outside the boundaries of, but visible from, state-controlled roads.

Longitudinal placement controls for Advertising Devices within and/or visible from state-controlled roads shall be in the form of:

- Device restriction distances to designated traffic situations and official traffic signs (see Appendix A).

3.1.2 Physical Characteristics of the Advertising Devices

Control of the physical characteristics of Advertising Devices shall relate to the:

- Size and shape
- Colour
- Illumination and luminance
- Movement and rotation
- Advertising Device content
- Supporting structure

The size and shape of Advertising Devices within the boundaries of state-controlled roads may be limited to accepted industry standards.

Advertising Devices within and outside the boundaries of, but visible from, state-controlled roads shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign. The *Manual of Uniform Traffic Control Devices*

prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

Advertising Devices within and outside the boundaries of, but visible from, state-controlled roads shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light/s.

For detailed information relating to Physical Characteristics of Advertising Devices please refer to the specific criteria in Section 4 and Section 5.

3.1.3 Crash history

The crash history of the road will determine any further restrictions on placement or whether a billboard is permitted at the nominated site.

3.1.3.1 Killed and Serious Injury Criteria

A billboard sign is subject to amendment when the proposed site has a vehicle crash history of three (3) or more Killed and Serious Injury (KSI) crashes at any intersection within 'd' metres (see Table 3.1) of the approach to the proposed billboard sign location.

Crashes are included based on the following conditions:

1. Fatal and Serious injury crashes
2. Recorded in the five most recent full calendar years available for existing roads.
3. Any intersection within 'd' metres of the approach to the proposed billboard sign location.
4. Crash History is required for at least 3 years for new roads or where the section of road has undergone significant road works completed within the 5 year date range. Crash history prior to or during the roadworks is not to be included.

If the approaching road section has 3 or more KSI crashes based on the above conditions, then the billboard restriction distance 'd' needs to be increased by a factor of 2 for all diagrams as set out in Appendix A. For intersection restriction distances see Table 3.1.

3.1.3.2 Crash Rate Criteria

A billboard sign is not permitted where sections of the road on a carriageway have a crash rate higher than the critical crash rate.

For details on undertaking this analysis and for determining the critical crash rates please refer to Appendix C.

3.1.3.3 Intersection restriction distance

Stopping sight distance has been adopted as underpinning rationale in the determination of the restriction distance applicable to advertising devices located near a known conflict point on state controlled roads.

The distances 'd' in Table 3.1 have been extrapolated to stopping sight distances taking into account slope and vehicle type and are based purely on the speed limit. Therefore no further adjustments to the distances are required.

Speed Limit (km/h)	Distance 'd' (m)	0.6V (m)
50 or less	45	30
60	65	36
70	85	42
80	110	48
90	140	54
100	170	60
110	210	66

Table 3.1¹ – Distance 'd' for use with Device Restriction Area drawings in Appendix A

¹ Adapted from Roadside Advertising Guide, Transport and Main Roads Queensland Government, 2 August 2013 (pg. 125)

4. CONDITIONS FOR ADVERTISING SIGNS WITHIN STATE ROAD RESERVES

4.1 BILLBOARD SIGNS

4.1.1 Definitions and Interpretation

'Billboard Sign' – means an advertising sign (greater than 4m²) that may be either freestanding or attached to overhead infrastructure.

'Clear Zone' – As described in Austroads' Guide to Road Design – Part 6: Roadside Design, Safety and Barriers, and the 'MRWA Supplement to Austroads Guide to Road Design - Part 6' shown on Main Roads' website at www.mainroads.wa.gov.au.

'Conflict Zone / Area' – Is an area indicated on the diagrams (Appendix A) where conflicts between road users occur. Vehicular interactions may involve diverging, merging, crossing, turning and weaving movements.

'Digital Format' also known as LFDS – Advertising based on light emitting diode or fibre optic matrix technology that is capable of displaying an unlimited range of text and graphical images which can be electronically changed by remote or automatic means.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

'Extension Zone' – is an area indicated on Figure 2 (Appendix A) located immediately after a conflict zone associated with an off ramp OR an area immediately after a viewing zone associated with a traffic sign or advertising sign.

'Major Intersection' – in urban areas means an intersection controlled by traffic control signals, or is a multilane roundabout. Elsewhere means an intersection meeting the requirements for advance direction signs as described in Section 2.2 of Australian Standard 1742 Part 15, 2009 'Manual of Uniform Traffic Control Devices - Direction Signs, Information Signs and Route Numbering'.

'Projected Image Format' – Advertising displayed on flat surface area of a building or other structure via a remote image projection device.

'Turbulence Zone' – is an area indicated on Figure 2 (Appendix A) associated with an off ramp, on ramp or terminating lane where traffic flow may be disrupted due to merging and weaving.

'Variable Message Sign' – means an electronic sign capable of displaying consecutive static messages in either text or pictographic format, only.

'Vehicle-Mounted Sign' – means a sign attached extraneously to, or mounted upon, a parked motor vehicle, or a vehicle trailer.

The erection of the Advertising Device may be permitted subject to the following specific permission criteria:

4.1.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of billboard signs in the following road sections:

- Freeway/Controlled Access Highway interchange areas (see 4.1.4.2 for further details).
- Reservation areas, i.e. national and regional parks and reserves, State forests, and areas of high quality native vegetation including areas subject to active rehabilitation or landscaping.
- Locations subject to planned road improvements, such as entry and exit ramps for a planned future interchange.

4.1.3 Size and Shape

- The dimensions of Advertising Devices shall generally conform to the industry standard values depicted in Table 4.1. Devices that do not comply with these industry standard sizes may be considered. In all situations, the Device must be rectangular (or square) in shape and be installed with the top and bottom edges horizontal.
- The maximum available area of any face of Advertising Device is 85m²

Description	Dimensions (m)	Area (m ²)
Small Portraits	3 x 4.5	13.5
Posters	6 x 3	18
Super 8's	8.22 x 2.66	18.6
Portraits	4 x 6	24
Supersites	12.66 x 3.35	42.4
Spectaculars	18.99 x 4.45	84.5

Table 4.1 - Typical advertising device dimensions

4.1.4 Road User Safety

4.1.4.1 Display

- Billboard signs shall be restricted to static displays that are externally illuminated during hours of darkness or, alternatively, are displayed electronically, i.e. as either a variable message sign or in digital format. The maximum and minimum luminance levels shown at Appendix B shall apply.
- When displayed electronically, only single, 'self-contained' messages shall be displayed, which shall have a 'dwell' duration of not less than those in Table 4.2 Where, under congested conditions, the speed environment is operating below normal free flowing conditions, the dwell time shall be adjusted accordingly. The duration of transition between the full display of one message and the full display of the next message shall not exceed 0.1 seconds. Transitional effects such as fly-in, fade-out and scrolling shall not be permitted.

Speed Limit or Operating Speed (km/h)	Dwell Time (sec)
110	20
100	25
90	25
80	30
70	35
60	40
≤50	45

Table 4.2 – Electronic advertising dwell times

- Billboard signs shall not display advertising in a format normally used for traffic control or warning, incident or traffic management, or road safety or driver information messages, e.g. use of matrix characteristics, font series and colours, and font and word spacings as commonly applied by road authorities on fixed and trailer-mounted variable message signs, shall not be permitted.
- Billboard signs shall not be displayed in projected image format.
- The letter size and legibility of text should generally conform to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Traffic Control and Communication Devices.

For guidance purposes the minimum legible letter size can be determined by the following:

$$H_{legible} = V + 15S$$

Where;

- $H_{legible}$ = minimum legible letter height (mm)
- V = operating speed of passing traffic (km/h), and
- S = lateral offset distance between the centre of the sign and the furthest driving position on the carriageway from which drivers are able to view the sign structure (m).

- The maximum letter size of additional legend that is not intended to be readable by drivers shall be equal to or less than one-third of the legible letter height.
- The illumination of any reflective sign materials should generally conform to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Traffic Control and Communication Devices.
- When attached to overhead infrastructure, signs shall be directed only at motorists passing under the infrastructure.

4.1.4.2 Location and restriction areas

Billboard signs shall be located at sites agreed by Main Roads. The site identification process shall ensure signs are excluded from the following locations:

- Within clear zones of verges and median strips unless the vertical clearance beneath the sign is not less than 5.4 metres above the verge/median ground level. The supporting structures are to be positioned outside the clear zone in accordance with Main Roads guidelines, or may be approved to be positioned behind a suitable road safety barrier or crash attenuator that has been designed and installed to Main Roads' satisfaction.
- Within driver sightline areas (see 4.1.1).
- Within 500 m following a fixed Variable Message Sign (VMS) that is visible to drivers approaching the site of the proposed billboard sign.
- On overhead infrastructure where guide signs have been, or are planned to be, installed.
- Where spacings between electronic billboard signs do not meet those in Table 4.3.

Road Type	Minimum distance between two electronic billboard signs visible to a driver at the same time. Distance (m).	Minimum distance between two electronic billboard signs NOT visible to a driver at the same time. Distance (m).
Freeway or a Freeway standard road	500	250
State controlled road other than a freeway/freeway standard road with a speed limit of 80km/h or greater.	375	200
State controlled road other than a freeway/freeway standard road with a speed limit of 70 km/h.	250	125
State controlled road other than a freeway/freeway standard road with a speed limit of 60 km/h or less.	150	75

Table 4.3 – Minimum acceptable distance between electronic billboard signs

- Within a longitudinal distance of $2.5V$ (metres), of any traffic sign or directional sign on a freeway standard road (V = speed limit in km/h), or a distance 'd' as set out in Table 3.1 of any major intersection, pedestrian crossing, school zone, railway crossing, traffic sign or directional sign for other Main Roads controlled roads.
- Where required, provision shall be made for safe access to the location of the sign for maintenance purposes.

Further device restriction areas and diagrams relating to interchanges, ramps, merges, diverges and intersections can be found in Appendix A.

4.1.4.3 Content

The content of billboard signs shall exclude the following:

- Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.
- Symbols, graphics or text that entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.
- Complicated / long website, social media or email addresses, and text messaging instructions.

4.1.4.4 Sign Movement and Rotation

Moving or rotating billboard sign components shall not be permitted.

4.1.5 Road User Amenity

Devices shall be excluded from road sections and bridge structures offering significant visual aesthetic value for motorists where the display of devices will detract from such visual amenity. When requested by Main Roads, applicants shall submit a formal visual impact assessment report in conjunction with the application.

4.1.6 Design, Construction and Maintenance

- Where electronic displays are capable of being changed remotely, communication systems are to include a facility for Main Roads Traffic Operations Centre to override or control such systems for the purposes of traffic or incident management.
- Billboard signs shall be subject to engineering certification of the structural adequacy of the billboard sign and its supporting structure. Where attached to overhead infrastructure, an engineering certification that the overhead structure has adequate structural capacity to support the sign and that the design of sign fixings is to appropriate standards, shall also be provided.
- 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.
- Retro-reflective material shall not be permitted.
- Signs that have the propensity to reflect glare from the sun or from incidental lighting sources at drivers, shall not be permitted.
- Signs displayed electronically shall be capable of automatic adjustment of luminance levels based on ambient light conditions. Signs shall also be capable of responding to faults by automatically adjusting luminance levels to 'zero'.
- Signs attached to overhead infrastructure shall be contained within the silhouette of the major components of the structure and shall not be wider than the extent of the traffic lanes of the carriageway to which the sign is directed.

- Freestanding billboard signs shall not exceed an overall height of 12.0 m above the ground measured from road pavement level. When determining an Advertising Device height, consideration should always be given to the effect that the device may have on the local area.
- A minimum clearance of 2.5 m beneath signs shall be provided where the structure overhangs a footway, and 2.2 m elsewhere within the verge.
- Vehicle-mounted billboard signs shall not be permitted.
- Vegetation shall not be removed or trimmed to locate a billboard sign or to improve visibility to any proposed billboard sign. Following installation of a billboard sign, vegetation that may have encroached on the visibility of the device over time may be approved for minor trimming by the road owner.
- Removal of graffiti and rectification of any sign damage, on any part of the sign structure, shall be arranged promptly by the sign owner.
- Installation and maintenance activities are subject to the requirements of 'Works on Main Roads' on Main Roads' website at www.mainroads.wa.gov.au.

4.2 BUSINESS SIGNS

4.2.1 Definitions and Interpretation

'Business Sign' – means a sign advertising a business or product either attached to a building / awning or be portable, and, for the purposes of these guidelines, is not an illuminated street name sign, a bus shelter, roadside seat or litter bin sign, all of which are defined separately and subject to separate conditions.

'Clear Zone' – As described in Austroads' Guide to Road Design – Part 6: Roadside Design, Safety and Barriers, and the 'MRWA Supplement to Austroads Guide to Road Design - Part 6' shown on Main Roads' website at www.mainroads.wa.gov.au.

'Conflict Zone / Area' – Is an area indicated on the diagrams (Appendix A) where conflicts between road users occur. Vehicular interactions may involve diverging, merging, crossing, turning and weaving movements.

'Control of Access' – as per the meaning in Part 9 of the Main Roads Act 1930.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

'Major Intersection' – in urban areas means an intersection that is controlled by traffic control signals, or that is a multilane roundabout. Elsewhere means an intersection meeting the requirements for advance direction signs as described in Section 2.2 of Australian Standard 1742 Part 15, 2009 'Manual of Uniform Traffic Control Devices - Direction Signs, Information Signs and Route Numbering'.

'Portable Sign' - means a self-supporting business sign of rigid, lightweight construction that is capable of being easily moved by hand.

'Vehicle-Mounted Sign' – means a sign attached extraneously to, or mounted upon, a parked motor vehicle, or a parked vehicle trailer.

4.2.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of business signs within the following locations:

- Control of Access roads.
- Freeway/Controlled Access Highway Interchange areas.
- 'Gateway' sections, e.g. Great Eastern Highway and the Causeway Eastern Gateway precinct.
- Reservation areas i.e. national and regional parks and reserves, State forests, and areas of high quality native vegetation including areas subject to active rehabilitation or landscaping.

- Road sections that are *not* covered by a local planning policy formally adopted by the local government, which addresses the control of free-standing roadside advertising signs in State road reserves. (Such a local planning policy shall have been prepared for the purposes of a Local or Region Planning Scheme in accordance with the relevant sections of the *Planning and Development Act 2005*.)

4.2.3 Road User Safety

4.2.3.1 Display

- Business signs, including portable signs, shall be restricted to non-illuminated static displays, with the exception of signs directly attached to building infrastructure including shop awnings. Such signs may have static internal or external illumination with maximum luminance rates not exceeding those shown at Appendix B.
- The content displayed on any single face of a business sign shall not exceed a size 4.0 m².
- The letter size and legibility of text should generally conform to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Traffic Control and Communication Devices.

For guidance purposes the minimum legible letter size can be determined by the following:

$$H_{legible} = V + 15S$$

Where;

- $H_{legible}$ = minimum legible letter height (mm)
- V = operating speed of passing traffic (km/h), and
- S = lateral offset distance between the centre of the sign and the furthest driving position on the carriageway from which drivers are able to view the sign structure (m).

The maximum letter size of additional legend that is not intended to be readable by drivers shall be equal to or less than one-third of the legible letter height.

4.2.3.2 Location

Business signs shall not be permitted to be installed at the following locations:

- On median strips and traffic islands including roundabouts.
- Within clear zones, with the exception of portable signs.
- Within driver sightline areas (see 4.2.1).

Business signs shall not be attached to existing signs, including other advertising signs, or any road-related infrastructure such as traffic sign supports, overhead bridges, bus shelters, lighting/power poles, etc, or trees.

In the event that the site where the sign has been erected is needed for roadworks or maintenance, or a regulatory or guide sign installation, or the sign no longer meets the requirements of these guidelines, the applicant shall upon receipt of a notice from Main Roads, promptly remove the sign at their own expense.

Portable signs shall not be installed:

- on road sections with a road speed limit greater than 70 km/h
- on any paved verge area in a manner that restricts the width of unobstructed access within such a paved area for drivers, bicyclists or pedestrians including people with disabilities and those pushing prams and wheelchairs, to less than 2.5 m
- within 2.5 m from the kerb face of a kerbed carriageway, or 1.0 m where permanent 'No Stopping' kerbside restrictions apply, and within 3.5 m from the shoulder edge of an unkerbed carriageway
- where they are at risk of causing an obstruction to sightlines of drivers, bicyclists or pedestrians along roads or driveways

Only one portable sign shall be permitted for any single business. Portable signs shall not be displayed beyond the immediate frontage of the business, with the exception of signs relating to a real estate 'home open' or a private 'garage sale', which can be displayed at the nearest intersection or driveway providing vehicle access to the property.

Portable signs shall only be displayed during times when at least one person is in attendance at the business or property identified on the sign.

4.2.3.3 Content

The content of business signs shall exclude the following:

- Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.
- Symbols, graphics or text, which entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.

4.2.3.4 Sign Movement and Rotation

Moving or rotating sign components shall not be permitted.

4.2.4 Road User Amenity

Devices shall be excluded from road sections offering significant visual aesthetic value for motorists where the display of devices will detract from this visual amenity. When requested by Main Roads, applicants shall submit a formal visual impact assessment report in conjunction with the application.

The opportunity to improve visual amenity by the removal of existing advertising signs and/or the grouping of existing signs into a single sign, should be considered.

4.2.5 Design, Construction and Maintenance

- Retro-reflective material shall not be permitted.
- Signs directly attached to building infrastructure shall not project beyond the extremities of the infrastructure, e.g. signs attached to awnings shall not extend beyond the length or width of the awning.
- The minimum clearance beneath a non-portable sign is 2.5 m where the structure overhangs a footway.
- Portable signs shall have a height not exceeding 1.2 m and an overall size not exceeding 1.5 m².
- Sheet metal components of portable signs shall be protected by a frame, with all components free of sharp edges and protrusions.
- Portable signs shall remain sturdy in windy conditions and shall not be weighted or secured with extraneous objects such as bricks, stakes, chains or padlocks. Signs shall be subject to regular inspection to ensure they have not become dislodged.
- Vehicle-mounted business signs shall not be permitted.
- Vegetation shall not be removed or trimmed to locate a business sign or to improve visibility to any business sign.

- Removal of graffiti and rectification of any sign damage, on any part of the sign structure, shall be arranged promptly by the sign owner.
- With the exception of portable signs, installation and maintenance activities shall be subject to the requirements of 'Works on Main Roads' on Main Roads' website at www.mainroads.wa.gov.au.

4.3 PROMOTIONAL SIGNS

4.3.1 Definitions and Interpretation

'Promotional Sign' – means a permanently displayed advertising sign not advertising a business or product, and includes a hoarding, placard, emblem, or similar, that may or may not be displayed as part of a landscape feature, public artwork, entry statement, etc and, for the purposes of these guidelines, is not a gateway sign, an illuminated street name sign, a bus shelter, roadside seat or litter bin sign, all of which are defined separately and subject to separate conditions. (A *'Gateway Sign'* is defined below.)

'Clear Zone' – As described in Austroads' Guide to Road Design – Part 6: Roadside Design, Safety and Barriers, and the 'MRWA Supplement to Austroads Guide to Road Design - Part 6' shown on Main Roads' website at www.mainroads.wa.gov.au.

'Conflict Zone / Area' – Is an area indicated on the diagrams (Appendix A) where conflicts between road users occur. Vehicular interactions may involve diverging, merging, crossing, turning and weaving movements.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

'Gateway Sign' – means a sign located on the approach to a state/territory border, a state or local tourism region, a local government or town site boundary, or at the beginning of themed tourist way, that is displayed for the sole purpose of promoting a 'welcome' and/or 'thank you' message for arriving or leaving travellers, or promoting a tourist way or a regional theme, and that is designed and used in accordance with Appendix E of Australian Standard 1742.6 – 2004 Manual of Uniform Traffic Control Devices – Tourist and Service Signs. Refer to Main Roads Western Australia's 'Policy and Application Guidelines for Tourist and Service Signs' (*under development*) for conditions relating to gateway signs.

'Major Intersection' – in urban areas means an intersection that is controlled by traffic control signals, or that is a multilane roundabout. Elsewhere means an intersection meeting the requirements for advance direction signs as described in Section 2.2 of Australian Standard 1742 Part 15, 2009 'Manual of Uniform Traffic Control Devices - Direction Signs, Information Signs and Route Numbering'.

4.3.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of promotional signs within the following locations:

- Freeways and freeway-type roads located within the Perth metropolitan area.
- Freeway/Controlled Access Highway Interchange areas.

4.3.3 Road User Safety

4.3.3.1 Display

- Promotional signs shall be restricted to static displays, which may or may not be illuminated. When illuminated, the maximum luminance levels shown in Appendix B shall apply.
- The letter size and legibility of text should generally conform to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Traffic Control and Communication Devices.

For guidance purposes the minimum legible letter size can be determined by the following:

$$H_{legible} = V + 15S$$

Where;

- $H_{legible}$ = minimum legible letter height (mm)
- V = operating speed of passing traffic (km/h), and
- S = lateral offset distance between the centre of the sign and the furthest driving position on the carriageway from which drivers are able to view the sign structure (m).

The maximum letter size of additional legend that is not intended to be readable by drivers shall be equal to or less than to one-third of the legible letter height.

- The illumination of any reflective sign materials should generally conform to the guidelines set out in Austroads' Guide to Traffic Management Part 10: Traffic Control and Communication Devices.

4.3.3.2 Location

Promotional signs shall not be permitted to be installed at the following locations:

- On traffic islands including roundabouts.
- Within clear zones of verges and medians.
- Within driver sightline areas (see 4.3.1).
- Within a longitudinal distance 'd' as shown in Table 3.1 (see also Figure 1 in Appendix A).

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

4.3.3.3 Content

The content of promotional signs shall exclude the following:

- Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.
- Symbols, graphics or text, which entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.

4.3.3.4 Sign Movement and Rotation

Moving or rotating sign components shall not be permitted.

4.3.4 Road User Amenity

Devices shall be excluded from road sections offering significant visual aesthetic value for motorists where the display of devices will detract from such visual amenity. When requested by Main Roads, applicants shall submit a formal visual impact assessment report in conjunction with the application.

The opportunity to improve visual amenity by the removal of existing advertising signs and/or the grouping of existing signs into a single sign, should be considered.

4.3.5 Design, Construction and Maintenance

- Where applicable, evidence of Western Power's or other appropriate authority's approval for all electrical systems shall be provided to ensure the electrical connections are designed to be safe in the event of sign damage.
- Retro-reflective material shall not be permitted.
- The minimum clearance beneath a free-standing sign is 2.5 m where the structure overhangs a footway, and 2.2 m elsewhere.
- Vegetation shall not be removed or trimmed to locate a promotional sign or to improve visibility to any promotional sign.
- Removal of graffiti and rectification of any sign damage, on any part of the sign structure, shall be arranged promptly by the sign owner.
- Installation and maintenance activities shall be subject to the requirements for making application to undertake 'Works on Main Roads' as set out in Main Roads' website at www.mainroads.wa.gov.au.

In cases where promotional signing is displayed in the form of a pole mounted banner or flag, the relevant conditions set out in Section 4.7 shall also apply.

These guidelines do not apply to any landscape feature, public artwork, entry statement, etc that may be proposed or in place in conjunction with a promotional sign. Such features and structures shall be subject to separate and prior application and approval.

4.4 TEMPORARY EVENT SIGNS

4.4.1 Definitions and Interpretation

'*Temporary Event Sign*' – means a temporarily displayed sign or banner advertising a public-interest message for a not-for-profit short term event or activity, e.g.:

- Community fete, fair or festival
- Declared Local, State or Federal Government election
- Local bulk verge collection activity
- Public institution open day
- Start of fire/cyclone season community notices

'Control of Access' – as per the meaning in Part 9 of the Main Roads Act 1930.

'*Vehicle-Mounted Sign*' – means a sign attached extraneously to, or mounted upon, a parked motor vehicle, or a parked vehicle trailer.

4.4.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of temporary event signs within the following locations:

- Control of Access roads.
- 'Gateway' sections, e.g. Great Eastern Highway and the Causeway Eastern Gateway precinct.

The site of the event or activities shall be located within a distance not exceeding two kilometres from the sign.

4.4.3 Road User Safety

4.4.3.1 Display

Temporary event signs shall:

- be restricted to static, non illuminated displays
- maximum of 4 signs
- display a whole message only. Signs which display part of a whole message which needs to be read sequentially in order to comprehend the full message, are not permitted
- display content on any one face not exceeding a size 4.5 m²
- have neatly set-out and clearly legible legend, with letter heights being not less than 120 mm
- have identical displays on each face in cases where double-sided banners are used

- only be located within 2km of the event being held
- shall be removed immediately after the event
- shall be displayed no more than 14 days prior to the event
- Comprise no reflective or fluorescent materials.

4.4.3.2 Location

Temporary event signs shall not be located:

- on traffic islands, including roundabouts
- on median strips
- on road verges with a road speed limit greater than 90 km/h
- where they are at risk of causing an obstruction to the passage or sightlines of drivers, bicyclists or pedestrians travelling along or crossing roads or driveways
- within 100 m of a roadworks site

Temporary event signs shall not be attached to:

- existing signs, including other advertising signs
- any road-related infrastructure such as traffic sign supports, overhead bridges, bus shelters, lighting/power poles, etc, or trees

4.4.3.3 Content

The message used on the temporary event sign shall be restricted to the following information, as appropriate:

- Name, type, date and location of the event or activity.
- Name/title of election candidate and seat/ward.
- The logo or company/political name of a sponsoring entity or affiliation, that does not exceed 20% of the total area of each sign face.

4.4.3.4 Sign Movement and Rotation

Components of temporary event signing displays shall not be capable of movement or rotation.

4.4.4 Road User Amenity

Noise from moving and flapping sign panels and banners, and their fixings, should not create a nuisance for nearby businesses and residents during windy conditions.

For the amenity of road users, temporary event signs shall be sited in accordance with any other site specific requirements of Main Roads or the Local Government.

4.4.5 Design, Construction and Maintenance

Temporary event signs shall:

- be designed and constructed in such a manner that the composite construction of the sign panel, supports and fixings will not cause injury or major damage if struck by a vehicle, bicyclist or pedestrian, or becomes dislodged for any reason. No metal star pickets shall be used
- be securely installed with sign panels and banners being affixed at all corners

Vehicle-mounted VMS temporary event signs shall not be permitted.

Vegetation shall not be removed or trimmed to locate a sign or to improve visibility to any sign.

Installations shall be subject to regular inspection and checking to ensure all materials and fixings remain in sound condition.

4.5 ILLUMINATED STREET NAME SIGNS

4.5.1 Definitions and Interpretation

'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' – As described in Austroads' Guide to Road Design – Part 6: Roadside Design, Safety and Barriers, and the 'MRWA Supplement to Austroads Guide to Road Design - Part 6' shown on Main Roads' website at www.mainroads.wa.gov.au.

'Complex Intersections' – for the purposes of these guidelines, includes any of the following:

- Traffic control signals that operate with five or more vehicular signal phases and/or have ten or more signal groups.
- Complex Interchanges (e.g. Single Point Urban Interchanges - SPUI, Diverging Diamond Interchanges - DDI or signalised Roundabouts).

'Conflict Zone / Area' – Is an area indicated on the diagrams (Appendix A) where conflicts between road users occur. Vehicular interactions may involve diverging, merging, crossing, turning and weaving movements.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

4.5.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of illuminated street name advertising signs within the following locations:

- Control of Access Roads.
- Freeway/Controlled Access Highway Interchange areas.
- 'Gateway' sections, e.g. Great Eastern Highway and the Causeway Eastern Gateway precinct.
- Reservation areas i.e. national and regional parks and reserves, State forests, and areas of high quality native vegetation including areas subject to active rehabilitation or landscaping.

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'.

4.5.3 Road User Safety

4.5.3.1 Display

The display of illuminated street name signs shall:

- Be static or digital displays. Digital displays will however be subject to general road safety principles and risk mitigations assessed on a case by case basis.
- Be 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.) When illuminated, the luminance levels shown in Appendix B shall apply.
- 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 maximum advertising area per sign face, not including the street name portion, of of 2.5 m² in speed zones up to and including 80 km/h, and a maximum of 3.5 m² in speed zones greater than 80 km/h (Where a local government 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 with Sections 2.5, 2.6 and 2.7 of Australian Standard 1742 Part 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.

For guidance purposes the minimum legible letter size can be determined by the following:

$$H_{legible} = V + 15S$$

Where;

- $H_{legible}$ = minimum legible letter height (mm)
- V = operating speed of passing traffic (km/h), and
- S = lateral offset distance between the centre of the sign and the furthest driving position on the carriageway from which drivers are able to view the sign structure (m).

The maximum letter size of additional legend that is not intended to be readable by drivers shall be equal to or less than to one-third of the legible letter height.

4.5.3.2 Location

Illuminated street name signs shall not be installed:

- at complex intersections
- within clear zones (unless the sign posts are frangible or are protected by an approved roadside safety barrier)
- on roads with a speed limit greater than 80km/h
- within 0.6V (see Table 3.1) of intersection directional (white legend on green background) signs located in advance of and/or at an intersection
- at intersections that are not illuminated to the recommended level in accordance with Australian Standards 1158
- at driveways or entrances that form intersections with gazetted roads
- at intersections ranked in the top 50 metropolitan intersections (on frequency) and the top 25 rural intersections (on frequency) for crashes over the latest 5 year period

Signs shall not:

- be permitted on a traffic island, including a roundabout island
- be permitted at multi-lane roundabouts
- be permitted on a median strip less than 20 m wide
- obstruct visibility to any traffic control signal or traffic sign
- obstruct visibility within driver sightline areas (see 4.5.1)
- create a confusing background for drivers observing any traffic control signal or traffic sign

The location of illuminated street name signs shall be restricted to the intersecting leg to which the illuminated street name applies. Multiple 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 the minimum separation distances of 0.6V are achieved (see Table 3.1).

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

4.5.3.3 Content

The content of signs shall exclude the following:

- Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.

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

4.5.3.4 Sign Movement and Rotation

Moving or rotating sign components shall not be permitted.

4.5.4 Road User Amenity

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

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

4.5.5 Design, Construction and Maintenance

- Illuminated street name sign installations shall be subject to an engineering certification of the structural adequacy of the sign and supporting structure.
- The signs shall be compliant with current version of the Australian/New Zealand Standard for Wiring Rules (AS/NZ 3000) and shall be subject to approval by Western Power or other appropriate regulatory authority for all electrical systems. The signs shall be designed to be safe in all situations, automatically disconnecting electrical power to external components to ensure safety of the public (and maintenance personnel) in the event of a vehicle crashing into the signs.
- 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/s unless otherwise specified.
- The minimum clearance beneath the sign, including the street name portion of the sign, shall be 2.5 m where the structure overhangs a footway, and 2.2 m elsewhere.
- The overall height of signs shall not exceed 6.2 m measured from road pavement level.
- Removal of graffiti and rectification of any sign damage, on any part of the sign structure, shall be arranged promptly by the sign owner.
- 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.
- Installation and maintenance activities shall be subject to the requirements for making application to undertake 'Works on Main Roads' as set out in Main Roads' website at www.mainroads.wa.gov.au.

4.6 BUS SHELTER, ROADSIDE SEAT AND LITTER BIN SIGNS

4.6.1 Definitions and Interpretation

'Bus Shelter, Roadside Seat or Litter Bin Sign' – means an advertising sign displayed on a bus shelter, a roadside seat or a litter bin, that is available for use by the general public.

'Built Up Area' – means as defined in Regulation 3 the Road Traffic Code 2000.

'Control of Access' – as per the meaning in Part 9 of the Main Roads Act 1930.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

4.6.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of bus shelter, roadside seat and litter bin signs within the following locations:

- Freeways.
- 'Gateway' sections, e.g. Great Eastern Highway and the Causeway Eastern Gateway precinct.

4.6.3 Road User Safety

4.6.3.1 Display

Bus shelter, roadside seat and litter bin signs shall:

- be non-illuminated with the exception of bus shelter signs located within built-up-areas on roads with the posted speed limit of 70 km/h or less. Where applicable, the luminance level shown in Appendix B shall apply
- have a total advertising content area on any one face not exceeding 2.5 m²
- digital displays will be subject to general road safety principles and risk mitigations assessed on a case by case basis.

4.6.3.2 Location

Bus shelter, roadside seat and litter bin signs shall not be located:

- on median strips, (except areas of a median strip dedicated to the provision of major public transport facilities)
- within driver sightline areas (see 4.6.1)
- within 0.6m from the road carriageway

Bus shelters, roadside seats and litter bins located on state roads shall be permitted to display advertising only where such infrastructure exists in conjunction with a public bus stopping place.

At least 1.5 m of clear, useable width between roadside seats and/or litter bins, and the road reserve boundary or the road carriageway, should be provided to accommodate unrestricted pedestrian access.

4.6.3.3 Content

The content of signs shall exclude the following:

- Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.
- Symbols, graphics or text, which entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.
- Complicated/long website and social media email addresses, and text messaging instructions.

4.6.3.4 Sign Movement and Rotation

Moving or rotating billboard sign components shall not be permitted.

4.6.4 Road User Amenity

Illuminated bus shelter signs in residential areas should not adversely impact on residents during hours of darkness.

For the amenity of road users bus shelters, roadside seats or litter bins shall be sited in accordance with any other site specific requirements of Main Roads or the Local Government.

4.6.5 Design, Construction and Maintenance

- Bus shelter signs shall be positioned as close as practicable to the top of the shelter and not protrude beyond the shelter wall or roof panel to which it is attached.
- Roadside seats displaying an advertisement shall have backs no higher than normal seats and signs attached to the seat shall not protrude beyond the seat's structure.
- Illuminated bus shelter signs shall carry a notice which provides owner-information and emergency contact telephone numbers for cases where the sign has been damaged or has otherwise become unsafe.

4.7 POLE MOUNTED BANNERS AND FLAGS

4.7.1 Definitions and Interpretation

'Pole Mounted Banner or flag' – means a banner or flag attached to a single pole, or a series of poles, for the purpose of exhibiting an advertisement for a business or product, or for promotional purposes.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

4.7.2 Prohibited Road Sections

For reasons of general road user safety and amenity Main Roads will not approve the display of pole mounted banners and flags within the following locations:

- Freeways.
- Freeway/Controlled Access Highway Interchange areas.

4.7.3 Road User Safety

4.7.3.1 Display

Pole mounted banners or flags shall:

- be non-illuminated
- display only one banner or flag per pole
- have identical displays on each face in cases where double sided banners or flags are used
- have dimensions not exceeding 2 m in length and 1.5 m in width

When displayed in a group, banners and flags shall:

- be identical
- have identical poles
- be single-sided when facing one traffic stream only (Applicable to banners only)
- be double-sided when installed on median strips
- consist of equal numbers on each verge when installed to face opposing traffic streams

4.7.3.2 Location

Non- frangible poles supporting banners and flags shall be located outside clear zones unless they are to be positioned behind an existing road safety barrier or crash attenuator that has been designed and installed to Main Roads' satisfaction.

Pole mounted banners and flags shall not be located:

- on road verges with a road speed limit greater than 90 km/h
- on median strips with a road speed limit greater than 70 km/h
- within driver sightline areas

Groups of banners or flags shall:

- contain no more than 10 poles in any one group
- have a maximum length of 200 m on roads with speed limits up to 70 km/h, and 275 m on roads with speed limits up to 90 km/h
- have a minimum spacing between poles of 10 m for roads with speed limits up to 70 km/h, and 15 m for roads with speed limits up to 90 km/h
- be separated by a distance of at least 300 m, except at intersections where the separation distance between groups of banners or flags shall be at least 80m from the projection of the nearest kerb line of the intersecting road

4.7.3.3 Content

The content of signs shall exclude symbols, graphics or text, which entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.

4.7.3.4 Sign Movement and Rotation

Scrolling, sliding or other physical movement of displayed banners or flags shall not be permitted.

4.7.4 Road User Amenity

Noise from moving and flapping banners and flags, and their fixings, should not create a nuisance for nearby businesses and residents during windy conditions.

Protocols for flag displays shall be observed where appropriate.

For the amenity of road users, pole mounted banners and flags shall be sited in accordance with any other site specific requirements of Main Roads or the local government.

4.7.5 Design, Construction and Maintenance

- Banners and flags shall be made of light-weight, non-rigid material.
- Where not protected by a road safety barrier or crash attenuator, poles supporting a banner or flag shall be frangible. Frangible sign supports shall be in the form of impact absorbing posts. Break-away or slip-base posts may be permitted within non built-up areas where a falling or dislodged pole does not pose a hazard to road users, particularly pedestrians, or is unlikely to result in damage to private and public property. (See Section 5.4.13 - 'Treatments for Poles' in Austroads Guide to Road Design Part 6 – Roadside Design, Safety and Barriers, and Appendix D4 - 'Signpost Selection' in Australian Standard 1742 Part 2, 2009 – Traffic Control Devices for General Use').
- The top of a banner or flag shall be not more than 8 m above the ground and the underside of a banner or limp flag shall be not less than 2.5 m where it overhangs a footway, and 2.2 m elsewhere.
- Grouped banners and flags shall be subject to an engineer's certification that the design of fixings and the supporting structure/poles comply with relevant Australian structural designs standards and codes of practice.
- Installations shall be subject to regular inspection to ensure all materials and fixings remain in sound condition.

5. CONDITIONS FOR ADVERTISING SIGNS BEYOND STATE ROAD RESERVES

5.1 DEFINITIONS AND INTERPRETATIONS

'Advertising Sign Beyond State Road Reserves' – means any advertising sign beyond a State road reserve that has advertising content which is reasonably capable of being seen by the driver of a motorised vehicle travelling along a State road.

'Clear Zone' – As described in Austroads' Guide to Road Design – Part 6: Roadside Design, Safety and Barriers, and the 'MRWA Supplement to Austroads Guide to Road Design - Part 6' shown on Main Roads' website at www.mainroads.wa.gov.au.

'Conflict Zone / Area' – Is an area indicated on the diagrams (Appendix A) where conflicts between road users occur. Vehicular interactions may involve diverging, merging, crossing, turning and weaving movements.

'Control of Access' – as per the meaning in Part 9 of the Main Roads Act 1930.

'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 well as railway crossing visibility triangle requirements, as described in Austroads' Guide to Road Design Parts 4 and 4a.

'Extension Zone' – is an area indicated on Figure 2 (Appendix A) located immediately after a conflict zone associated with an off ramp OR an area immediately after a viewing zone associated with a traffic sign or advertising sign.

'Projected Image Format' – advertising displayed on a flat surface area of a building or other structure via a remote image projection device.

'Remote Area' – means any part of the State north and east of the line joining Kalbarri, Northampton, Mullewa, Wubin, Southern Cross, Norseman and Point Culver.

'Traffic Control Device' – means any sign, signal, marking, light or device, placed or erected for the purpose of regulating, warning or guiding traffic.

'Trivision Sign' - an advertising device where the face of the device comprises a series of vertical three-sided prisms turning in unison but where the device structure is stationary.

'Turbulence Zone' – is an area indicated on Figure 2 (Appendix A) associated with an off ramp, on ramp or terminating lane where traffic flow may be disrupted due to merging and weaving.

5.2 APPLICATION

5.2.1 Advertising Signs Exempt from Approval under the Regulations

In accordance with Regulation 4 of the Main Roads (Control of Advertisements) Regulations 1996, the following advertising is exempt from approval by the Commissioner of Main Roads and is therefore not subject to the application and approval requirements set out in these guidelines:

- Any sign that does not exceed 0.2 m² in area or, if erected on or behind the building line of the premises does not exceed 0.4 m² in area, for the purpose of identifying the name of the business or business activity carried out within the premises .
- Any sign that does not exceed 1.0 m² in area indicating that the premises to which the sign is affixed, or on which the sign is erected, is for sale or for letting.
- A non-illuminated sign inside a building.

5.2.2 Other Advertising Signs Not Requiring the Commissioner's Approval

5.2.2.1 Incidental Signing

Please note that although the erection and exhibition of the signs referred to below do not require the Commissioner's approval, they may still be subject to local government approval/s specifically referred to in Regulation 7(4)(a) of the Main Roads (Control of Advertisements) Regulations 1996:

- Static advertising signs directly attached to, and contained within the silhouette of, any building or fence, for the purpose of identifying the name of the business or business activity carried out within the premises.
- Advertising content displayed on temporary hoardings, fences, building wraps and mesh screens for active building construction or land development works, or for temporary events, that relates directly to the activities taking place within the subject property, land development or event location.
- Advertising on vehicles with the exception of advertising devices that are attached extraneously to, or mounted upon, a motor vehicle or a vehicle trailer that is parked for the purpose of displaying advertising content to passing motorists (excluding vehicles parked within a dedicated vehicle sales yard).

Main Roads reserves the right to intervene in any case where the above mentioned signs breach road safety standards.

5.3 CONDITIONS RELATING TO ROAD USER SAFETY

Advertising signs that are either not exempted from approval or not pre-approved under Section 5.2 of these guidelines shall be assessed under the following road safety conditions:

5.3.1 Display

- Advertising displays that have the potential to unduly distract drivers due to their design form, orientation or physical size, or iridescence, lustre or brilliance of reflected light, shall not be permitted. Assessment shall be undertaken subjectively.
- Advertising signs likely to dazzle or distract drivers due to their brightness, high light emissions and/or frequent flashing, shall not be permitted. Sign owners may be directed to arrange for an independent post-installation assessment to determine whether the maximum luminance of illuminated and electronic advertising devices

shown at Appendix B are exceeded, in which case the sign owner may be required to subsequently remove or modify the sign display.

- Advertising displays that could create a confusing or dominating background, which have the potential to reduce the clarity of a traffic control device or the readability of the road layout, shall not be permitted. Assessment shall be undertaken subjectively.
- Advertising in Trivision format shall be restricted to variable static displays. When part of a variable display, each display shall have a dwell duration of not less than those shown in Table 4.2. Displays in the form of a sequential series of related messages shall be restricted to a maximum of three displays only. The duration of transition between the full display of one message and the full display of the next message shall not exceed 1.5 seconds.
- For digital format billboards, the duration of transition between the full display of one message and the full display of the next message shall not exceed 0.1 seconds.
- Animated transitional effects such as fly-in, sliding and checker boarding shall not be permitted on electronic signs.
- The primary textual elements of advertisements intended to be read by passing motorists shall be legible for drivers travelling at the normal road operating speed and when viewed within a ten degree horizontal field of vision. No more than seven words on any single sign display shall be readable by such drivers at any one time. Any additional legend displayed on the sign shall have a letter height that renders the wording decisively illegible to passing motorists, i.e. any additional legend shall be legible only for non-motorised road users such as cyclists, passersby on foot, etc.

For guidance purposes the minimum legible letter size can be determined by the following:

$$H_{legible} = V + 15S$$

Where;

- $H_{legible}$ = minimum legible letter height (mm)
- V = operating speed of passing traffic (km/h), and
- S = lateral offset distance between the centre of the sign and the furthest driving position on the carriageway from which drivers are able to view the sign structure (m).

The maximum letter size of additional legend that is not intended to be readable by drivers shall be equal to or less than one-third of the legible letter height.

5.3.2 Location

- Advertising devices shall not be located within Device Restriction Areas as depicted in Figure 1 of Appendix A for state roads other than Freeways and Freeway standard roads or Figure 2 of Appendix A for Freeways or Freeway standard roads.
- Within two (2) kilometres of an information bay located on the same route, which provides for the display of business advertising.
- Advertising devices shall not be positioned within driver sightline areas.

5.3.3 Content

The content of advertising devices shall exclude the following:

- Colours and shapes arranged that may be mistaken for a traffic signals, traffic signs or instruction signs.
- Symbols, graphics or text that entices drivers to immediately turn or change lanes, or which could be mistaken for an instruction to drivers.
- Complicated / long website, social media or email addresses, and text messaging instructions.

5.3.4 Movement and Rotation

- Moving advertising devices shall be restricted to speed environments of 70 km/h or less.
- Movement of an advertising device shall be restricted to rotation about a vertical axis or axes (Advertising devices in the form of a flag or banner are excluded from this condition).
- Variable message sign advertising shall not be displayed on a moving advertising device.

5.4 CONDITIONS RELATING TO ROAD USER AMENITY

Advertising signs that are either not exempted from approval or not pre-approved under Section 6.2 of these guidelines shall be assessed to ensure they do not compromise road user amenity. Advertising signs shall be excluded from road sections offering significant visual aesthetic value for motorists where the display of devices will detract from such visual amenity for motorists.

When requested by Main Roads, applicants shall submit a formal visual impact assessment report in conjunction with the application.

5.5 DESIGN, CONSTRUCTION AND MAINTENANCE

- Supporting structures assessed to be susceptible to being struck by an errant vehicle should be of a suitable frangible design and/or protected by a suitably designed, constructed and maintained impact absorbing vehicle barrier or vehicle arrestor bed, all contained outside the road reserve.
- Vegetation within the road reserve shall not be removed or trimmed to improve the visibility of an advertising sign.
- Removal of graffiti and rectification of any sign damage, on any part of the sign structure, should be arranged promptly by the sign owner.

5.6 SPECIAL CONSIDERATIONS FOR WIDE STATE ROAD RESERVES IN REMOTE AREAS

In cases where very wide road reserves occur in remote areas, advertising signs that would normally only be permitted to be displayed beyond the road reserve may be placed within the road reserve adjacent to businesses that offer services to motorists travelling at night, subject to the conditions below. The sign shall be owned by the adjacent business and one sign only shall be permitted for the service point.

5.6.1 Site Location

- Signs shall not be permitted for service points located within a town site.
- Signs shall only be placed in the road reserve if the distance between the road centre line and the road reserve boundary of the service point is 50 m or greater, and shall be placed adjacent to the business and at the nearest access driveway or side road.
- Signs shall be placed outside the clear zone.

5.6.2 Design

- Signs shall be either internally or externally illuminated.
- Only the name of the service point and the services available on site shall be displayed (A corporate logo may also be displayed).

The size and shape of the sign, including its overall height and ground clearances, shall be subject to approval by Main Roads taking into account the particular circumstances prevailing at each site.

In all other respects the relevant conditions for business signs as set out in Section 4.2, including insurance and indemnity conditions, shall also apply.

6. APPROVAL

6.1 DELEGATION OF COMMISSIONER'S POWERS

As allowed under Section 33C of the Main Roads Act 1930, the Commissioner of Main Roads will invite all local governments to accept delegated authority for the approval of the following advertising signs located on State road reserves:

- Portable Business Signs
- Temporary Event Signs
- Illuminated Street Name Signs
- Bus Shelter, Roadside Seat and Litter Bin Signs
- Pole Mounted Banners and Flags

Delegations executed prior to these amended guidelines being put into place will be revoked upon confirmation from the local government that it accepts or does not accept the terms and conditions described in the Instrument of Delegation shown at Appendix D of this document.

In conjunction with the delegation, local governments are to maintain a register of approvals granted under the Instrument of Delegation, containing the following information for each approval:

- Name of applicant
- Description/type of advertisement
- Location of advertisement
- Approved erection and removal dates
- Terms and conditions of approval (if any)

Delegated Local Governments shall ensure that all indemnity and insurance requirements as specified in Section 6.3 of this document in respect to 'Conditions for Advertising Within State Road Reserves', are met by the applicant.

All documents relating to an approval of any advertising sign under an Instrument of Delegation shall be made available by the Delegated Local Government for inspection, on request by Main Roads.

As set out in Section 33C of the Main Roads Act 1930, a delegation does not prevent the exercise of a power or the performance of a function by the Commissioner, i.e. the Commissioner has powers to override any approval given by a Delegated Local Government under an Instrument of Delegation, for any particular roadside advertising sign.

6.2 APPLICATIONS

Applications for new advertising signs, or changes to the display of existing advertising content, not subject to the above delegation, are to be lodged using the application form at Appendix E.

For new advertising signs the application shall include a facsimile of the advertising content in A4 or A3 size format. For changes to the display of existing advertising content a facsimile of the new display in A4 or A3 size format shall be provided.

The application must be lodged first with the relevant local government for assessment in accordance with Regulation 7(4) of the Main Roads (Control of Advertisements) Regulations 1996, including obtaining Western Australian Planning Commission approval where required. Local government approvals shall be given following assessment under the relevant provisions of the Local Government Act 1995 and the Planning and Development Act 2005.

Subject to local government approval/s, the application shall then be forwarded to Main Roads for assessment and approval under the conditions set out in Sections 4 or 5 as appropriate. Such applications should be submitted to the relevant Regional Manager, except for the Perth Metropolitan Region where they must be submitted to the Manager Traffic Management Services.

Applicants should observe the General Conditions of Approval attached to the application form at Appendix E.

Sign applications relating to land owned by the Commissioner of Main Roads for future road purposes, but which has not yet been vested as 'road reserve' in respect to the proclamation of a State road, shall be subject to an application for a sign 'beyond a state road reserve', with the relevant Main Roads Director/Regional Manager identified as the 'land owner'.

6.2.1 Specific Application Requirements for Signs Within State Road Reserves

Applications for advertising signs within State road reserves shall be accompanied by a copy of the specifications/plans drawn to drafting standards and showing full design details of the sign panel, supports, fixings and other construction components of the proposed sign and its relationship to traffic control devices and other traffic and road related infrastructure. Registered and certified manufacturer's standard plans are generally acceptable as fulfilment of structural design requirements.

The applicant should check for conflict with utility service installations or any other organisation's installations within the State road reserve and, if there is any conflict, include a copy of the joint agreement for resolution of each conflict.

6.2.2 Specific Application Requirements for Signs Beyond State Road Reserves

Applications for advertising signs beyond State road reserves should be accompanied by a copy of the site plans, specifications and drawings showing general arrangement details of the sign panel, supports, and other major construction components.

In cases where the sign is on land not owned by the applicant, the applicant should enclose a copy of the joint agreement with the property owner for the installation and display of the signs on that land.

6.3 INDEMNITY AND INSURANCE REQUIREMENTS

As a part of the approval process the applicant shall ensure that the following indemnity and insurance requirements are arranged and that copies of the relevant insurance documents are made available, either at the time of application or in accordance with any subsequent conditions of approval:

6.3.1 Indemnity

The owner of an advertising device located within a State road reserve is required to indemnify and keep indemnified the Commissioner of Main Roads, his 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, his servants and agents, arising out of the erection, or existence or operation of the advertising device.

The owner of an advertising sign located beyond a State road reserve shall satisfy the indemnity requirements of the local government.

6.3.2 Insurance

The owner of an advertising device located within a State road reserve shall, in respect to that device, effect and maintain a public liability insurance policy with a reputable insurer.

The owner must effect to the satisfaction of the Commissioner of Main Roads and maintain insurance for not less than the applicable minimum insurance amount stated below per event, which covers claims in respect of:

- (a) Loss of, or damage to, or loss of use of, any real or personal property; and
- (b) 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 an advertising sign located beyond a State road reserve shall satisfy the public liability insurance requirements of the local government.

6.3.2.1 Minimum insurance amounts

- | | | |
|---|--------------|------------------------|
| • Billboard Sign - | \$10,000,000 | (ten million dollars) |
| • Business Sign - | \$1,000,000 | (one million dollars) |
| • Promotional Sign - | \$1,000,000 | (one million dollars) |
| • Temporary Event Sign - | \$5,000,000 | (five million dollars) |
| • Illuminated Street Name Sign - | \$10,000,000 | (ten million dollars) |
| • Bus Shelter, Roadside Seat or Litter Bin Sign - | \$10,000,000 | (ten million dollars) |
| • Pole Mounted Banner or Flag - | \$5,000,000 | (five million dollars) |

6.3.2.2 Date of Insurance

The owner of the advertising device must ensure that the insurance referred to above to be effected and maintained is in force on the date of the erection of the advertising device and is maintained during the existence or operation of the approved advertising device.

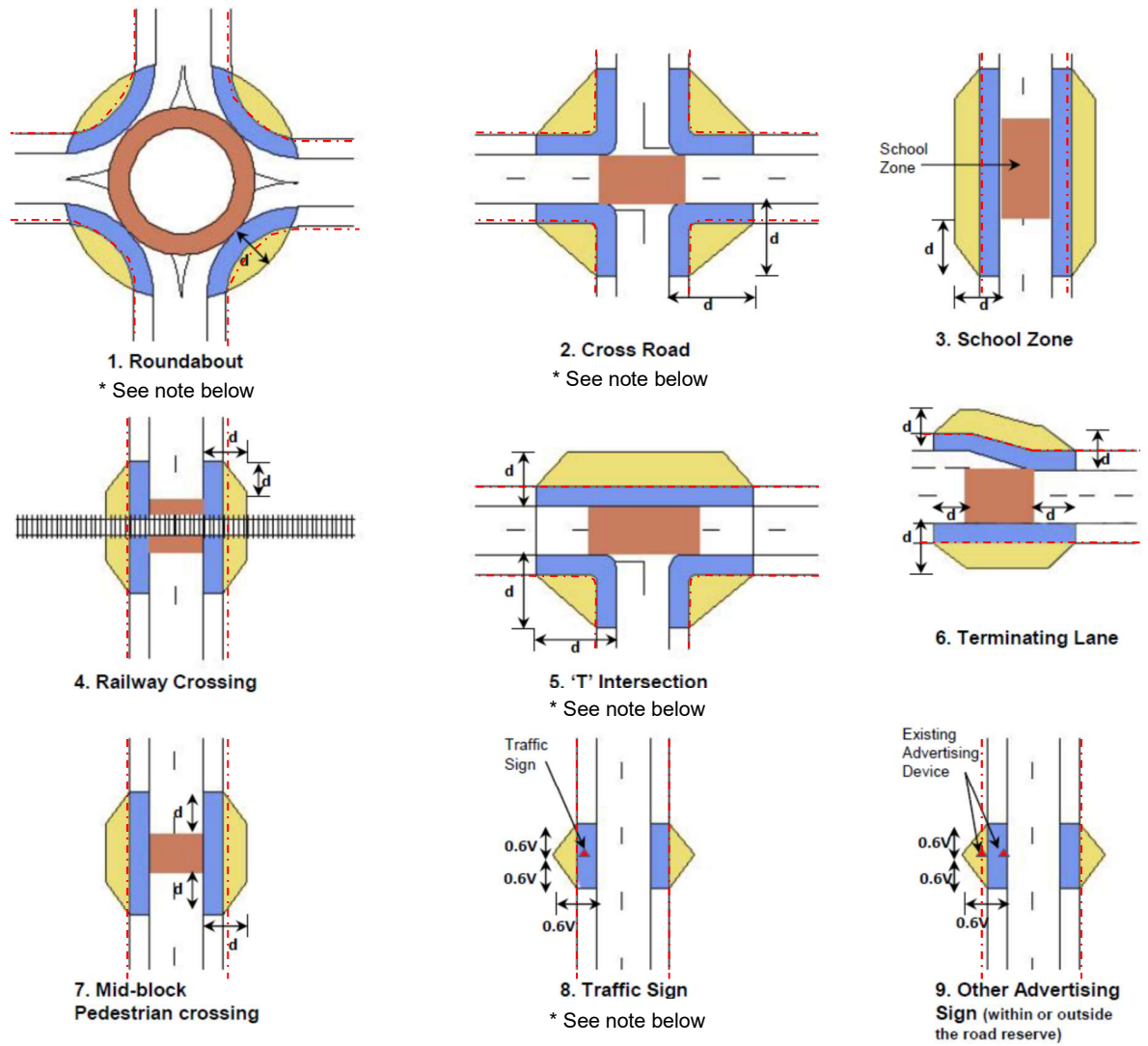
6.3.2.3 Evidence of Insurance

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

6.3.3 Delegated Local Governments

Local Governments with Delegated Authority for the approval of advertising signs within State road reserves shall ensure that the applicant meets both the above applicable indemnity and insurance requirements, and their own requirements.

APPENDIX A - DEVICE RESTRICTION AREAS



Conflict Area – Area where conflicts may occur with other road users.



Device Restriction Area – Within the road reserve.



Device Restriction Area – Outside the road reserve.

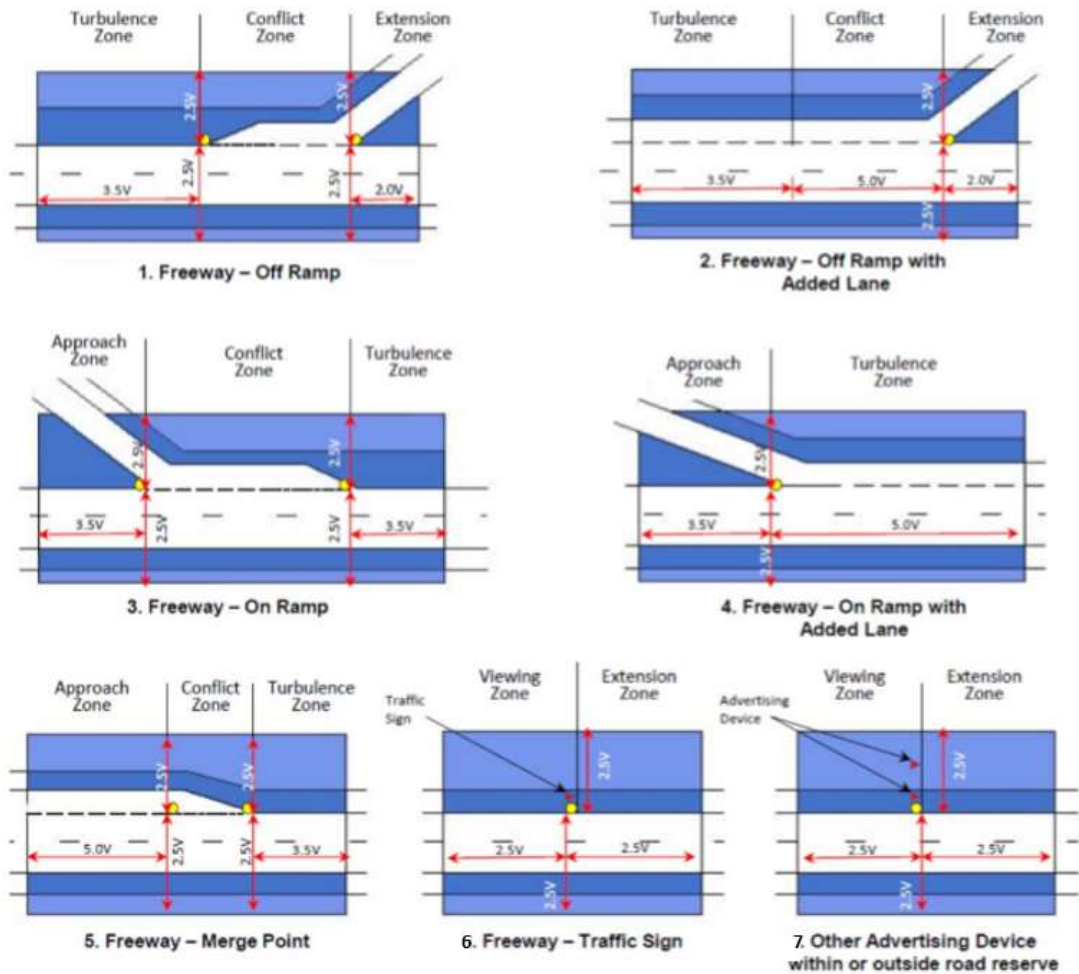
d Device Restriction Distance (m) (refer to Table 3.1).

0.6V Device Restriction Distance (m) (refer to Table 3.1).

----- Property boundary.

* **Note:** Will be subject to general road safety principles and risk mitigations assessed on a case by case basis

Figure 1 – Restriction areas for advertising devices visible from a state-controlled road other than a Freeway or Freeway standard road.



- Device Restriction Area – Outside the road reserve.
- Device Restriction Area – Within the road reserve.
- Reference Point for Device Restriction Distances
- Traffic Sign or Advertising Device

Figure 2 – Restriction areas for Billboard advertising devices visible from a Freeway or Freeway standard road.

**APPENDIX B - LUMINANCE AND ILLUMINATION OF ELECTRONIC ADVERTISING
SIGNS**

Luminance and Illumination of Electronic Advertising Signs

Safety and amenity

It is important that electronic billboards exhibit consistent apparent brightness in all lighting conditions, by maintaining a consistent ratio between the ambient light (illuminance) and light emitted by the billboard (luminance).

This allows the billboard to be easily read and reduces the time taken for a motorist to view the billboard content. Signs brighter than the ambient conditions may cause greater distraction and risk to drivers due to:

- Averting a motorists attention from important traffic devices / instructions.
- Temporary visual impairment where the difference in sign luminance and ambient light is disparate.

Due to the fast rate of change in ambient light during dusk and dawn periods, particular attention needs to be given to the luminance levels that are output during these periods to ensure that a consistent apparent brightness is maintained.

Any change to brightness levels should be applied during a message transition, not while an image is being displayed. This removes the risk that a motorist will be distracted by changing sign brightness.

Maximum Luminance

The following values are suggested maximum values for the varying ambient lighting conditions. The final luminance levels are to be determined based on the site specific requirements, including the orientation of the sign and shading around the sign.

- Daytime - 6000 cd/m²
- Dawn/Dusk - 600 cd/m²
- Night - 300 cd/m²

Commissioning Levels

It is required that when a new device is being commissioned, the initial luminance values be set to half the recommended maximum values outlined above, and gradually increased to an appropriate level as agreed to by Main Roads WA.

If required, the owner/operator of the billboard is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.

APPENDIX C - CRASH RATE CALCULATIONS

CALCULATION OF CASUALTY CRASH RATE

This Appendix provides guidance on the analysis of crash data to determine the casualty crash rate (R) for a specific state road section of interest.

Casualty Crash Parameters

The crashes applicable to evaluating a proposed billboard sign location must be derived based on the following criteria:

1. Casualty crashes (Fatal, Hospital, Medical) recorded in the most recent five (5) full calendar years of data available for existing roads. Crash History is required for at least 3 years for new roads or where the section of road has undergone significant road works completed within the 5 year date range. Crash history prior to or during the roadworks is not to be included in calculating the crash rate.
2. Crashes are between 1.0km before, and 0.5km after, the proposed billboard location (inclusive) to account for both visual distraction and residual cognitive demand.
3. All midblock casualty crashes are included. Intersection crashes are excluded in this analysis as they are accounted for in the Killed and Serious Injury Criteria.
4. Carriageway considerations:
 - a. Dual Carriageway Roads: Only casualty crashes on the carriageway facing the proposed sign need to be included.
 - b. Single Carriageway Roads: Due to practical considerations in determining crash collision direction respective to the proposed billboard site, all casualty crashes on a single carriageway are included.

Crash Rate Calculation

The crash rates for road sections are to be calculated and evaluated in accordance with the following criteria:

1. Identify crash history using the criteria noted in the Casualty Crash Parameters.
2. Calculate casualty crash rate (R; expressed as 10^4 Equivalent Risk Unit (ERU) per 10^8 Vehicle Kilometres Travelled (100 MVKT)

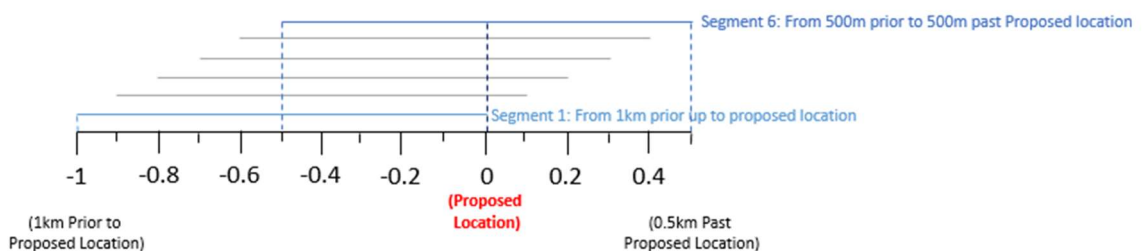


Figure 1. Example of the six 1 km rolling road segments for which the crash rate (R) needs to be calculated. Zero represents the proposed location of the device.

3. The six rolling 1km road segments are calculated using the following expression:

$$R = \frac{\sum_{t=1}^{20} C_t \times A_t \times 10^4}{n \times L \times V \times 365}$$

Where:

R = Casualty Crash Rate (expressed as 10^4 ERU per 10^8 VKT)

t = RUM Group (1 – 20: See Table 2)

C_t = Crash Risk Score for a crash in RUM Group t (see Table 2).

A_t = Number of casualty crashes in RUM Group t .

n = Number of years of crash data (default is 5, amend if significant roadworks have been undertaken).

L = Length (km) of rolling road segment (L = 1)

V = Annual Average Daily Traffic (AADT) for the section.

365 = Number of days in one year.

All midblock casualty crashes that occur within a given 1km road segment are assigned to that segment. This means that individual casualty crashes are likely to be assigned to multiple road segments, including crashes that occurred at the exact start or end SLK of that segment (i.e. on the border).

Table 2. RUM Code Groups and Crash Risk Scores

RUM Group (t)	Included RUM Codes	Description	Crash Score (x 10 ⁴ Risk Unit) Low Speed (< 80km/h)	Risk Unit	Crash Score (x 10 ⁴ Risk Unit) High Speed (>= 80km/h)	Risk 10 ⁴
Multiple Vehicle Crashes						
1	10, 11, 12, 13, 14, 15, 16, 17, 18, 19	Intersection, from adjacent approaches	21		96	
2	21, 51	Head on	98		319	
3	22, 23, 24, 25, 26	Opposite vehicle turning	19		64	
4	31, 32, 33	Rear end	8		21	
5	35, 36, 37, 54	Lane change	13		31	
6	38, 39	Parallel lanes, turning	11		67	
7	27, 34	U-turn	12		183	
8	42, 46, 47, 48	Entering roadway	23		23	
9	53, 55, 56	Overtaking, same directions	9		88	
10	43, 44, 61, 62, 63, 64	Hit parked vehicle	12		101	
11	93	Hit railway train	669		73	
Single Vehicle Crashes						
12	1, 2, 3, 4, 5, 6, 7, 8, 9, 98	Pedestrian	60		235	
13	65	Permanent obstruction on carriageway	-		-	
14	69, 95	Hit animal	23		33	
15	52, 71, 73, 76, 77	Off carriageway on straight	20		79	
16	72, 74, 94	Off carriageway on straight hit object	37		95	
17	75	Out of control on straight	27		70	
18	81, 83	Off carriageway on curve	17		101	
19	82, 84	Off carriageway on curve hit object	72		107	
20	85	Out of control on curve	23		62	
Exceptions						
21	20, 30, 40, 45, 49, 50, 60, 66, 67, 70, 80, 90, 91, 92, 94, 96, 97	Crashes which are unlikely to be attributable to any road environment factor, and which are therefore unlikely to be addressed by any road based remedial treatment. Crashes in this RUM Group are not included in crash rates or BCR calculations.				

- No casualty crashes of RUM Group 13 occurred on state roads in the 5year period (2010-2014).

4. Compare Casualty Crash Rate (R) to the Critical Crash Rate (CCR) for similar road types in similar areas (Metropolitan or Rural) under similar speed environments (Tables 3 and 4) for all six rolling 1km segments.

Table 3. Metropolitan Critical Crash Rate Thresholds

Road Type (x)	Speed Zone (km/h)						
	<=50	60	70	80	90	100	110
Freeways	-	-	300.8	390.4	-	410.5	145.3
Highways	-	265.7	212.7	150.4	520.8	425.5	1,079.8
Main Roads	-	-	-	-	-	-	1,438.4

Table 4. Rural Critical Crash Rate Thresholds

Road Type (x)	Speed Zone (km/h)						
	<=50	60	70	80	90	100	110
Freeways	-	-	-	-	-	-	228.5
Highways	293.0	206.3	158.0	578.0	899.0	356.2	733.5
Main Roads	692.0	436.4	207.3	659.0	1,003.7	1,755.7	905.7

Note: All six rolling 1km segments need to be below the critical crash rate threshold relevant to the posted speed limit, road type and metro/rural location.

WORKED EXAMPLE

The following numerical example is presented to show the calculation of the casualty crash rate for a single road segment. Note: this must be done for all six rolling 1 km segments from 1 km prior to the proposed location through to 0.5 km past the proposed location (see Table 5 and Figure 3).

The hypothetical information for a road where an advertising sign is proposed is as follows:

- The billboard sign is proposed to be located on a state highway in the metropolitan region (Road H999 SLK 4.00).
- The Annual Average Daily Traffic (V) is 25,350 vehicles per day (Monday – Sunday value)
- The posted speed limit is 70 km/h, a “Low Speed” environment (see Table 2.)
- The billboard sign has content facing the Left carriageway of the dual carriageway road.
- Five full calendar years are available for this road length without any significant roadworks having been undertaken.

The following steps are conducted using the Crash Rate Calculation guide:

1. Casualty crashes are obtained for all Fatal, Hospital and Medical crashes recorded based on the following parameters for the relevant road section:
 - a. Crashes recorded to have occurred in the full five calendar years available at the time of application.
 - b. Crashes at midblocks (non-intersection crashes) between SLK 3.00 and 4.50 (1.0km before, and 0.5km after, the proposed billboard sign location) are included. Intersection crashes are excluded.

Table 5. Sample of the breakdown of crashes recorded in rolling 1km segments

Section	Start SLK	End SLK	AADT	100 MVKT (n x L x V x 365)	Crashes by RUM Group (t)	Risk Score (A _t x C _t)	Critical Crash Rate (CRC)
1	3.00	4.00	25,350	46,263,750	2 x RUM Group 4 1 x RUM Group 16	2 x 8 = 16 1 x 37 = 37 Risk Score = 53	53 / (46,263,750 / 10 ⁸) CRC = 114.56
2	3.10	4.10	25,350	46,263,750	2 x RUM Group 4 1 x RUM Group 16	2 x 8 = 16 1 x 37 = 37 Risk Score = 53	53 / (46,263,750 / 10 ⁸) CRC = 114.56
...							
6							

The 1st segment begins 1.0km prior to the proposed billboard sign location and is calculated as follows:

$$\frac{\sum_{t=1}^{20} C_t \times A_t \times 10^4}{n \times L \times V \times 365}$$

$$R = (\sum (C_t \times A_t) \times 10^4) / (n \times L \times V \times 365)$$

$$R = (2 \times 8) + (1 \times 37) \times 10^4 / (5 \times 1 \times 25,350 \times 365)$$

$$R = 53 \times 10^4 / (5 \times 1 \times 25,350 \times 365)$$

$$R = 53 \times 10^4 / (0.46 \times 10^8)$$

$$R = 114.56 \times 10^4 \text{ ERU per } 10^8 \text{ Vehicle Kilometres Travelled (100 MVKT)}$$

This casualty crash rate of 114.56 (\$10,000 per 100 MVKT) is lower than the critical crash rate of 212.7 (\$10,000 per 100 MVKT) for Metropolitan Highways in 70km/h speed environment (see Table 3) therefore this road section has a low Casualty Crash Rate. If all six of the rolling 1km sections have a low Crash Category, the billboard sign location has met the Critical Crash Rate criteria for placement at this site.

Table 6 shows the results of the above analysis conducted for all six rolling 1 km segments. The start and end SLK, along with the AADT and 100 MVKT, the number of casualty crashes and associated risk score, and crash rate (R) and crash rate category are shown for each 1 km road section.

Table 6. Final summary of the six rolling 1 km road segments for a proposed billboard sign

Section	Start SLK	End SLK	AADT	100 MVKT	Number of Casualty Crashes	Risk Score	Crash Rate (R)	Crash Category
1	3.0	4.0	25,350	46,263,750	3	53	114.56	Low
2	3.1	4.1	25,350	46,263,750	3	53	114.56	Low
3	3.2	4.2	25,350	46,263,750	3	53	114.56	Low
4	3.3	4.3	25,350	46,263,750	3	53	114.56	Low
5	3.4	4.4	25,350	46,263,750	0	0	0	Low
6	3.5	4.5	25,350	46,263,750	0	0	0	Low

Figure 2 shows the crash rate compared to the critical rate for each of the six rolling 1 km segments used in the worked example.

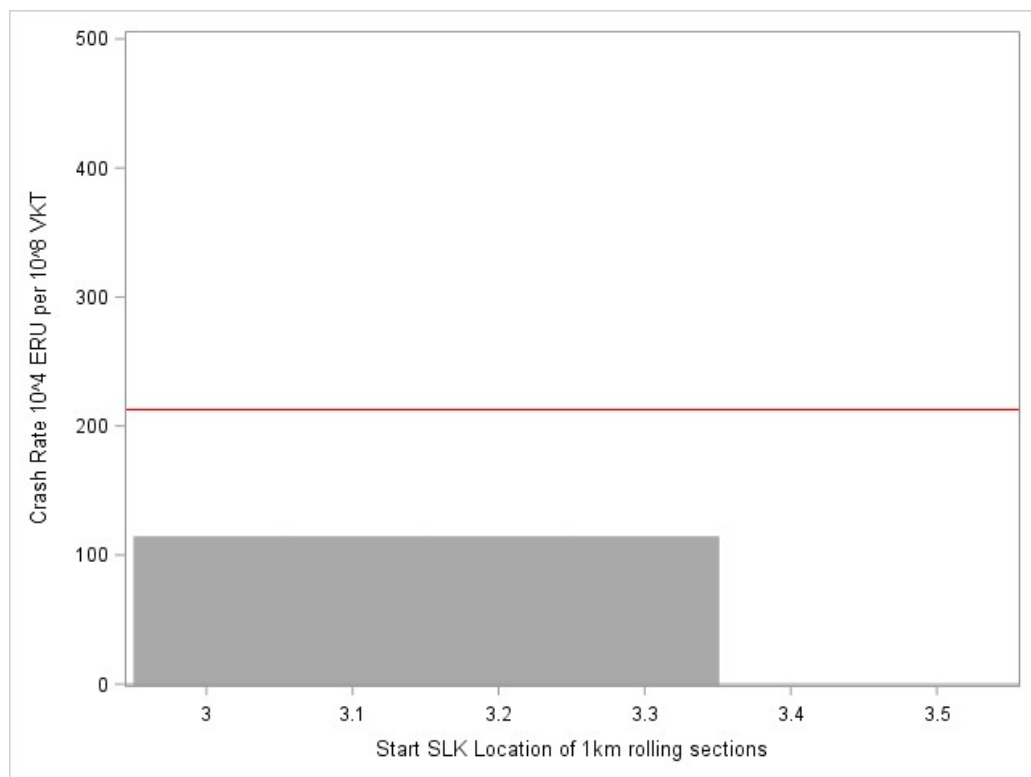


Figure 2. Example results in graphical format showing the crash rate for each of the six rolling 1 km road segments compared to the critical crash rate (shown as a red line) for a Metropolitan Highway with a speed limit of 70 km/h.

If you require any assistance in calculating casualty crash rate please contact Road Safety Branch at Main Roads Western Australia at RoadSafety@mainroads.wa.gov.au.

APPENDIX D - INSTRUMENT OF DELEGATION

**WESTERN AUSTRALIA
MAIN ROADS ACT 1930
SECTION 33C**

INSTRUMENT OF DELEGATION

Pursuant to Section 33C of the Main Roads Act 1930 the Commissioner of Main Roads ("the Commissioner") hereby delegates ("Delegate Local Government") by itself, its employees, consultants, agents and contractors (together "Representatives") to, from the date indicated below, manage and control the erection or construction of hoardings or other advertising structures, and to enforce the removal of hoardings and other advertising structures where such hoardings or other advertising structures are considered to be hazardous to traffic safety or are aesthetically objectionable, on a highway or main road and sections or part of a road subject to control of access, within its geographical area of jurisdiction and relating only to the following advertising signs defined by Main Roads Western Australia;

- portable business signs
- temporary event signs;
- illuminated street name signs;
- bus shelter, roadside seat and litter bin signs
- pole mounted banners and flags;

SUBJECT ALWAYS to the following terms and conditions:

- (a) the Delegate Local Government shall at all times observe, perform and comply with the provisions of the "*Policy and Application Guidelines for Advertising Signs Within and Beyond State Road Reserves*" (as amended or replaced from time to time) issued by Main Roads Western Australia ("the Guide") referring to the version which is current at the time of any activity being taken under this Instrument, a copy of which can be obtained from Main Roads Western Australia from www.mainroads.wa.gov.au;
- (b) the Delegate Local Government shall develop and implement procedures that will satisfy the Commissioner that any activity undertaken under this delegation by the Delegate Local Government, its employees, agents and contractors will in all respects conform to and comply with the requirements of the Guide; and
- (c) the Delegate Local Government shall ensure that its Representatives comply with the terms and conditions identified above at paragraphs (a) and (b) as if they were named in those paragraphs in place of the Delegate Local Government.
- (d) The Delegate Local Government shall maintain a register of approvals granted under this legislation containing, for each approval given;
 - name of advertisement applicant,
 - description of advertisement,
 - location of advertisement,
 - date of approval,
 - term of approval;

and shall make the register available for inspection by me at all reasonable times and provide me with a copy of the register at regular intervals not exceeding quarterly.

By executing and returning the acknowledgment on the following page, the Delegate Local Government agrees to observe, perform and comply with the above terms and conditions.

This Instrument of Delegation replaces any prior Instrument of Delegation under Section 33(C) of the Main Roads Act 1930 between the Commissioner and the Local Government.

The Commissioner may vary or revoke this Instrument of Delegation under Section 33C(1)(b) of the Main Roads Act 1930.

Dated:

THE COMMON SEAL OF THE
COMMISSIONER OF MAIN ROADS
WAS AFFIXED BY

COMMISSIONER OF MAIN ROADS
FOR THE TIME BEING IN THE PRESENCE OF:

Signature of Witness

Name of Witness

ACKNOWLEDGMENT BY DELEGATE LOCAL GOVERNMENT

..... agrees to observe, perform and be bound by the above conditions.

THE COMMON SEAL OF THE

.....
WAS AFFIXED PURSUANT TO A RESOLUTION
OF THE COUNCIL IN THE PRESENCE OF

Chief Executive Officer

Witness

Note:

In participating in the execution of this Instrument of Delegation it is important to be aware that Section 33C(2)(b) of the *Main Roads Act 1930* not only enables the Commissioner of Main Roads to delegate his powers or function to the local government, but it also states that if the exercise of the power or function delegated is dependent upon the opinion or belief of the Commissioner of Main Roads in relation to a matter then it becomes dependent upon the opinion or belief of the Delegate Local Government in relation to that matter, i.e. delegation includes the power to form an opinion.

APPENDIX E - APPLICATION FORM

Main Roads (Control of Advertisements) Regulations 1996

Application to Display an Advertising Sign on or in the Vicinity of a State Road

INFORMATION FOR APPLICANTS

1. Applications will be assessed against the criteria set out in Sections 4 and 5 of the Policy and Application Guidelines, and any other relevant conditions existing at the proposed site. Applicants should therefore be aware of the requirements of the Guidelines prior to completing this application. Copies of the Guidelines are available from Main Roads website at www.mainroads.wa.gov.au.
2. Completed applications should be sent to the Manager Traffic Management Services in the Metropolitan area and the Regional Manager at the nearest Main Roads Regional Office outside the Metropolitan area.
3. Each application must include a written approval from the relevant Local Government and, other authorities and the property owner as appropriate, to enable the application to be considered by Main Roads.
4. Applications for billboard signs, business signs, promotional signs, illuminated street name signs, and pole-mounted banners and flags, must include the engineering certifications and Western Power approvals as specified in the Guide. For all other signs, a certification of structural adequacy may be required if there is a risk that a falling or fallen sign could cause damage or injury.
5. A facsimile of the advertising content in A4 or A3 size format must accompany all applications.
6. Applications must also be accompanied by a detailed copy of the specification/plans showing all relevant construction and fixing details of the proposed sign and its relationship to adjacent buildings or other structures on the site, if any.
7. All approvals are subject to both the General Conditions of Approval which appear in this Application Form and also to any special conditions which may be attached to that approval.

Office Use Only:	
Trim File:	
Doc. No.	

Main Roads (Control of Advertisements) Regulations 1996
APPLICATION TO ERECT/MODIFY ROADSIDE ADVERTISING SIGN

Name of Sign Owner:			
Postal Address of Sign Owner:			
Name of Applicant:		Telephone Number:	
Email Address:		Mobile Number:	
Is this application for a new sign or for changing an existing sign? (Tick ✓ applicable):	Application for new sign <input type="checkbox"/>		Application to modify existing sign <input type="checkbox"/>
Specify period of time in which it is anticipated sign will be displayed	Install date: <input type="text"/> / <input type="text"/> / <input type="text"/>	Remove date: <input type="text"/> / <input type="text"/> / <input type="text"/>	or N/a <input type="checkbox"/>

Sign Location Details

Road Name:		City/Town/Shire of:	
Is the sign located <u>within</u> or <u>beyond</u> a State road reserve? (Tick ✓ applicable):	Within the road reserve <input type="checkbox"/>		Beyond the road reserve <input type="checkbox"/>

Sketch of sign location showing distance to nearest identifiable road feature, (e.g. intersection), distance from property line and/or road edge, etc. Indicate if signs are to be attached to fences or other structures. (Attach a separate sketch if insufficient space.)



Sign Type Details

Nominate type of new sign to be installed or existing sign to be modified? (Tick ✓ applicable):	Billboard (Freestanding) <input type="checkbox"/>	Billboard (On Overhead Infrastructure) <input type="checkbox"/>
	Business Sign (Non Portable) <input type="checkbox"/>	Portable Business Sign <input type="checkbox"/>
	Promotional Sign <input type="checkbox"/>	Temporary Event Sign <input type="checkbox"/>
	Illuminated Street Name Sign <input type="checkbox"/>	Bus Shelter, Seat or Litter Bin Sign <input type="checkbox"/>
	Pole Mounted Banner/Flag <input type="checkbox"/>	Sign Beyond State Road Reserve <input type="checkbox"/>

Size of Displayed Advertising Content:	<input type="text"/> <input type="text"/> <input type="text"/> m X <input type="text"/> <input type="text"/> <input type="text"/> m	Total Sign Panel Size:	<input type="text"/> <input type="text"/> <input type="text"/> m X <input type="text"/> <input type="text"/> <input type="text"/> m
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Approvals

Local Government Approval. (Applicant to arrange Local Government authorised signature. Alternatively, a separate Local Government approval letter can be attached.)	For the purposes of Regulation 7(4) of the <u>Main Roads (Control of Advertisements) Regulations 1996</u> , I confirm that the City/Town/Shire of approved the subject hoarding, structure or advertisement for the purposes of the <u>Local Government Act 1995</u> and the <u>Planning and Development Act 2005</u> , subject to the following conditions (if any): 1. 2. 3. Authorised Signature: Date/...../.....
--	---

Land Owner Approval (For signs located beyond the road reserve)	I approve the erection of this sign on land owned by me, being Loc/Lot No. Signed: Date/...../.....
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Applicant's Declaration

I/We the applicant(s):

- (a) in accordance with the provisions of the Main Roads (Control of Advertisements) Regulations 1996, request approval to construct, maintain and display the advertising sign described above;
- (b) warrant that the information contained in this application (including all attached documents) is, to the best of my/our knowledge, accurate and correct.
- (c) have read the General Conditions of Approval and agree that, if this application is approved I/we shall be deemed to have undertaken to comply fully and unreservedly with all of the terms and conditions attached to that approval when I/we commence erection, installation or modification of the above described advertising sign.

Authorised Signature Date/...../.....

Note: Please attach facsimile of advertising content as well as copies of all necessary plans, specifications, certifications and any other relevant documents.

GENERAL CONDITIONS OF APPROVAL

1. Applicants shall have insurance policies as specified in the Guide.
2. The owner of the advertising sign shall install and display the advertisement in accordance with these General Conditions and any other special conditions attached to the Managing Director of Main Roads' approval and/or local government approval for display of the advertising sign.
3. The owner of the advertising sign shall erect and maintain the sign in good repair and condition to the satisfaction of the Managing Director of Main Roads.
4. The approved advertising sign content or advertising structure shall not be modified in any way during the approved period of display. All proposed changes to the advertising display or modifications to the advertising device shall be subject to a new application.
5. The Managing Director of Main Roads reserves the right to remove, relocate or make safe the advertising sign or advertising structure and to approve of the erection of other advertising signs or advertising structures together or in conjunction with the said signs or structures. Generally, the Managing Director of Main Roads' rights will be exercised in any or all of the following circumstances:
 - Where the sign has not been maintained to the satisfaction of the Managing Director of Main Roads.
 - Where road works and/or the installation of public utility services necessitates the removal of the sign.
 - Where there is a substantial change in the nature of traffic or the alignment of the road in the vicinity of the sign.
 - Where the information conveyed on the sign is no longer current.
 - Upon expiration of the period of approval.
6. Where the circumstances described in Clause 5 require the removal of the advertising sign the owner shall promptly remove the sign.
7. Where the owner does not promptly modify, repair or remove the sign as required by the Managing Director of Main Roads' delegated powers under Clauses 5 and 6, the Managing Director of Main Roads shall obscure, modify, reposition or remove the sign. Subject to the provisions of Clause 8 the cost of such actions shall become a debt due and payable by the owner to the Managing Director of Main Roads. A removed advertising sign shall be destroyed or disposed of by the Managing Director of Main Roads in accordance with the Main Roads (Control of Advertisements) Regulations 1996.
8. Should road works or the installation or maintenance of public utility services necessitate the removal and/or relocation of an approved advertising sign within the boundaries of a State road reserve, the cost of the work will be met by the Managing Director of Main Roads or service utility provider and shall be limited to the reasonable costs of removal and/or relocation only. While the Managing Director of Main Roads will make every effort to establish a suitable alternative site for the sign, it is not guaranteed that such a site shall be allocated.

END OF POLICY AND APPLICATION GUIDELINES