

1.4 Street Name & Directional Signs Policy

The Town of Bassendean acknowledges the importance of providing street name and directional signs that assist in the efficient and easy identification of our streets, public amenities and locations including directions to appropriate tourist, service and community facilities.

Objectives

The Town of Bassendean's objectives for Street Name and Directional Signs Policy are:

- To identify the type and style of street name and directional signage relating to public facilities that can be erected in the road reserve; and
- To outline the requirements that applies to the design, location and maintenance of street name and directional signage.

Strategy

The Town of Bassendean will achieve these objectives by:

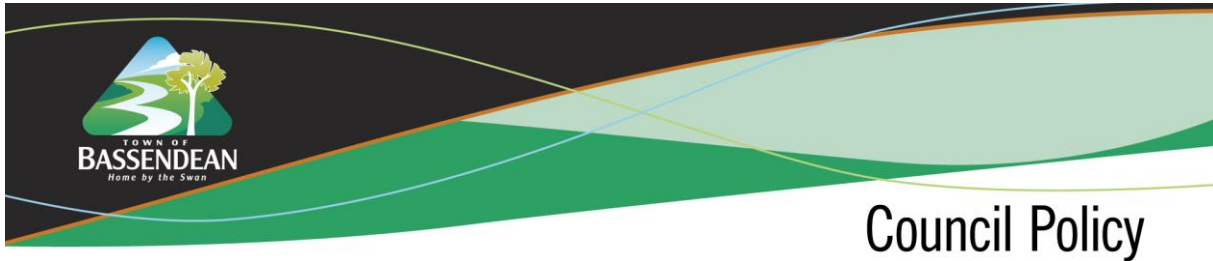
- Determining the placement, type and design of street name and directional signs; and
- The Town will provide street name and directional signage that conform to Australian Standard 1742.5 – Street Name and Community Facility Name Signs.

Detail

Location

In assessing the appropriate location for the provision of street name and directional signs, regard should be taken of the following:

- The signs should not add to the visual clutter of the location;
- A maximum of three signs, including street name sign, shall be attached to a pole;
- A maximum of two directional signs shall be allowed per establishment; and
- The location of the sign is to be approved by the responsible officer so as to ensure compliance with traffic management requirements. The location of essential services in the area shall also be a consideration.



Manufacture & Installation

Street name and directional signs shall:

- Be manufactured from extruded aluminium section to the Town's specification; and
- Be installed on street light poles or galvanised street name poles.

Street Name Signs

Street name signs:

- Shall consist of black lettering on a reflective white background except within the Old Perth Road precinct where heritage style signs with mid-Brunswick green lettering of a reflective white background shall be used;
- Shall have a colour Town of Bassendean logo included to the left of the street name and on both sides of the sign; and
- On Guildford Road, Lord Street, Walter Road East, and Morley Drive shall consist of 140mm high lettering on a 200mm high plate; all other signs shall consist of 100mm lettering on a 150mm high plate.

Directional Signs

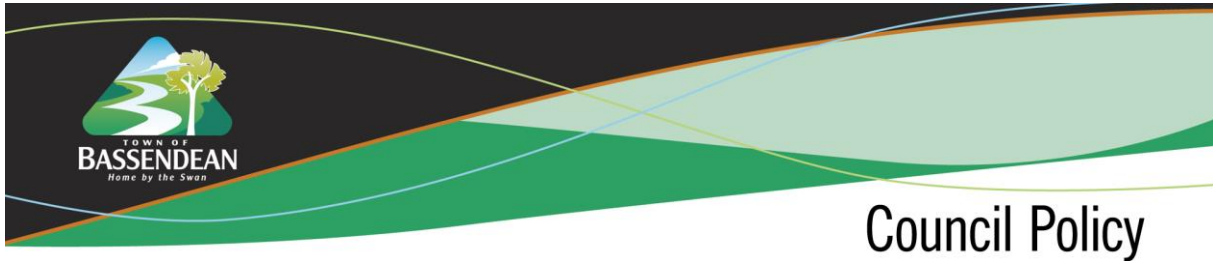
Directional signs shall:

- Consist of white lettering on a reflective blue background; and
- Shall consist of 100mm lettering on a 150mm high plate.

The following criteria shall apply to directional signs:

- Application for directional signs shall be made on the attached "Application for Approval of Directional Signage" form;
- The cost of manufacture, installation and any required replacement of the approved sign are to be borne by the applicant;
- The manufacture of the sign will be undertaken by the Town;
- Ongoing maintenance of the sign will be undertaken by the Town.

Directional signs are provided for the benefit of the community and of a non-commercial nature. Types of directional signs that may be approved include:



Council Policy

- Community centres or halls;
- Information centres;
- Post Office;
- Schools;
- Public Toilets;
- Sporting facilities and groups (not specific clubs);
- Places of public worship;
- Significant heritage places and buildings;
- Significant parks and reserves;
- Shopping centres (not specific stores);
- Medical centres and facilities; and
- Public Buildings (including the library and civic centre).

Application

The Chief Executive Officer (CEO) has the authority to approve street name and directional signage that complies with the requirements of this policy. The CEO has on-delegated this authority to the Manager Asset Services. The Policy is to be reviewed every three years.

<p>Policy Type: Strategic Policy</p> <p>Link to Strategic Community Plan: Town Planning & Built Environment</p>	<p>Policy Owner: Director Operational Services</p> <p>First Adopted: OCM2 – 8/7/09</p> <p>Last Review Date: March 2014</p> <p>Version 1</p> <p>Next Review due by: December 2016</p>
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