



9. WORKS AND SERVICES POLICIES

9.1 TECHNICAL SERVICES

9.1.5 Road Verge Directional Signs

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1. Background & Issues

- 1.1. Tourism is acknowledged as an important part of the economic fabric of the Shire of Manjimup. This policy seeks to maximise and provide uniform and equitable opportunities for directional signage to assist the visiting public.
- 1.2. Directional signs can assist visitors to locate a business thereby increasing business viability however large numbers of signs at intersections can also reduce road safety, clutter up the landscape and greatly reduce the higher quality aesthetic and natural beauty of this region.
- 1.3. There is a misconception by business operators that the purpose of directional signage on public road reserves is to promote or advertise a business. The purpose of directional signage on public road reserves is to provide directional assistance only, not advertising. Advertising signs are controlled by the Shire of Manjimup Local Planning Policy 6.1.4 *Advertisements*.
- 1.4. Reliance should not be placed on directional signage to promote a business. Pre travel direction information through business marketing, tourist maps, information bays and across the counter information provided by the four Visitors Centres within the Shire can assist visitors to locate particular businesses.

2. Objectives

- 2.1. This “Road Verge Directional Signs Policy” is based on Main Roads Western Australia (MRWA) Policy and Application Guidelines Tourist and Service Signs, and relevant Australian Standards (although it is acknowledged that in response to community concerns, variations from those Standards exist in some instances).
- 2.2. The policy attempts to balance the need to keep to a minimum, unnecessary signs which create aesthetic problems, particularly in town sites, while still allowing for the necessary directions to be given to the travelling public.
- 2.3. There is no automatic “right” extended to businesses to directional signage on Council controlled land and many Shires limit directional signage to community signage only.
- 2.4. The Australian Standards likewise do not endorse business directional signage on road verges. The opportunities provided in this policy are therefore entirely at the discretion of the Council.



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- 2.5. Given legal and site constraints, only very limited space exists for directional signage in certain locations. This policy does not support the approach of “first in best dressed”, but rather seeks to allocate the scarce space as equitably as possible. Ultimately this means in certain circumstances optimal directional signage desired by business operators cannot be delivered without discrimination and therefore a compromise must be reached so that qualifying businesses can participate equitably in directional sign representation.
- 2.6. As part of Policy 9.1.21 Road Traffic Safety Policy the Shire has a responsibility to provide a Road Safety Management System. We do not drivers to take their eyes off the road.

3. Area of Application

- 3.1. Under the *Local Government Act 1995* and the *Local Government (Uniform Local Provisions) Regulations 1996*, the Shire has legal authority to authorise the construction of signage on a public place where the land is vested in the shire (such as on road reserves).
- 3.2. The *Main Roads Act 1930* empowers the Commissioner of Main Roads to install road signs. The Commissioner has delegated to local Government the power to install non regulatory signs, including directional signs, on local roads but not on declared highways.

The Regional Manager of Main Roads South West has also delegated the authority to the Shire of Manjimup to administer directional signs on the highways in the Shire in accordance with (MRWA) Policy and Application Guidelines Tourist and Service Signs.

4. Policy Measures

- 4.1. The Manager Technical Services is authorised to determine applications for directional signage in accordance with this policy.
- 4.2. The safety of the travelling public is the key criteria in the formation and application of this policy. Lettering size, font, maximum number of letters, maximum number of signs plates per stack, sign material, reflectivity height and location are covered by the above standards and policies.
- 4.3. In addition to policy and standards mentioned above, practical physical limitations such as size, manual handling capability, wind loading, distance between signs and sight lines must also be taken into consideration.
- 4.4. In particular circumstances where safety concern exists, such as poor intersection alignment or poor approach visibility, the provisions of this



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policy may not be appropriate and in such cases may be referred to council for consideration.

- 4.5. Applications which do not conform to the policy will initially be rejected and referred back to the applicant. Applications which do not conform but due to special circumstances have merit may be referred to Council for consideration.
- 4.6. For a business, "Directional Sign" generally means a sign erected in a street or public place to indicate the direction to another place (that business).
- 4.7. Single businesses shall be those having separate business registration.
- 4.8. In this policy, priority is given to community signage which includes police, hospital, visitor centres, community facilities, recreation facilities and emergency services over business signage.

5. Businesses Not Entitled to Directional Signs

- 5.1. The following attractions and businesses are not entitled to directional signage:
 - a) Those businesses zoned Commercial, Service Industry and General Industry in Town Planning Scheme No.4 (*due to the location of multiple similar services in those zoned areas where the travelling public could easily expect to locate them.*)
 - b) Those businesses zoned Town Centre and Industry in Town Planning Scheme No.4 (*due to the location of multiple similar services in those zoned areas where the travelling public could expect to locate them.*)
 - c) Holiday homes in residential dwellings as per Local Planning Policies 6.1.5 Holiday Accommodation (*to ensure against undesirable visual impact and road safety implications.*)

6. Qualification for Entitlement to Directional Signs

- 6.1. The attractions and businesses that may qualify for entitlement to directional signage include, but are not limited to:
 - art and craft;
 - pottery;
 - galleries;
 - café;
 - restaurant;
 - accommodation;
 - wineries;
 - breweries;
 - sporting / workers clubs;



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- private function centres; and
- attractions of public interest

6.2. Attractions and businesses may qualify for directional signage in accordance with this policy, providing those attractions and businesses meet the following criteria;

- a) Be a registered business located within the Shire boundaries;
- b) Be open, and remain so, at least one day on weekends and one other day of the week;
- c) Be a member of the local Visitors Centre at all times while signage is displayed (unless otherwise approved by council);
- d) Have relevant and current planning approval or a pre-existing non-conforming use right;
- e) Be clean and presentable to attract visitors;
- f) Keep a record of visitor's numbers and provide that information on request of the shire.

6.3. Notwithstanding the above, Council may at its discretion and after having due regard to the provisions of this policy, approve any business or attraction to qualify for directional signage.

7. Land Sale Signs

7.1. "Land Sale" Signs shall comply with the requirements of this policy and be for directional purposes only and subject to the following;

- a) Can only be erected after the subdivision has been approved by the WA Planning Commission.
- b) To be removed after 80% of lots have been sold.
- c) To say "LAND SALE" and may include reference to the name of the development.

8. Approvals and Erecting Procedure

8.1. An application for directional signage addressing the criteria above is required before any sign is assessed, approved or erected.

8.2. Directional signs shall only be installed by the Shire, or under the supervision and with the approval of the Shire.



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- 8.3. Applicable fees for directional signs are required to be paid up front before signs are ordered or erected.
- 8.4. The location of the directional signs will be at the discretion and responsibility of the Shire of Manjimup with location determined by Australian Standards and subject to any on-site restrictions.
- 8.5. The sign remains the property of the Shire of Manjimup with ongoing maintenance and replacement due to theft, vandalism or accident being at the Shire's cost. As the owner of the sign, the Shire retains the right to modify, re-locate or remove the sign as deemed necessary.

9. Number of Directional Signs per Business

- 9.1. A maximum of 3 directional signs may be allowed for single business on road verges.
- 9.2. Where multiple businesses operate from the same site / location only one business (or a synonym for those businesses) is entitled to signage.
- 9.3. The three signs must be contiguous from the point of origin to the business.
- 9.4. The Chief Executive Officer may approve a fourth sign after consultation with relevant Ward Councillors where several changes of direction are involved or where the additional sign is considered necessary to assist the travelling public.
- 9.5. Directional signs will only be allowed for signposting from the nearest major roads.
- 9.6. Directional signs may not be approved to direct the public more than 10km along a road if the business is not on that road (Tourism Western Australia Guidelines for Tourism Signs)

10. Specifications General to All Signs

- 10.1. All directional signs are to have class 2 white reflectorized lettering and numbers on either a blue, brown or green background.
- 10.2. All signs are to be erected on 76.1mmOD x 3.6mm powder coated galvanised poles of colors as designated in Appendix A.

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11. Business Directional Sign Specifications

11.1. All Business Directional signs shall conform to the following requirements:

- Length – 1.8m;
- Be single sided on a 200mm high full colour plate and 120CN lettering (double sided if approached from either direction);
- Include a distance to the facility, in whole numbers greater than 1km;
- The name can have a maximum of eighteen (18) characters including spaces and is to include reference to the business type (i.e. Warren Wines, Brendan's B & B, Henry's Restaurant, etc.). If the sign is to be placed less than 1 km from the business with no distance indicated, a maximum of 19 characters including spaces is allowed;
- Include an arrow and distance if greater than 1km (not included in the 18 character limit);
- Business logos or symbols are not permitted;
- Where there are multiple sign plates, these are to be installed without gaps between the plates;
- Be placed and sorted on stacks so that the closest business being signed is on the top of the stack and the farthest business is on the bottom of the stack.
- A "CLOSED" sign plate that matches with existing sign plate may be used to signify a business is closed. These sign plates, will be initially installed by the Shire upon request from the relevant business. The sign plate, once installed by the Shire, shall be maintained and operated by the owner. Please see fees and charges as outlined in Para 24.6.

See **Appendix B – Sign Type 1** for dimensions and layout.

12. Tourism (brown) Directional Sign Specifications

12.1. To qualify for brown background sign, attractions and businesses must comply with the National Tourist Signing Eligibility Guidelines for tourist attractions.

13. Community Service Directional Sign Specifications

13.1. Community service directional signs for Airfield, Hospital, Industrial Area, Police, Town Centre and Visitor Centre are to be 160DN lettering on 400mm blue background plate.

13.2. Directional signage for Hospital to be located at the top of the stack immediately under the street name. Business signage can be included on stacks with other community signage if space allows.

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See **Sign type – Non Standard Directional** for dimensions and layout.

- 13.3. Recreation facilities and Council controlled parkland directional signs are to be 120CN lettering on 200mm blue background plate.
- 13.4. All destination signs (signs directing to other town sites) are to have 160DN lettering on 400mm green background.

14. Sign Stacks (Vertical 'Stacks') of Directional Signs

- 14.1. Where a number of directional signs pointing in the same direction are to be erected at the one intersection, then these signs will be installed as a vertical stack with the street or road name sign on top followed by the symbol sign. Directional signage for the closest business will be at the top of the stack and other sign plates in order of distance so that the furthestmost is at the bottom of the stack.
- 14.2. On Shire controlled roads, up to a maximum of 7 directional signs (excluding the road name and symbol sign) may be installed on the stack.
- 14.3. On roads controlled by Main Roads WA, a maximum of 5 directional signs (excluding the road name and symbol sign) may be installed on the stack unless an increased number is otherwise approved by Main Roads WA. (Council will support approaches to Main Roads WA for approval of an additional 2 directional signs on the stack to 7).

See **Appendix B – Sign type 1** for dimensions and layout.

- 14.4. A separate sign stack may be provided on each leg of an intersection.
- 14.5. Given the shortage of available space for business directional signage, a limit of one sign per location (irrespective of the number of separate businesses operating from that location) will apply on each sign stack.
- 14.6. If more than the number of directional signs allowed is required at any intersection, a proposed solution, including the possibility of relocation of signs to a directional sign pull off bay is to be presented to council for resolution having due regard to the individual merits and constraints of the particular intersection and other precedence throughout the Shire of Manjimup.
- 14.7. Signage stacks can be installed at either end of a loop road.
- 14.8. When a signage stack on any end of a loop road becomes full, and upon receipt of a valid application for an additional sign to be installed on that



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stack, all businesses on the loop road will be restricted to one directional sign on the end of the loop road that is nearest to their business and any other signage for that same business will be removed.

15. Height and Installation Requirements

- 15.1. Sign stacks. The minimum clearance to the bottom sign on a sign stack is to be 1.5 metres, if there are no issues with sight lines, pedestrian movements or vehicle parking. At this height, the area under the sign is to be appropriately blocked to the shire's satisfaction thus preventing any form of passage. If there are concerns with sight lines, pedestrian access or vehicle parking, the minimum clearance to the bottom sign is to be 2.1 metres.
- 15.2. Single signs. The lowest point on any single sign installed in town sites shall not be less than 2.0m above ground level.
- 15.3. Street name signs. In town sites, wherever possible, street name signs are to be installed on Western Power poles, 3 metres from ground level.

16. Directional Sign Pull Off Bays

- 16.1. Where directional signs are proposed to be relocated to a Directional Sign Pull Off Bay in an appropriate position as determined by Council officers. Symbol sign and community service signs will still be located at the intersection below the road name. A 200mm plate saying "INFORMATION BAY 100M" in 120mm high lettering will be installed on the existing sign stack.
- 16.2. Other wording or symbols providing direction to the Directional Sign Pull Off Bay will be at the discretion of the CEO and may be modified to suit individual circumstances. White lettering on brown may be approved if necessary to give a tourism emphasis.

See Appendix B – Sign Type 2 for dimensions and layout.

- 16.3. Wherever possible Directional Sign Pull Off Bays shall be designed on a case by case basis having due regard to the following:
 - a) be parallel to the road for better visibility and to facilitate integration of a map;
 - b) allow for a turn-around for vehicles for travelers not wishing to continue along that road;



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- c) include provision for a map (which coordinates with maps that may be issued by Visitors Centres);
- d) be of a uniform structure with roof shelter;
- e) include bitumen hard-stand if on a bitumen road otherwise gravel hard-stand;
- f) Comply with Main Roads WA standards (if applicable).

See Appendix B – Sign Type 3 for dimensions and layout.

- 16.4. An advantage warning sign will be installed for existing and future Directional Sign Pull Off Bays.

See Appendix B – Sign Type 4 for dimensions and layout.

- 16.5. Where the number of signs has reached the limit and a Directional Sign Pull Off Bay is not available, no new directional signage for private business will be approved at the intersection, and where new directional signage is required for public facilities the new signage shall take the place of private business signage starting with the business most distant.

17. Visitor Information Bays

- 17.1. Generally Visitor Information Bays (as distinct from directional sign pull off bays) will only be constructed at the Council's discretion and as funds and site constraints permit.
- 17.2. Please note that Council Corporate Policy 2.4.3 specifically addresses Visitor Information Bays.

18. Advance Warning Signs

- 18.1. Individual businesses located outside of town boundaries may have one advance warning sign installed on either approach to their business.
- 18.2. The advance warning sign is to be installed on the same primary road that the businesses entrance is on and its location will be selected at the discretion of the Shire of Manjimup
- 18.3. Advance warning signs are to include the following:
 - A single symbol (businesses will need to select one symbol if more than one business type operates from any one location)



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- The distance to the business turn off / entrance
- Description of the businesses or abbreviation thereof to fit within the 800mm length sign plate.

18.4. The cost of any advance warning sign is to be met in full by the business applicant.

See Appendix B – Sign Type 6 for dimensions and layout.

18.5. On highways and roads controlled by Main Roads WA, entitlement to advance warning signs is dependent upon Main Roads WA approval.

19. Standard Entrance “Mid Block” signs

- 19.1. “Mid-block” refers to a directional sign positioned between intersections.
- 19.2. A standard entrance sign “Mid-block” directional sign (between intersections and generally directly opposite the crossover entrance to the business) will be allowed in rural areas only.
- 19.3. Where multiple businesses operate from the same site / location only one business (or a synonym for those businesses) is entitled to a Mid-block sign.
- 19.4. Any “Mid-block” sign approved is additional to the maximum number of directional signs permitted for a business.

See Appendix B – Sign Type 5 for dimensions and layout.

20. Road Name Signs

- 20.1. Road name signs are to have black lettering and numbers on a class 2 white reflectorized background and are required to conform to the following:
 - a) Road name signs in urban areas not included on a sign stack are to be on a 150mm high extruded plate with a green background and 100CN white lettering and be of a length to fit lettering and logo.
 - b) Road name signs in rural areas not included on a sign stack are to be on a 200mm high extruded plate with white background and 120CN black lettering and of a length to fit lettering and logo.
 - c) Road name signs on sign stacks are to be on an 1800mm long and 200mm high flat plate with a white background and either 120DN or 120CN black lettering depending on the length of text. Text is to be placed centrally.



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20.2. A current shire logo is to be included on all road name signs.

21. Wood Routed Signs

21.1. No wood routed signs will be allowed on Council's road verges, unless approved by Council.

21.2. Wood routed signs already existing from May 1991 will be allowed to remain but as vandalism and age cause these signs to be in need of replacement, no replacement using wood routed signs will be permitted without Council approval.

21.3. Wood routed signs for the DBCA & the DWER facilities may be approved.

22. Symbolic Signs

22.1. In town sites, symbols are only permitted as directional signage for petrol stations, caravan parks, accommodation and camping grounds as per the Australian Standard.

22.2. Council will provide a dedicated symbol sign directly under the road name on a sign stack with a maximum of 6 relevant symbols. No symbols will be allowed on individual directional signs. A business can nominate a maximum of two symbols with either one or both included on the symbol sign. No symbol to be repeated.

22.3. Symbol signs on Shire roads are to be 1800mm long and 300mm high flat plate with 200mm high, class 2 white reflectorized symbols on a blue background. Symbol signs on Main Roads WA controlled roads are to be 1800mm long and 400mm high flat plate with 300mm high, class 2 white reflectorized symbols on a blue background. Provide a 10mm white border set in 10mm all round.

23. Obsolete and Non-Conforming Signs

23.1. Where a business ceases to operate or does not meet the qualification criteria directional signage for that business shall be removed by the Shire and be held at the Shire Depot for a period of 28 days and may be reclaimed by the business owner.

23.2. The cost of removal shall be met by the Shire.

23.3. Visitor Centres are encouraged to provide advice to the Shire when a business closes to assist in implementing this clause.



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23.4. The Shire reserves the right to remove any directional sign without compensation or consultation.

24. Fees and Charges

24.1. The Shire shall charge fees for the provision of directional signage as per the annual Fees & Charges Schedule.

24.2. The full cost for advancing warning signage shall be met by the relevant business.

24.3. The full cost for standard entrance “Mid Block” Signs shall be met by the relevant business.

24.4. The full cost for “CLOSED” sign plates shall be met by the relevant business.

24.5. Where construction of a Directional Sign Pull Off Bay is required, the costs shall be met by the Shire only upon approval from Council to undertake such capital works.

24.6. Fees shall be reviewed annually.

25. Administration

Responsibility for implementing this policy is delegated to the Manager Technical Services.

26. Adoption and Date Due for Revision

REVIEWED AND ADOPTED 22 JANUARY 2004
REVIEWED AND ADOPTED 11 OCTOBER 2007
REVIEWED AND ADOPTED 9 JULY 2009
REVIEWED 31 JANUARY 2014
REVIEWED 26 JULY 2018
REVIEWED 28 JULY 2022

NEXT DUE FOR REVIEW JULY 2026

The Administration of this Policy is by the Works & Services Directorate



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APPENDIX A

DESIGNATED POLE COLOURS

All sign stack poles are to be dark green in colour (PMS 3435)

Single pole signs are to be natural galvanised poles.

SIGN COLOURS

The colours of non-reflective materials and surface finishes shall be a close approximation to the following colours as specified in AS2700.

Blue shall mean colour B23 – Bright Blue
Brown shall mean colour X65 – Dark Brown
Green shall mean colour G12 – Holly Green
Yellow shall mean colour Y15 – Sunflower

SIGN MATERIAL

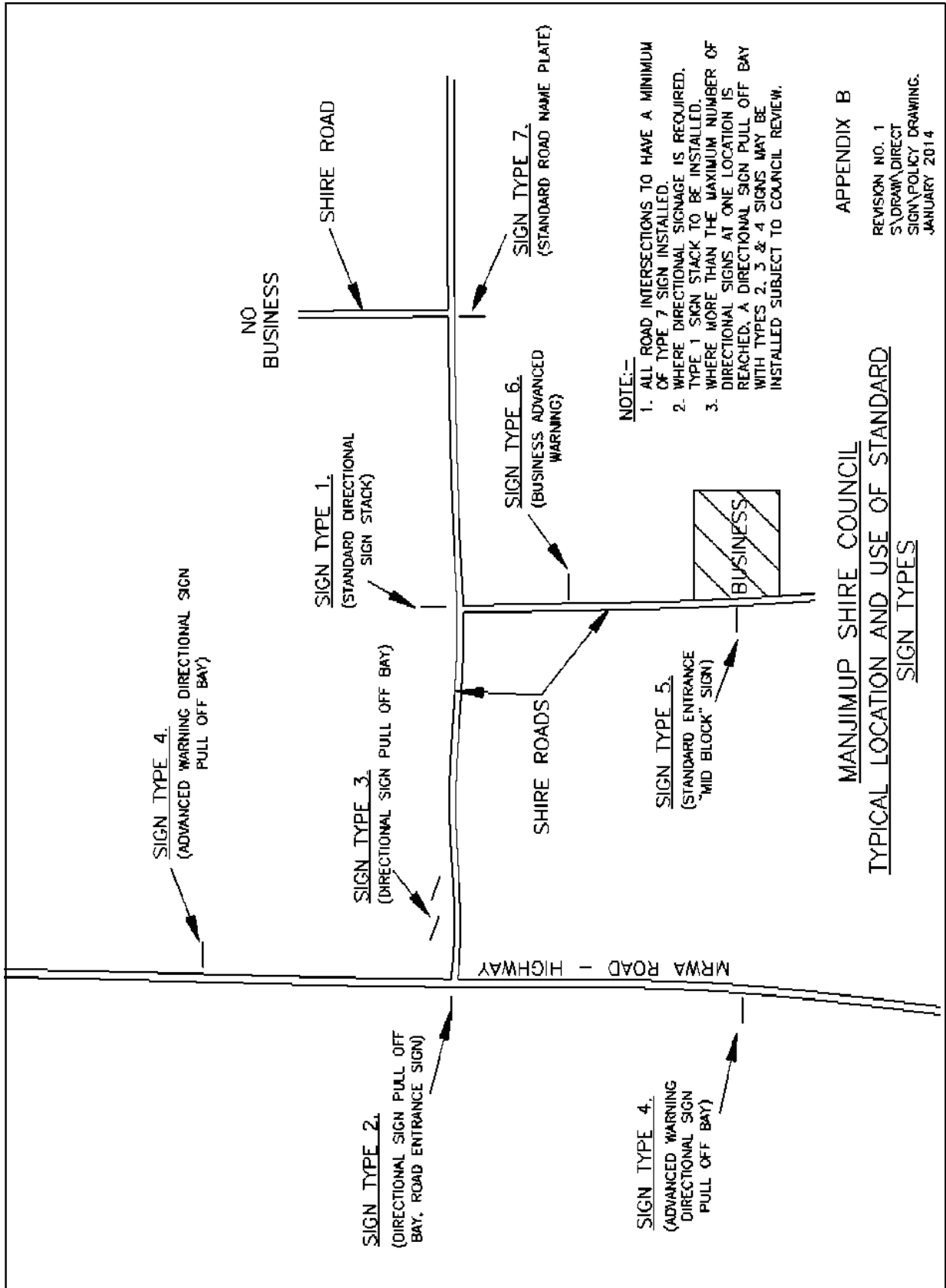
All signs are to be manufactured from 1.6mm aluminum plate and include 2 stiffeners to back.

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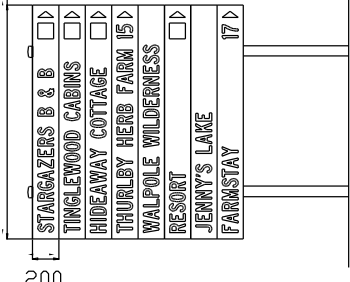
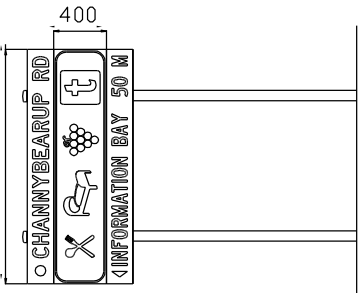
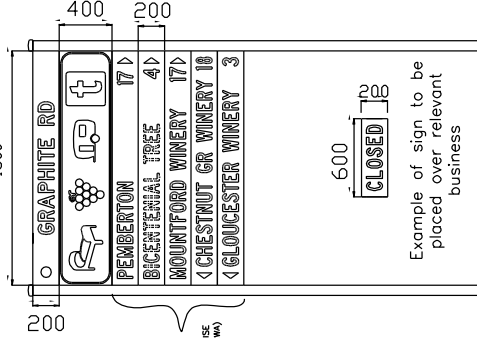
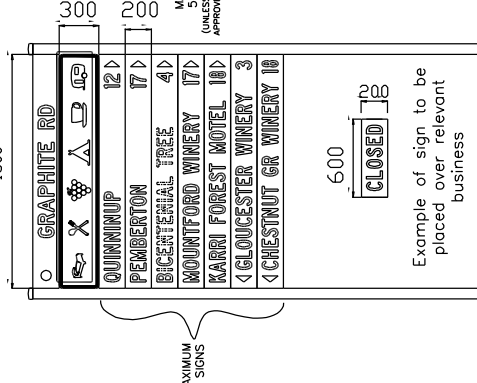

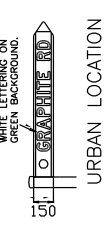
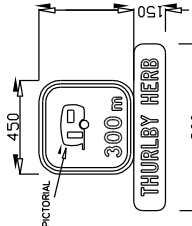
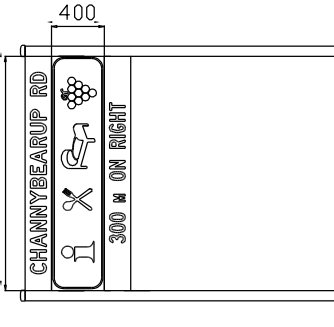
APPENDIX B



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 <p>1800</p> <p>200</p> <p>STARGAZERS B & B TINGLEWOOD CABINS HIDEAWAY COTTAGE THURLBY HERB FARM 15 WALPOLE WILDERNESS RESORT JENNY'S LAKE FARMSTAY 17</p> <p>STANDARD DIRECTIONAL SIGN PULL OFF BAY SIGN STACK</p> <p>SIGN TYPE 3.</p>	 <p>1800</p> <p>400</p> <p>CHANNYBEARUP RD INFORMATION BAY 50 M</p> <p>STANDARD DIRECTIONAL SIGN PULL OFF BAY, ROAD ENTRANCE SIGN STACK</p> <p>SIGN TYPE 2.</p>	 <p>1800</p> <p>200</p> <p>400</p> <p>200</p> <p>GRAPHITE RD PEMBERTON BICENTENNIAL TREE 4 MOUNTFORD WINERY 17 CHESTNUT GR WINERY 18 GLOUCESTER WINERY 3</p> <p>600</p> <p>CLOSED</p> <p>Example of sign to be placed over relevant business</p> <p>1B MRWA CONTROLLED ROAD STANDARD DIRECTIONAL SIGN STACK - SIGN TYPE 1</p> <p>MAXIMUM 5 SIGNS (UNLESS OTHERWISE APPROVED BY MRWA)</p>	 <p>1800</p> <p>200</p> <p>300</p> <p>200</p> <p>GRAPHITE RD QUINNUP PEMBERTON BICENTENNIAL TREE 4 MOUNTFORD WINERY 17 KARRI FOREST MOTEL 18 GLOUCESTER WINERY 3 CHESTNUT GR WINERY 18</p> <p>600</p> <p>CLOSED</p> <p>Example of sign to be placed over relevant business</p> <p>1A SHIRE CONTROLLED ROAD STANDARD DIRECTIONAL SIGN STACK - SIGN TYPE 1</p> <p>MAXIMUM 7 SIGNS</p>
 <p>200</p> <p>50</p> <p>GRAPHITE RD RURAL LOCATION</p> <p>BACK LETTERING ON WHITE BACKGROUND.</p>	 <p>50</p> <p>50</p> <p>GRAPHITE RD URBAN LOCATION</p> <p>WHITE LETTERING ON GREEN BACKGROUND.</p>	 <p>450</p> <p>800</p> <p>150</p> <p>300 m</p> <p>THURLBY HERB</p> <p>NOT TO SCALE</p> <p>STANDARD PICTORIAL SYMBOL</p> <p>STANDARD ADVANCED WARNING SIGN</p> <p>SIGN TYPE 6.</p>	 <p>1800</p> <p>400</p> <p>CHANNYBEARUP RD 300 m ON RIGHT</p> <p>STANDARD DIRECTIONAL BAY ADVANCED WARNING SIGN STACK</p> <p>SIGN TYPE 4.</p>
<p>DIRECTIONAL SIGNS POLICY APPENDIX "B" STANDARD SIGN TYPES JANUARY 2014</p> <p>STANDARD SIGN TYPES</p>			

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