

Internally Illuminated Street Name Advertising Signs Specifications

Introduction and definitions

1. The purpose of this document is to provide an adequate and effective standard for internally illuminated signs to direct people to business and community facilities within the City and assist business owners to apply for an appropriate sign
2. Illuminated Street Name Sign – means a sign consisting of an internally 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.
3. 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.
4. 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).
5. Conflict Zone / Area – Is an area where conflicts between road users occur. Vehicular interactions may involve diverging, merging, crossing, turning and weaving movements.
6. 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.

1. Approval

Prior to erecting any internally illuminated street name sign on a road reserve within the City of Kwinana, the proponent shall submit an application to the City of Kwinana for approval and will include the following information:

1. Detailed drawings including sign message, site plan, structural design etc.
2. Illuminated street name sign installations shall be subject to an engineering certification of the structural design of the sign and supporting structure.
3. Main Roads Western Australia approval will be required if the proposed sign is situated on a MRWA owned and managed road where the City does not have delegated approval authority or if the sign is to be located within a traffic signal control area.
4. Signs proposed to be located within the boundaries of highways and roads under the control of MRWA shall be subject to assessment in accordance with the Main Roads (Control of Advertising) Regulations 1996, Guide to the Management of Roadside Advertising as amended from time to time.

Note: there will be other information required in order for the application to be assessed that do not relate to the specification mentioned in this document.

2. Prohibited Road Sections

For reasons of general road user safety and amenity, the City of Kwinana will not approve the display of illuminated street name advertising signs within 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.

Illuminated street name advertising signs shall be permitted at locations as listed in the Council Policy for 'Advertising and Directional Signage in Thoroughfares and on Local Government Property'.

3. Specifications

3.1 Display

The display of illuminated street name signs shall:

- Be restricted to static displays.
- 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).
- Sign faces shall be manufactured from damage resistant materials.
- The level of internal illumination of any sign shall not create safety issues for road users or amenity issues for nearby properties. The following maximum values are suggested by Main Roads WA 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

- The sign shall have a maximum advertising area per sign face, not including the street name portion, of 2.5 m² in speed zones up to and including 80 km/hr, including the City of Kwinana name logo and community message, refer attached drawing STD-S06.
- 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', refer attached drawing STD-S06.
- 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.

3.2 Location

- Installation of Illuminated signs shall be restricted to locations identified in the Council Policy 'Advertising and Directional Signage in Thoroughfares and on Local Government Property'.
- Illuminated signs shall not be installed within clear zones (unless the sign posts are frangible or are protected by an approved roadside safety barrier).
- Illuminated signs shall not be installed on roads with a speed limit greater than 80km/h.
- Illuminated signs shall not be installed at locations where they could be obscuring intersection directional signs (white legend on green background, located in advance of and/or at an intersection).
- Illuminated signs shall not be installed at intersections that are not illuminated to the recommended level in accordance with Australian Standards 1158.
- Illuminated signs shall not be installed at driveways or entrances that form intersections with gazetted roads.
- Illuminated signs shall not be installed 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.
- Illuminated signs shall not be permitted to be installed on a traffic island, including a roundabout island.
- Illuminated signs shall not be permitted to be installed at multi-lane roundabouts.
- Illuminated signs shall not be permitted to be installed on a median strip less than 20 m wide.

- Illuminated signs shall not obstruct visibility of any traffic control signal or traffic sign.
- Illuminated signs shall not obstruct visibility within driver sightline areas.
- Illuminated signs shall not create a confusing background for drivers observing any traffic control signal or traffic sign.

3.3 Content

The content of signs shall exclude the following:

- Colours and shapes arranged such that they 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. Designs, Construction and Maintenance

- 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 minimum clearance beneath the sign, including the street name portion of the sign, shall be 2.5 m where the structure overhangs a footpath, and 2.2 m elsewhere, refer attached drawing STD-S06.
- The overall height of signs shall not exceed 6.2 m measured from road pavement level, refer attached drawing STD-S06.
- 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 approval of the City of Kwinana.

5. Removal of the Illuminated Sign

The City Kwinana reserves the right to have the illuminated Sign repositioned or removed at any time either permanently or temporarily, with no cost to the City.

The removal of signs by the City will only be exercised in any or all of the following circumstances:

- Where the sign has not been maintained to the satisfaction of the City of Kwinana.
- Where the sign is damaged or the legend has become illegible.

- Where roadworks and/or the installation of public utility services require 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 road is reclassified to accommodate a higher speed.
- Where the message conveyed on the sign in the opinion of the Council is no longer current, appropriate or acceptable.
- Where the proponent has not complied with the terms of the approval for the sign issued by the City of Kwinana.

Where the sign has been removed it is the responsibility of the proponent to incur the costs of the removal of the sign and reinstatement of the roadway to the City of Kwinana's satisfaction.

Attachment Drawing STD-S06:

MAXIMUM ADVERTISING AREA TO BE 2.5m²
ADVERTISING AREA TO INCLUDE
CITY OF KWINANA LOGO AND COMMUNITY MESSAGE

STREET NAME

ROAD 'C' RD

MAX 6.2m

MIN 2.5m

FOOTPATH

OVERHANG A FOOTPATH

MAXIMUM ADVERTISING AREA TO BE 2.5m²
ADVERTISING AREA TO INCLUDE
CITY OF KWINANA LOGO AND
COMMUNITY MESSAGE

STREET NAME

ROAD 'C' RD

MAX 6.2m

MIN 2.2m

OVERHANG VERGE - WITHOUT A FOOTPATH

NOTE:

- ILLUMINATED STREET NAME SIGN STRUCTURE AND FOOTING SHALL BE DESIGNED AND CERTIFIED BY QUALIFIED STRUCTURAL ENGINEER.
- THE SIGN SHALL BE LOCATED OUTSIDE THE CLEAR ZONE AS SHOWN IN TABLE 1 UNLESS THE SIGN DESIGNED TO BE FRANGIBLE.
- INSTALLATION OF THE ILLUMINATED STREET NAME SIGN TO BE IN ACCORDANCE WITH THE CITY OF KWINANA TECHNICAL SPECIFICATIONS.

Design speed (km/h)	Design ADT ¹	Clear zone width (m)					
		Fill batter			Cut batter		
		0:1 to Flat	4:1 to < 6:1	Steeper than 4:1	0:1 to Flat	4:1 to < 6:1	4:1 to 5:1
0-60	< 250	3.0	3.0	3 ^a	3.0	3.0	3.0
	250 - 1000	3.0	3.0	3 ^a	3.0	3.0	3.0
	> 1000	4.0	3.0	3 ^a	4.0	4.0	4.0
70-80	< 250	3.0	3.0	3 ^a	3.0	3.0	3.0
	250 - 1000	3.0	3.0	3 ^a	3.0	3.0	3.0
	> 1000	3.0	3.0	3 ^a	3.0	3.0	3.0

TABLE 1

PROJECT	STREET NAME SIGN DETAILS FOR CITY OF KWINANA	SCALE	NOT TO SCALE	DRAWING TITLE	ILLUMINATED STREET NAME SIGNS
ADDRESS	City of Kwinana, 1081 South Coast Road, Kwinana WA 6097	DESIGN	Y.A	CHECK	G.B
PHONE	1081 South Coast Road, Kwinana WA 6097	DRAWN BY	Y.A	DATE	04/16
FAX	1081 South Coast Road, Kwinana WA 6097	AUTHORITY	MANAGEMENT ENGINEER	FILE NO.	
EMAIL	admin@kwinana.wa.gov.au	DESIGNED BY	R.HAJFZADEH	DRAWING NUMBER	STD-S06
WEBSITE	http://www.kwinana.wa.gov.au	REVISION			A