

T12. Information Bay Advertising Signage Objectives Policy

Policy Objective

To provide guidelines for the use and allocation of advertising signage at the tourist information bays located on the approach roads to Norseman

Policy Statement

The Shire of Dundas in consultation with Main Roads Western Australia (MRWA) agree that business signage along the Coolgardie Esperance Highway and the Eyre Highway can be an unsafe distraction for drivers. Therefore, no business advertising signage will be permitted along the Coolgardie Esperance Highway, the Eyre Highway or the Hyden Norseman Road within the Shire of Dundas boundaries.

The Shire of Dundas in conjunction with MRWA have constructed 3 information bays with the option for local business to advertise their services to people visiting Norseman, and the surrounding area. Each information bay will have space for approximately 16 tourists related advertising signs.

The signs are to comply with the guidelines listed below:

1. All signage space will be supplied free of charge by the Shire if the signage relates to tourism or tourist related services;
2. Businesses will be required to supply signage as their own cost;
3. A maximum of one sign for each business will be permitted for each information bay;
4. All advertising panels shall be 800mm wide by 500mm high;
5. Signs are to be erected by the Shire of Dundas staff;
6. All signs are to be maintained by the business owning the sign;
7. Any signs that are not maintained in a good condition will be removed and the space will be made available to other businesses wishing to advertise;
8. Signage space will be allocated on a first come first serve basis;
9. Businesses that are not tourist related may request advertising space if space is available after the allocation of signage for tourist related business has been completed;
10. Deleted.
11. Fees and charges for signage will be reviewed annually.

Policy Reviewed October 2020