

# **SIGNAGE AND INFRASTRUCTURE STYLE GUIDE**

## **Part 1: Signage**

Edition 1: November 2022

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## Introduction

**The aim of the Harvey Region Signage and Infrastructure Style Guide is to create better-connected communities and improve visual and visitor appeal.**

**This Style Guide will drive a unified style which will cement the Harvey Region's brand development.**

**It also helps to connect users with public transport, retail areas, historical walks and local facilities.**

**Colours and materials draw upon the typologies, historic precedent, user appeal, and existing aesthetic cues within the Harvey Region.**

## Purpose

The purpose of the Harvey Region Signage and Infrastructure Style Guide (Style Guide) is to provide specific guidance to both Council, Shire staff, businesses, developers and external suppliers (such as graphic designers and signage fabricators) on the signage and infrastructure within the Harvey Region.

The Style Guide strives to create industry best practice, with contextual and sympathetic design outcomes that achieve longevity.

It should act as a reference document for future signage and infrastructure requirements. The examples shown within this document have been designed as a model. When followed properly, a consistent and successful style will be preserved – a style that provides a distinct visual identity for the Harvey Region.

## Amendments

It is understood that the Style Guide is, by nature, a living document. It will necessarily evolve to meet new, unforeseen circumstances and contexts. To this end, should the guidelines specified in the current edition of the Style Guide not address a particular circumstance or user need, specific guidance should be sought from the Shire of Harvey. A new guideline would, as a result, be created.

Each new version of the manual will be clearly marked with a version number and month/year of creation.

## Supporting Literature

The Style Guide is supported by the Shire's:

- Play Space Strategy 2021 - 2026;
- Harvey Region Tourism Road Map 2031;
- Strategic Community Plan 2017 - 2027;
- Corporate Brand Guidelines;
- Harvey Region Brand Guidelines;
- Creative Communities Strategy;
- Place Plans
- Heritage Guidelines; and,
- Other Relevant Policies.

Future documents, such as Town Place Plans may influence the recommendations in the Style Guide. At such time, adjustments will be made.

## Design Principles

**The Style Guide has been designed as a system to provide for both community and visitor appeal, visitor dispersion, consistency and customisation.**

**Balancing the need for a consistent suite of signage and infrastructure is combined with the desire for each town to communicate its unique character and culture.**

### Longevity and Fit for Purpose

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A core focus of the Style Guide is the implementation of signage and infrastructure that will 'stand the test of time'. Signage and infrastructure will use good quality, durable, easily and locally sourced materials that are simply maintained, fit for purpose, and offer a low whole of life cost whilst providing an on-brand aesthetic.

Logos and other components that might quickly date a sign or piece of infrastructure are kept to a minimum, unless they are easily replaced. Likewise, neutral colours (such as blacks, greys and whites) should dominate the palette.

Assessment, cleaning and maintenance should be scheduled and completed on a regular basis. Outdated, inconsistent signs or those in poor condition should be replaced or removed.

### Consistency

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The form, structure, typography, graphic elements and composition of the signage family remain consistent across all towns and precincts. This is essential for brand development and communication.

Visitors/users travelling from town to town are able to identify the signs and infrastructure as being part of the same suite, thus it helps to tie the Harvey Region together. It also provides a clear, proud and well-presented voice for the Region.

Furthermore, consistency enables economies of scale in design and manufacturing. It means new sign designs are not required each time and production methods remain the same across the suite, thereby reducing costs.

### Visual Impact and Customisation

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Signs and infrastructure should fit well in the environment, not clutter the landscape or reduce aesthetic beauty or vistas. Balancing the need for a consistent suite of signage with the desire for each town to reflect its own unique character is critical. An important part of the Style Guide system is the capacity to choose colours and materials from a designated palette to suit the unique characteristics of the locality and the budget availability.

As part of the 'Design Elements', a choice of colours and materials have been provided, along with an extensive range of demonstrated examples of these different materials and colours working together. This ensures both consistency and customisation are achieved within the one system.

Implementation will match the character, and natural and man-made elements of the town or precinct. For example, the white wood material option complements the white equestrian fences throughout Harvey; the colour Dusk complements the historic signs of Brunswick; the industrial black and steel aligns with Yarloop; and limestone reflects the Region's coastal landscape.

To balance the neutral palette and approach, the Style Guide strongly supports public art, sculpture and architecturally-designed options where reasonable, feasible and value adding.

## Design Principles

### Maintenance

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Assessment, cleaning and maintenance is scheduled and completed on a regular basis. Outdated, inconsistent signs or infrastructure or those in poor condition are recommended to be replaced or removed.

### Accessibility

---

Signage and infrastructure cater for diverse abilities, and adhere to the Disability Discrimination Act 1992 (DDA) and legibility best practice.

- Signage is clear and functional, legible, high contrast, easily recognisable, concise, and easily understood.
- Freestanding signage and Wayfinding (excluding vehicle and tourism signage) is installed with unimpeded access to all information for users.
- Ground surfaces and wheelchair accessibility requirements are considered in accordance with national DDA provisions and standards.
- Text heights used are appropriate for the intended viewing distance.

### First Nation and Cultural Heritage Recognition

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Where appropriate, consideration and respect are provided to our First Nations Noongar people and other cultural histories:

- Acknowledgment of Country where the signage or infrastructure is installed.
- Local traditional names, designs and languages are incorporated where appropriate and in consultation with Aboriginal communities. This is preferred over dual naming, which often creates confusion for the user. However, dual naming on maps is recommended.
- Interpretation delivered through digital signage assets with an associated narrative piece.

### Compliance

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Compliance signs meet the required Australian and Western Australian standards and align with Main Roads WA manuals, guidelines, policies and/or other guidance.

Consider journeys and the logical connection and progression between signs to tourism products and experiences, and limit the number of signs to the minimum necessary.

### Hierarchy Classification System

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The level of amenity will correspond with the community and tourism value of the space or precinct. Those areas with high-use and destination appeal will receive a higher value of amenity. These may include, but are not limited to, tourism attraction precincts (for example; Ridley Place, Harvey Dam, Binningup Foreshore, Brunswick Pool), main roads and major traffic corridors, main streets, town centres and major public open spaces (POS).

# **SECTION 1**

## **Directional Road Signage**

## 1.1 Directional Road Signage

**Directional road signs enhance day-to-day life by helping users find their destination.**

**They are installed in strategic locations.**

### 1.1.1 Policy Guidelines

Directional signage should be clear, consistent, legible and universal. The underlying approach emphasised in the State and National signage guidelines is to also limit the number of signs approved and installed on the road network. This is to ensure road safety and to minimise clutter.

The view is that users plan their journey in advance and only key services that benefit the wider community should be signed from the Highway. Australian Standard (AS 1742.5:2017) states there are more effective ways for operators to assist people to reach their destination, including providing a clear address and a map on their printed and online materials. Most people now have access to online maps or GPS and this can frequently be used in place of signage if the address is clearly defined.

Within the Harvey Region, there are three types of Directional Road Signage:

1. Main Roads WA signage for State roads;
2. Local Road signage for local government roads e.g. Shire of Harvey; and,
3. Stylised CBD/Main Street signage.

Each type has individual specifications.

### 1.1.2 Signage Placement

One of the most important steps in directional signage planning is working out where the decision-making points are located.

Decision-making points are where the navigator must make a wayfinding decision (for example, whether to continue along the current route or to change direction). It is important that signage is placed at these points giving navigators ample time to process the message and make the required directional decision.

Each form of directional signage will have specific placement requirements, depending on if the sign is located on a highway, or main, local or CBD road.

## 1.2 Colour Palette

**The Nationally Approved colour palette for Australian Directional Road Signs.**

**The palette uses the Australian Standard AS2700 “Colour Standards for General Purposes” by Dulux.**

### 1.2.1 Primary Colour Palette



Sunflower - Y15

CMYK 0, 39, 91, 0  
RGB 254, 155, 22  
HEX #FE9B16



Signal Red - R13

CMYK 0, 72, 76, 31  
RGB 175, 49, 42  
HEX #AF312A



Bright Blue - B23

CMYK 92, 33, 0, 48  
RGB 11, 88, 132  
HEX #0B5884



Black - N61

CMYK 0, 0, 0, 83  
RGB 44, 44, 44  
HEX #2c2c2c



Holly Green - G12

CMYK 39, 0, 25, 74  
RGB 41, 67, 50  
HEX #294332



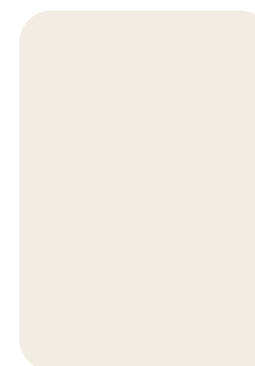
Emerald - G13

CMYK 57, 0, 45, 63  
RGB 41, 95, 52  
HEX #295F34



Dark Brown - X65

CMYK 0, 32, 42, 70  
RGB 77, 52, 45  
HEX #4D342D



White - N14

CMYK 0, 1, 5, 5  
RGB 241, 239, 248  
HEX #F1EFE4

## 1.2 Colour Palette

The colour palette for stylised  
CBD/Main Street signs.

### 1.2.1 Stylised Colour Palette

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Brunswick Red



Kingston Blue

## 1.3 Main Roads WA Directional and Tourism Signage

**For signage required in Main Roads WA regulatory areas, such as State Roads, including Forrest Highway, South Western Highway, Raymond Road, Marriott Road and Coalfields Road in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

### 1.3.0.1 Policy

Main Roads WA provides tourist and service signs for the benefit of road users seeking to visit and experience tourist attractions, and to utilise service facilities, while travelling on State roads, subject to the conditions set out in Main Roads WA Policy and Application Guidelines.

Tourist and service signs are provided to inform road users of attractions and facilities available along and in the vicinity of the state's road network. The signs complement primary road navigation systems such as printed and electronic maps, guide signs and route markers, in a user-friendly and meaningful manner.

Road users seeking to visit tourist attractions, and those needing to access roadside and community services and facilities, can benefit from distinctive and easily recognisable signage to help guide them around the road network. The signs and associated symbols used for this purpose have the advantage of national and international recognition that transcend language barriers, which benefits local operators and road users alike.

Simple and clear road name signage, that extends to include more comprehensive guidance and directional signage where required, forms the basis of a well-managed road network. Tourist and business operators should use this basic guidance system as an important element in their promotional materials. The inclusion of road names, clear directions and useful maps in advertising brochures, websites and promotional displays, is a key step towards attracting and guiding road users to the attractions and services on offer.

These application and approval guidelines have been produced for use by Main Roads, local governments, and tourist and business operators to assist in determining eligibility for tourist and service signage, and to guide the application and approval process. This document supplements information provided in Australian Standard 1742.6 – Manual of Uniform Traffic Control Devices – Tourist and Service Signs.

Signage approvals are subject to change and at the discretion of the approving Main Roads WA officer.

Note: Business logos are not allowed on Main Roads WA signage.



## 1.3 Main Roads WA Directional and Tourism Signage

### 1.3.0.2 Types

#### ADVANCE WARNING

These signs are placed prior to an intersection or turn-off. These signs are designed to inform visitors of upcoming important intersections. For motorists, advanced warning signs are located 300 to 400 meters before the intersection if the approach speed is 75kilometres/h or greater and at approximately 200 meters if the approach speed is 75kilometres/h or less.

#### INTERSECTION SIGNS

Intersection signs are placed directly adjacent to the intersection. These signs generally have a chevron (arrow head) pointing in the direction of the turn. They can either be single or double sided.

#### REASSURANCE SIGNS

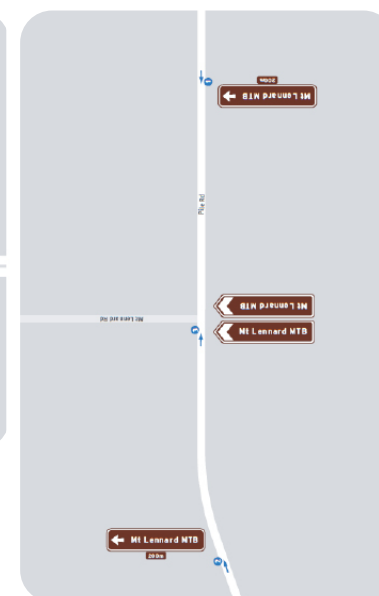
The purpose of a reassurance sign is to reassure the visitor/motorist that they have turned onto the correct trail/road. Reassurance signs are usually positioned as soon as practicable after the intersection. These signs will have the name and the distance to the town(s) along this route (white on green). If it is a list of attractions (e.g. wineries), then the same order applies but the signage is White on Brown with the closest town or attraction at the top of the list.



Modular Symbolic "Lookout" Sign (MR-VM-3)  
in combination with Modular Distance Tag (MR-VMAX-2)

Examples of Directional Road signage near and within a National Park, including Advanced Warning, Inter-sectional and Reassurance signs.

Images: Main Roads WA



## **1.3 Main Roads WA Directional and Tourism Signage**

### **1.3.0.3 Categories**

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There are three main categories of nationally-recognised Directional Road Signs - green, brown and blue. These signs are primarily for wayfinding to destinations and attractions and are subject to specific National and State guidelines and standards.

### 1.3.1 Main Roads WA Green Directional Road Signs

#### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

#### 1.3.1.1 Application

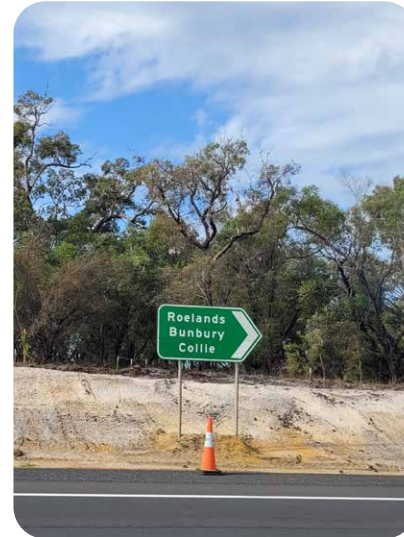
Directional location signs use white lettering on a green background. They provide directions to towns and cities and particular locations. Most include reference to a route numbering system or road name. They reassure motorists that they are travelling in the right direction, and facilitate traffic movement in the safest and most direct way.

Green directional signs are subject to the Austroads Guides (Guide to Traffic Management) and Australian Standards (AS 1742, 1743 & 2890), which Main Roads WA adopted in 2011 as its primary technical reference for directional signs.

#### 1.3.1.2 Design Examples



### 1.3.1 Main Roads WA Green Directional Road Signs



*Images: Main Roads WA Green signs off Forrest Highway.*

### 1.3.1.3 Layout and Construction Specifications

See Australian Standards.

## 1.3.2 Main Roads WA Brown Directional Road Signs

### National Tourism Reference Signage Group states:

**“Road signing to tourism attractions and services can be a contentious issue for road authorities. The cause of the tension is often the absence of clear, fair and equitable guidelines for the tourism industry. There is also a mis-perception by many operators that signs are promotional tools.”**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

### 1.3.2.1 Application

Tourist attraction signs use white lettering on a brown background. They identify tourist attractions of significant recreational and cultural interest, and may make use of tourist attraction symbols.

The National Tourism Signing Reference Group (NTSRG) document, Tourist Signing Rationalisation: A practical guide for road signing practitioners, explains that the purpose of tourism signage is NOT to replace marketing and information provided by tourism businesses and destination. The NTSRG guidelines specify that:

- A directional sign should be the last link in the communication chain between the business (or destination) and their customer.
- Almost all visitors to a destination arrive armed with some level of awareness and information. So, the primary signing need is directional, and not motivational.
- Visitors are initially motivated to visit a town, city or region because of preconceived knowledge about the destination. This may be acquired through a variety of means, but rarely because of road signage.
- Directional and reassurance signs simply confirm that they're heading in the right direction.

**Tourist attractions must meet strict National and State eligibility criteria.** In addition to the individual attractions, Main Roads WA recognises that there are clusters of tourism products that are of major interest to visitors. These products include:

1. Wine tourism regions;
2. Historic towns and villages;
3. National parks, state conservation areas, state forests and major water storage areas;
4. Major regional tourist centres; and,
5. Seaside towns and villages.

Applications for new or replacement signage shall be made directly to the Shire of Harvey for assessment in accordance with the conditions of approval as set out in Section 9.2.2 of the Main Roads Application Guidelines, after which they are forwarded to the Main Roads South West Regional Manager. The application shall include a written statement from the Local Government confirming that the application has been assessed as meeting the relevant conditions for signing.

## ELIGIBILITY FOR TOURIST ATTRACTION SIGNS

### Types of Attractions

- Galleries
- Museums
- Craft based attractions
- Aboriginal sites and cultural centres
- Historic properties, sites and walks
- Wineries
- Primary and secondary industry-based attractions
- Outdoor/nature-based attractions
- Theme parks
- Architectural/engineering structures
- Other attractions not specified here
- State significant attractions.

### Eligibility Requirements

- The attraction is established and operating.
- No pre-booking is required to visit the attraction.
- It is expected that major tourist attractions operate to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking.
- There are adequate car parking facilities.
- There are publicly accessible toilets available.
- Attractions where the visitor is expected to stay 15 minutes or less are excepted (e.g. lookouts).
- The attraction is open for at least 5 days per week (including both weekend days); 6 hours per day; and 11 months of the year.
- Opening hours are permanently displayed at the entrance to the property.
- The attraction has a current brochure available, with opening hours etc.

## 1.3.2 Main Roads WA Brown Directional Road Signs

**Federal and State governments recognise the importance of touring routes to encourage visitation in an area.**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

### 1.3.2.1 Application

Brown tourist signs are also used for National Touring Routes. For application and approval purposes, signing for tourist routes that incorporate or connect with State roads are assessed under the following tourist route categories:

1. **State Tourist Drives:** State tourist drives form part of Main Roads' route numbering system and offer road users a route along which travellers, with the assistance of signing and route numbering, are able to dedicate their journey to experiencing the various tourist attractions, features and visitor services available. With the support of the Shire of Harvey, Main Roads shall provide state tourist drive signing on State roads. The Australind-Bunbury Tourist Drive is an example of a State-recognised tourist drive in the Harvey Region.
2. **Themed Tourist Ways:** Themed tourist ways offer regional tourism organisations a means by which the tourism value and attractiveness of a particular area of a State or Territory can be promoted and marketed to road users travelling through and within the regional area. The 'theme' of a route is represented through a readily identifiable logo or symbol on gateway signs at the start of a route, as well as on various directional and informational signs along the route. Themed tourist ways are not route numbered. On request from local governments, Main Roads shall support the display of themed tourist way signing on State roads where they accommodate themed tourist ways of national or state significance. In this context, national or state significance shall be defined as being of genuine state, national or international interest to interstate and overseas visitors. The themed tourist ways need to create opportunities for road users to access and enjoy important national and state tourist destinations, so they can better appreciate and understand surrounding history, cultures and environments.
3. **Local Tourist/Scenic Drives:** Local tourist drives, including scenic drives, offer local governments and local tourism organisations a means by which road users can be encouraged to travel off primary arterial routes in order to experience the tourist features and establishments, and/or scenic attractiveness, of a particular local area. Local tourist drives may or may not be route numbered. On request from local governments, Main Roads may support the display of local tourist drives. A local tourist drive route must connect directly with a State road and exceed 2kilometres in length.

Signing on State roads is restricted to tourist routes that are recognised by the Shire of Harvey and other relevant bodies (depending on location) such as, Australia's South West and DBCA.

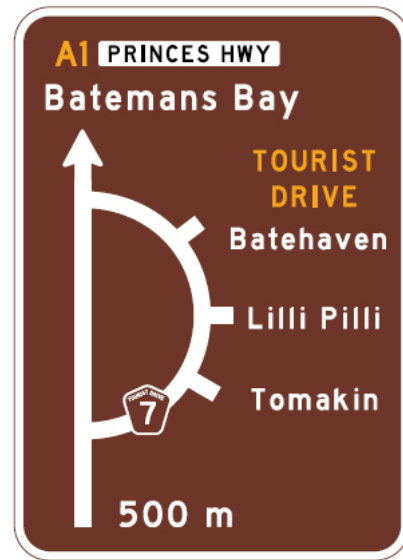
Design and implementation of signage is the responsibility of various state government departments.



## 1.3.2 Main Roads WA Brown Directional Road Signs

### 1.3.2.2 Design Examples

STATE TOURIST DRIVE  
ADVANCED WARNING SIGNS



STATE TOURIST DRIVE  
INTERSECTION SIGNS



Images: Wayfound, Australind-Bunbury Tourist Drive.



State Tourist Drive  
'Reassurance' Route  
Marker  
(Typical)



State Tourist Drive 'Guidance' Route Marker (Typical)

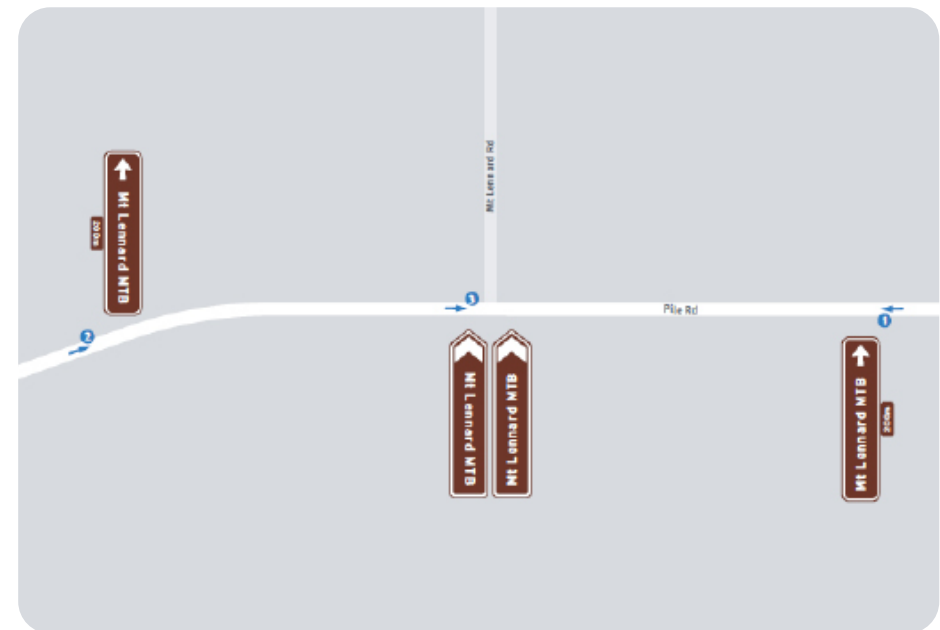
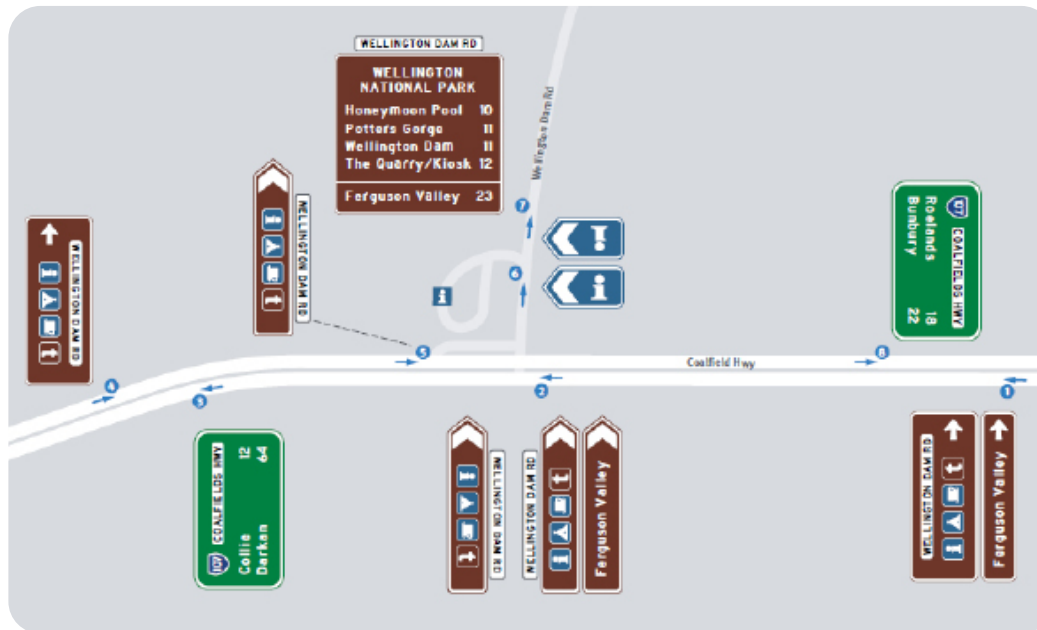
### 1.3.2.2 Design Examples

## 1.3.2 Main Roads WA Brown Directional Road Signs

### THEMED TOURIST DRIVE



### DIRECTIONAL SIGNAGE TO A NATIONAL PARK OR MTB TRAILS



National Tourism Signage brown advanced warning and intersection signs are implemented at major trail sites. While most trail users can find their way to the various trail networks, often GPS navigation devices and trail apps are not accurate or lose signal in parts of the Harvey Region.



1.3.2 Main Roads WA  
Brown Directional Road  
Signs

1.3.2.2 Design Examples

BROWN TOURIST REASSURANCE SIGN



BROWN TOURIST POSITION SIGN



BROWN TOURIST INTERSECTION SIGN

An example of a Main Roads WA intersection sign where there are multiple tourist attractions along a road.



An example of a Main Roads WA intersection sign where there is only one tourist attraction along a road.



2.3 Layout and Construction Specifications

Please refer to Main Roads WA specifications.

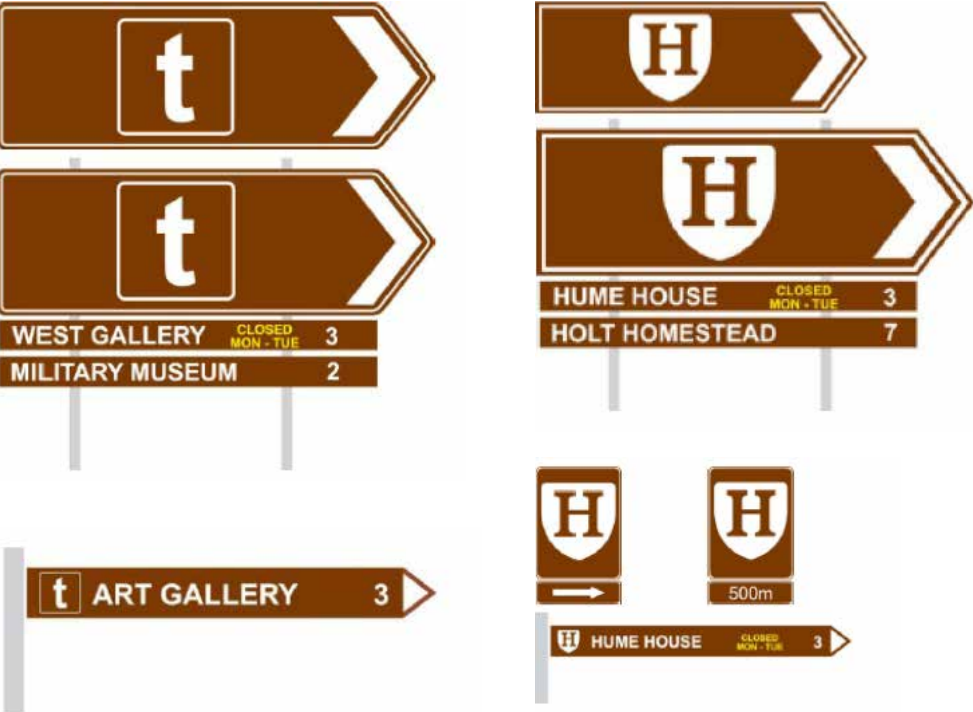
1.3.2.2 Design Examples

1.3.2 Main Roads WA  
Brown Directional Road  
Signs

BROWN TOURIST ABORIGINAL CULTURAL  
ATTRACTION SIGNS



BROWN TOURIST ATTRACTION OR HERITAGE ATTRACTION SIGNS



## 1.3.2 Main Roads WA Brown Directional Road Signs

**National Tourism signage is available for wineries with tasting and door sale facilities, and that meet Main Roads WA requirements. Vineyards or wineries open by appointment only do not qualify.**

**The type of signage for a qualifying winery will vary depending on its location and proximity to a main road.**

### REGULATORY AND INFORMING DOCUMENTS:

- Wine Australia Geographical Indications.
- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.



### 1.3.2.2 Design Examples

#### BROWN TOURIST WINERY SIGNS



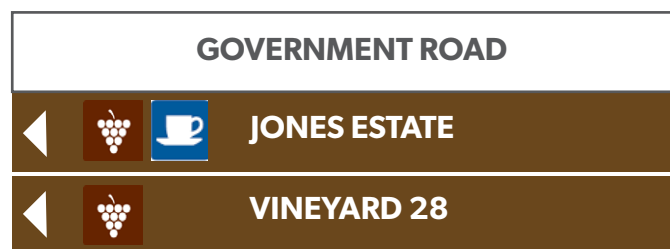
A Wine Region sign, e.g. Geographe Wine Region may be used on the boundaries.

*Image Far Left: Victoria Wine Tourism Signing Guidelines.*



Entrance sign, which may include the Winery Name.

Winery warning sign, 500metres before entrance.



Directing users to multiple wineries along a local road. A distance to the point of entry to the tourist feature is added where the feature is located 1 kilometre or greater along the side road.

#### ELIGIBILITY

The premises of any commercial tourist attraction must provide an appropriate level of ambience both within the premises and in the physical location of the premises.

The winery must:

- Produce its own product on the premises.
- Provide a significant value-added visitor experience in a setting of high ambience with on-site interpretation of the production process by way of guided tours or static displays.
- Hold all necessary licenses permitting production, tastings and door sales.
- Provide tastings and door sales in a purpose-built facility on the premises.
- Be open on weekends and three other days of the week including public holidays.
- Clearly display opening times (if not open 7 days):
- Be open at least between 10am and 4pm.
- Have been in operation for at least 3 months.
- Have a designated parking area clear of the road verge.
- Produce a leaflet or brochure describing the production facility.
- Be distinctly signed at the property line so that it is easily identifiable by road users.
- Have a minimum of \$5 million Public Liability insurance cover.
- Be clean and well presented at all times.
- Have clean and conveniently located toilet facilities.

## 1.3.2.2 Design Examples

### 1.3.2 Main Roads WA Brown Directional Road Signs

**Breweries or distilleries are promoted as a general tourist attraction, if they meet the criteria.**

**Micro-breweries or distilleries located within a larger tourist or commercial development, or hotels, taverns and retail outlets which are not boutique in nature, are owned by large companies or chains, or that are located in built-up urban areas are not eligible for tourist attraction signage.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.

#### BROWN BREWERY OR DISTILLERY SIGNS



#### ELIGIBILITY

The premises of any commercial tourist attraction must provide an appropriate level of ambience both within the premises and in the physical location of the premises.

The brewery or distillery must:

- Produce its own product on the premises.
- Provide a significant value-added visitor experience in a setting of high ambience with on-site interpretation of the production process by way of guided tours or static displays.
- Hold all necessary licenses permitting production, tastings and door sales.
- Provide tastings and door sales in a purpose-built facility on the premises.
- Be open on weekends and three other days of the week including public holidays.
- Clearly display opening times (if not open 7 days):
- Be open at least between 10am and 4pm.
- Have been in operation for at least 3 months.
- Have a designated parking area clear of the road verge.
- Produce a leaflet or brochure describing the production facility.
- Be distinctly signed at the property line so that it is easily identifiable by road users.
- Have a minimum of \$5 million Public Liability insurance cover.
- Be clean and well presented at all times.
- Have clean and conveniently located toilet facilities.

### 1.3.2.2 Design Examples

## 1.3.2 Main Roads WA Brown Directional Road Signs

**Food, produce and other retail shops are promoted as a general tourist attraction, if they meet the criteria.**

**Businesses located within a larger tourist or commercial development, or hotels, taverns and retail outlets which are not boutique in nature, are owned by large companies or chains, or that are located in built-up urban areas are not eligible for tourist attraction signage.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.

#### TOURIST ATTRACTION SIGNS



#### ELIGIBILITY

Food, produce and other retail shops may be considered for road signage if they meet all essential criteria. The premises must offer the visitor a significant tourism experience such as:

- Providing regular demonstrations
- Conducting interpretive tours of the production process.
- Providing viewing windows into the production area clearly showing all aspects of the production process in a discreet area set aside with quality interpretation of the production process involved.
- The products being sold must be produced on the premises.
- The premises must provide an appropriate level of ambience both within the premises and in the physical location of the premises. As an example, locating the premises in a light industrial or commercial business area is unlikely to provide any tourism ambience; however, if the premises were located in a rural environment then this would be more likely to provide the desirable level of ambience expected by visitors.
- Simply providing tastings would not be considered as providing a significant tourist experience.

### 1.3.3 Main Roads WA Blue Service and Community Road Signs

#### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

#### 1.3.3.1 Application

Signs that direct to core services and community facilities and have white lettering on a blue background and Australian Standards symbols.

Blue services signs feature on road signs to forewarn motorists of upcoming services. These can include fuel, accommodation, meals etc. These signs usually feature Australian Standard symbols.

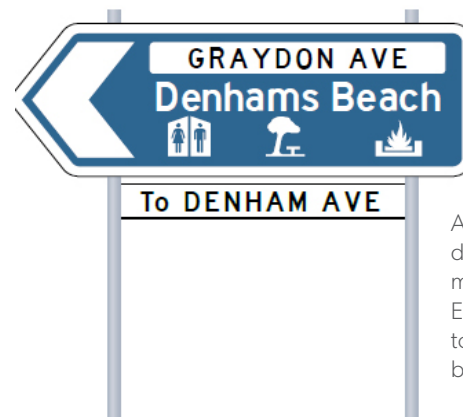
Community facility signs denote community facilities of a non-commercial nature. Eligible facilities are restricted to those that are likely to be sought by a significant number of strangers to the area. They may be used by visitors and, in some cases, attract visitors in their own right.

#### 1.3.3.2 Design Examples

Below are a range of Main Roads WA signs that are applicable to the Harvey Region. Please see the full Application Guidelines for further details.



Services signs (white on blue)



An example of a Main Roads WA sign to a venue not located directly off a main road. This is an excellent example of what may be used at Harvey Region locations such as the Eastwell Boat Ramp in Australind - where users are required to turn off Old Coast Road and into Rothesay Crescent, before turning into Eastwell Road.

#### ELIGIBILITY

##### Service Signs

- Accommodation facilities
- Caravan and camping parks/areas
- Visitor information centres
- Tourist information boards/bays
- Visitor radio services
- Service stations
- Public toilets
- Rest areas
- Parking areas.

##### Community Facility Signs

- Town halls, civic centres and municipal offices
- Local Government depots/tips
- Sporting and recreational grounds/facilities
- Hospitals
- Railway and bus stations
- Post Offices
- Tertiary education institutions
- Churches and religious institutions
- Airports
- Shopping centres.

### 1.3.3 Main Roads WA Blue Service and Community Road Signs

#### 1.3.3.2 Design Examples

Example of a Main Roads WA sign for a hospital e.g. Harvey District Hospital.



*Chevron Direction Sign with distance  
(MR-SID-3)*

Example of a Main Roads WA signs for a shopping centre e.g. Treendale and Australind Village shopping centres.



*Chevron Direction Sign  
(MR-SID-34)*

Example of a Main Roads WA sign for a Harvey Region caravan park which is located off a State or major road e.g. Leschenault Caravan Park on the corner of Old Coast Road and Cathedral Avenue.



*Chevron Direction Sign (MR-SID-29) with  
distance name drop tag (MR-SMAX-11)*



*Chevron Direction Sign (MR-SID-29)*

Example of a Main Roads WA sign for a quarry or place of significance which is located off a State road e.g. Alcoa off South Western Highway.





1.3.3 Main Roads WA  
Blue Service and  
Community Road Signs

1.3.3.2 Design Examples

Example of a Main Roads WA sign for a train station e.g. Yarloop Train Station.



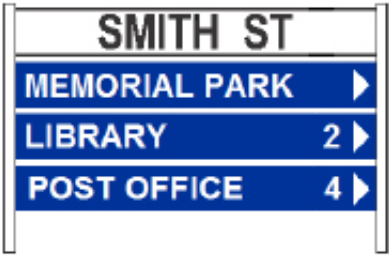
Chevron Direction Sign with street name tag  
(MR-SID-30)



Position Sign (MR-SID-30)



Fingerboard Sign (MR-SFB-1)



Stack Nameplate Sign (MR-SFB-3)



1.3.3 Main Roads WA  
Blue Service and  
Community Road Signs

1.3.3.2 Design Examples

LOCALITY SIGNS



2.3 Layout and Construction Specifications

Please refer to Main Roads WA specifications.

## 1.4 Local Roads Directional Signage

**This covers signage on local roads not governed by Main Roads WA in the Harvey Region.**

**Local Road directional signage will be consolidated and replaced with a double-pole stackable signage system.**

The dual-pole stackable signage system will replace this style of directional signage currently used on local roads within the Harvey Region.

*Image Right: Corner of Paris Road and Leisure Drive, Australind.*

### 1.4.1 Application

Local Road directional signage, e.g. signage that does not sit within a Main Roads WA control area, will be consolidated and placed on a double-pole stackable signage system - similar to the Main Roads WA Stack Nameplate Sign.

The system will create uniformity within the local signage system. They will sit low to the ground to minimise the visual impact of signage on the natural environment.

Signage that is non-compliant or damaged/faded should be removed or replaced.

Like Main Roads WA signage, there are strict requirements on eligibility for Local Road directional signage.

### 1.4.2 Design Examples



The Local Road directional signage will be replaced with a dual-pole stackable system with the street name at the top.

*Image Above: Corner of Carters Road and Bussell Highway, Margaret River.*

### ELIGIBILITY

- Accommodation facilities
- Caravan and camping parks/areas
- Visitor information boards/bays
- Visitor radio services
- Service stations
- Public toilets
- Rest areas
- Parking areas
- Town halls, civic centres and municipal offices
- Local Government depots/tips
- Sporting and recreational grounds/facilities
- Hospitals, medical centres and health clinics
- Emergency services
- Railway and bus stations
- Airports and helipads
- Post offices
- Education institutions
- Churches and religious institutions
- Shopping centres and key shopping precincts
- Galleries
- Museums
- Craft based attractions
- Aboriginal sites and cultural centres
- Historic properties, sites and walks
- Wineries
- Primary and secondary industry based attractions
- Outdoor/nature based attractions
- Theme parks
- Architectural/engineering structures
- Other attractions not specified here
- Significant areas or places of local importance

## 1.4 Local Roads Directional Signage

### 1.4.2 Design Examples



Local Road directional signage may incorporate larger/taller signs at significant intersections on major, local roads. However, signage must comply with the Main Roads WA design of Symbol, Place Name, Distance, Arrow (in that order) and use consistent triangle arrows.

*Images Left: Paris Road, Australind.*



A relevant, standard size Main Roads WA sign may be used on major local roads that receive considerable traffic.

*Image Left: Main Roads WA*



If suitable, road signs in low use areas e.g. local roads used by local traffic only may be placed on nearby power poles.

*Image Left: Jerboa Street in Australind.*

### 1.4.3 Layout and Construction Specifications

#### LOCAL ROADS DOUBLE POLE STACK SYSTEM

##### BACKGROUND COLOUR

- Blue, White, Green - see eligibility.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

##### TEXT

- Font: Comply with FHWA 2000 series.
- Colour: White.
- UV resistant vinyl with anti-graffiti laminate.
- Reflective for night time use.

#### SYMBOLS

- See Main Roads WA approved symbols.
- Colour: White with approved colour e.g. white with brown t symbol for a Tourist sign.

## 1.5 Stylised CBD/ Main-street Directional Signage

**This covers signage within specific Harvey Region CBD/ Main-street areas, including Brunswick, Harvey, and Yarloop.**

### 1.5.1 Application

Current Stylised CBD/Main-street directional signage, e.g. Brunswick, Yarloop, and Harvey is maintained within existing precincts.

Where Stylised direction signage is not appropriate, Local Roads directional signage is used.

### 1.5.2 Design Examples



CBD/Main-street signage within Brunswick Junction.

*Image Left: Corner of Beela Road and South Western Highway, Brunswick Junction.*

# **SECTION 2**

## **Destination Signage**

## 2.1 Destination Signage and Wayfinding Policy

**Destination signage and wayfinding is designed to guide the user through a physical environment and enhance their understanding and experience of the space.**

**It is also a form of communication that can encourage people to linger and explore.**

### 2.1.1 Directional Signage Policy Guidelines

In addition to the Style Guide's overarching design principles, destination signage and Wayfinding follows the below guidelines:

#### DESIGN

- Design, color palettes and style elements are locally meaningful and universally appealing.
- Sign background and lettering colours are high contrast.
- Clear, legible typefaces that are large enough to be seen at a distance are used. Title-case is usually the most legible.
- A limited, easily recognisable and consistent palette of symbols and icons are used throughout.

#### CONTENT

- Signs are uncluttered – using the minimum amount of information and text possible.
- Major landmarks/attractions included with detailed interpretation panels provided at sites.
- Terminology is concise, easily understandable and unabbreviated.
- Where possible, links to a QR Code, where information can be easily updated.

#### LOCATION

- Sign location is decided by documenting trip origin points, destination points, circulation pathways, decision-making points and sight-lines.
- Signs are in logical places where people might expect to find them to be – e.g. outside of train stations, within tourism precincts etc.
- Signs do not obstruct other signs.
- Point in the right direction.
- Be consistently located so users know where to expect them throughout the journey.

#### FUNCTION

- Wayfinding systems consist of combinations of signs – information panels, navigation and orientation.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious but not jarring.
- Has a combination of whole journey information and segmented or sequential information.
- UV resistant vinyl with anti-graffiti laminate.
- Reflective for night time use.

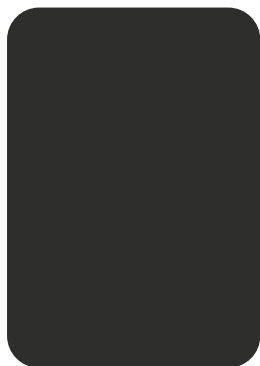
### 2.1.2 Logo Use Policy

To maintain the longevity of signage, logo use is limited on directional signage. Signage that is regularly updated, such as maps, may include logos.

## 2.2 Colour Palette

The colour palette is derived from colours used in the Shire of Harvey and Bunbury Geographe palettes.

These colours work to complement each other and reflect the visual experience of the Harvey Region.



New Black

CMYK 70, 64, 63, 63  
RGB 46, 46, 46  
HEX #2E2E2E

The above black has been created for signage and infrastructure.

### 2.2.1 Primary Colour Palette



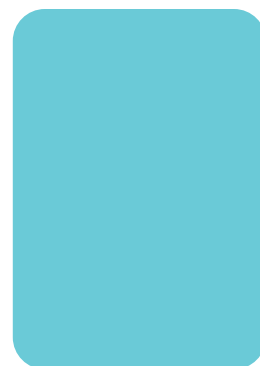
Sun

CMYK 10, 38, 80, 0  
RGB 228, 164, 78  
HEX #E4A44E



Rust

CMYK 0, 70, 100, 7  
RGB 226, 104, 31  
HEX #E2681F



Coast

CMYK 54, 0, 16, 0  
RGB 105, 202, 215  
HEX #6ACAD7



Moss

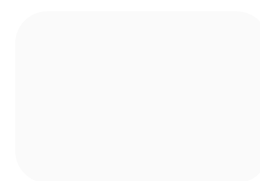
CMYK 71, 32, 57, 42  
RGB 53, 95, 83  
HEX #355E53



Grass

CMYK 59, 27, 100, 8  
RGB 117, 142, 0  
HEX #748F3B

### 2.2.2 Secondary Colour Palette



Mist

CMYK 1, 1, 1, 0  
RGB 257, 249, 249  
HEX #FAFAFA



Dusk

CMYK 0, 39, 24, 0  
RGB 248, 173, 168  
HEX #F8ADA8



Sage

CMYK 26, 20, 44, 0  
RGB 193, 188, 152  
HEX #C1BC98



Night

CMYK 95, 80, 50, 45  
RGB 23, 44, 68  
HEX #172C44



Ink

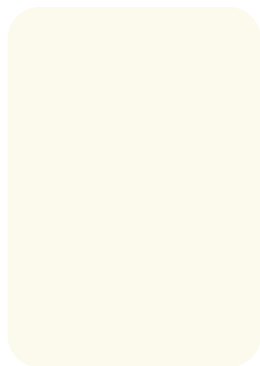
CMYK 74, 67, 66, 86  
RGB 10, 10, 10  
HEX #0A0A0A



## 2.2 Colour Palette

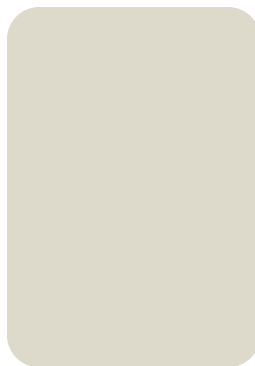
**Where a material cannot be custom to the Harvey Region's colour palette, the following universal colours should be used.**

### 2.2.3 Primary Universal Colour Palette



White Haven

CMYK 0, 0, 6, 1  
RGB 253, 252, 243  
HEX #FDFCF3



Surf Mist

CMYK 2, 2, 11, 12  
RGB 228, 226, 249  
HEX #E4E2D5



Shale Grey

CMYK 10, 4, 11, 26  
RGB 189, 191, 186  
HEX #BDBFBA



Facade

CMYK 54, 42, 43, 34  
RGB 103, 106, 105  
HEX #676A69



Monument

CMYK 24, 18, 14, 90  
RGB 50, 50, 51  
HEX #323233

### 2.2.4 Secondary Universal Colour Palette (limited use only)



Skybridge

CMYK 2, 2, 11, 12  
RGB 228, 226, 249  
HEX #E4E2D5



Dune

CMYK 30, 25, 32, 8  
RGB 177, 173, 163  
HEX #B1ADA3



Pale Eucalypt

CMYK 55, 35, 60, 14  
RGB 124, 132, 106  
HEX #7C846A



Evergreen

CMYK 77, 22, 64, 64  
RGB 48, 76, 60  
HEX #304C3C



Night Sky

CMYK 75, 65, 40, 100  
RGB 0, 0, 0  
HEX #000000



## 2.3 Material Palette

**The material palette is derived from the natural and man-made elements of the Harvey Region.**

**The palette also provides various options depending on the project budget.**

### 2.3.1 Primary Materials



Timber - Jarrah



Timber - Cypress Pine



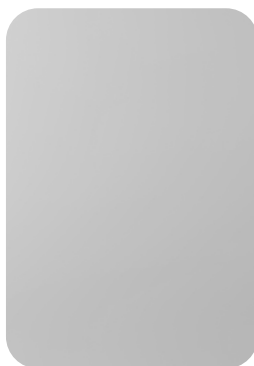
White Ship-lap



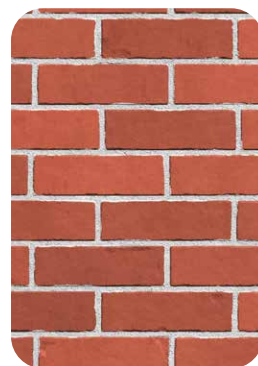
Stone - Limestone &  
Engineered Limestone



Quartz or Concrete



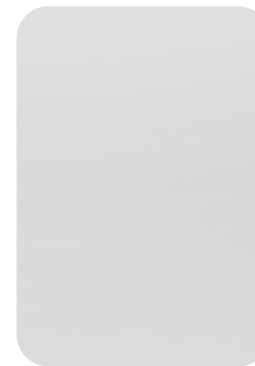
Brush Metal



Red Brick



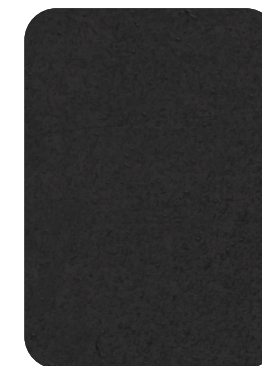
Coloured Metal



White Metal



Grey Metal



Black Metal

*Images Above: Adobe Images and Bell Plaster Supplies,*

# Staatliches

## 2.4 Destination Signage Typographic Palette

Staatliches Regular should be used for headings and display text. It always appears in large capitals.

Calibre is the supporting typeface and should be used for smaller headings and body copy. Where Calibre is unavailable, Arial should be used in its place.

Typefaces available here:

Staatliches  
<https://fonts.google.com/specimen/Staatliches>

Calibre  
<https://klim.co.nz/retail-fonts/calibre/>

AAbBcc1234!#

Calibre

AaBbCc1234!#

### LIGHT

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### REGULAR

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### MEDIUM

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### SEMIBOLD

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

### BOLD

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

## 2.5 Visibility and Accessibility

**White text on a dark background is more readable at distance, and the use of lower case letters aids the recognition of words.**

**Another key factor in choosing colours for outdoor signage is to ensure sufficient contrast between the foreground and background colours. Generally this means that highlight colours need to be lighter in tone to achieve sufficient contrast with the background.**

### 2.5.1 Application

All signage must use the relevant typefaces as specified in this document. This will ensure consistency across all signage throughout the Harvey Region. These typefaces are in line with the Harvey Region and Shire of Harvey Corporate Style Guides.

#### GENERAL GUIDELINES

It is recommended that body copy is always set at 26pt or above to maintain legibility.

- Text used on panels should be left aligned unless otherwise stated.
- Hyphenation should always be disabled.
- Interpretive text should be displayed in title or sentence case unless otherwise stated.
- Text set in ALL CAPS should be used sparingly, to denote cautionary information.
- In cases where font kerning has not been specified for a sign type, it should be set to “optical”.
- In cases where font tracking has not been specified, it should be set to 0.
- In cases where a sign that is not specified in this document is required, font sizes can be scaled up or down to suit. However, the proportions of how they are used together should remain the same, as outlined throughout this document.

#### LIGHT REFLECTIVE VALUE

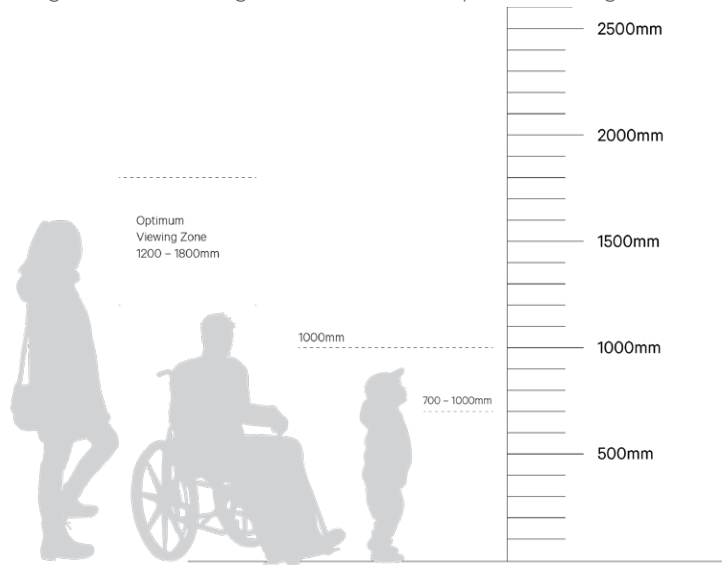
Each colour has a Light Reflective Value (LRV) and contrast levels are measured by comparing the foreground and background LRV ratings. 70% is deemed to be an acceptable standard of contrast, making signage more legible for persons with vision impairment.

2.5 Visibility and Accessibility

2.5.1 Application

OPTIMUM VIEWING HEIGHTS

All signs have been designed to maximise the optimum viewing zone of 1220mm - 1800mm high.



PEDESTRIAN VIEWING DISTANCES

The below table outlines the appropriate text height viewing distances.

Required Viewing Distance	Minimum Height of Letter
2 m	6mm
4m	12mm
6m	20mm
8m	25mm
12m	40mm
15m	50mm
25m	80mm
35m	100mm
50m	150mm

## 2.6 National Icons and Symbols

**Icons and symbols let users rely on visual cues instead of excessive written information. This is particularly important on road signage when visual time is limited.**

### REGULATORY AND INFORMING DOCUMENTS:

- Signage using symbols positioned on highways must adhere to the Main Roads WA Policy and Application Guidelines Tourist and Service Signs (March 2021) and the Australian Standard 1742.6 – Manual of Uniform Traffic Control Devices – Tourist and Service Signs.

### 2.6.1 Application

Icons and symbols adhere to the Australian Standards and internationally-recognised design. These are used by all authorities throughout Australia and are easily understood at a glance, even by non-English speaking people.

### 2.6.2 Design Examples

#### NATIONAL STANDARD SYMBOLS DIRECTIONAL SIGNAGE



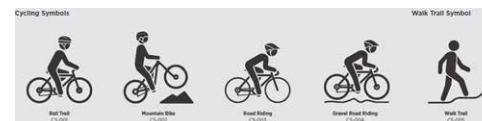
Image: Wayfound

#### NATIONAL STANDARD SYMBOLS TOURISM SIGNAGE



#### NATIONAL STANDARD SYMBOLS AQUATIC AND RECREATIONAL SIGNAGE

See Regulatory Signage and individual recreation areas. For instance, National bike and walking icons are outlined below.



## 2.7 Wayfinding Icons and Symbols

**Wayfinding icons and symbols adhere to the Australian Standards and internationally recognised design.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards Icons.
- National Aquatic and Recreational Signage Style Manual.

### 2.7.1 Application

Stylised Wayfinding icons are for interpretive signage only. National icons (See 2.6) are used on official signage.

Icons used on Wayfinding signage should:

- Contrast with the background of the sign
- Never appear smaller than 10mm in diameter.
- Ideally, only four to five symbols are used on a sign at one time.

### 2.7.2 Design Examples



Train



Cafe



Tennis



Toilets



Map location



Dual use path



Walk path



Bus



Restaurant



Playground



Wheel Chair



Information



Bike repair station



Bus Stop



BBQ



Picnic Table



Dog-Friendly



Map



Bike



Charging Station



Heritage 1



Playground



Elevated path



RV



Heritage 2



Lookout



Elevated walking trail

## 2.8 Wayfinding Arrows

**Directional signs with arrows point users in the right direction and create a seamless journey experience.**

**Arrows let users rely on visual cues instead of excessive written information.**

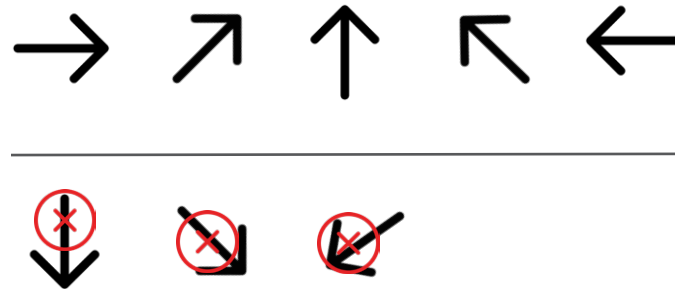
**Arrows should reflect a forward approach, and never direct users to facilities behind them.**

### 2.8.1 Application

Arrows in signage should:

- Point in the direction of the location and not into text.
- Follow a set format e.g. text, icon and then arrow.
- Point only forwards, left, right and 45degree angles are used.
- Contrast with the background of the sign
- Be thick and large enough for visibility.
- Designed with a tail.
- Never appear smaller than 10mm in diameter.
- Reflective for night time use.

### 2.8.2 Design Examples



## 2.9 Time and Distance

**Pedestrian-focused signage and Wayfinding should, where appropriate, provide time and distance information.**

**This can improve people's experience of walking and help them feel more confident and comfortable to explore an area.**

**This approach also supports sustainable transport principles.**

### 2.9.1 Application

As distances are often misunderstood, time information is used on pedestrian Wayfinding and trail signage.

#### WALKING

Walking times are based on the following equation: **80 meters distance = 1 minute walking.**

A walking icon is included next to the walking time to give context.

#### ADVENTURE ACTIVITIES

Time and distance are also used on trails and routes for adventure activities such as road cycling, MTB, paddling, horse riding etc.

Time will be influenced by many factors, including terrain, difficulty etc. Calculations should occur with the assistance of a professional organisation related to the field. For instance, Mountain Bike Australia for MTB.

An appropriate icon is included next to the trail or route completion time to give context.



## 2.10 QR Codes

**Signage information regularly changes. In response, where appropriate, QR codes are added to signs to provide real-time information.**

**QR codes also allow the user to be directed to a website where greater detail can be provided.**

### 2.10.1 Application

QR Codes can either be printed directly onto the signs or added as a sticker. Optimum height is 25mm.



## 2.11.1 Application

Site, town and Harvey Region map design will adhere to the updated Design Examples. Maps will use approved, Nationally-recognised icons.

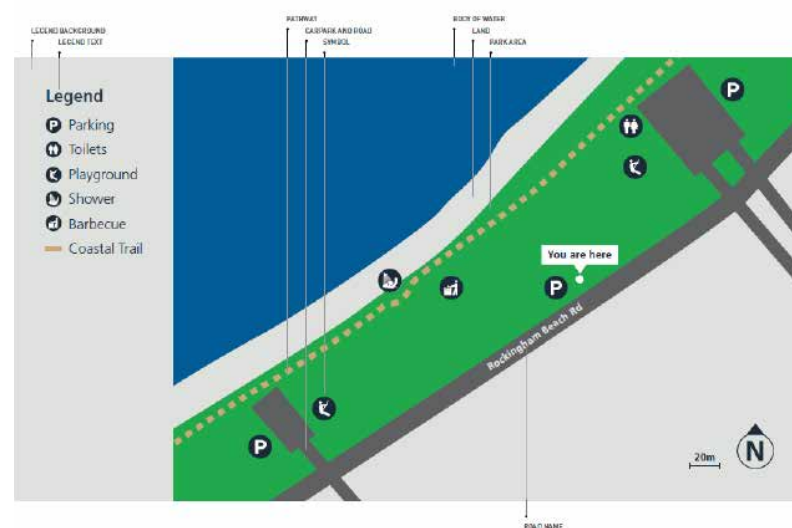
Note: The location of the 'You Are Here' marker will depend on the sign's location.

## 2.11 Map Design

**This relates to maps placed on regulatory signage in the Harvey Region.**

## 2.11.1 Design Examples

Site Map



Town Map



Harvey Region Map



## **1.12 Entry Statements**

## 1.12.1 Harvey Region Entry Statement

**Harvey Region Entry Statements welcome users and visitors to the Harvey Region and provide reassurance that they have arrived at their destination.**

### REGULATORY AND INFORMING DOCUMENTS:

- Sign legend layout and size, as well as sign materials and manufacturing design, should be in accordance with the applicable requirements of Australian Standard AS1743, Road Signs – Specifications.
- Building Code of Australia.
- Main Roads WA Guidelines.

Note: These signs have not been certified by an engineer.

### 1.12.1.1 Application

This sign is used for Shire boundary entrances on major highways. e.g. Forrest Highway north and south, South Western Highway north and south, and Coalfields Road travelling west. Wood and limestone reflect the Harvey Region brand and provide a 'grounding effect' for the user. The simple, timeless design provides longevity.

The Shire of Harvey logo is placed on a removable metal plaque so that can be updated as required. Where possible, solar up-lighting should be installed at the site.

### 1.12.1.2 Design Examples



## 1.12.1 Harvey Region Entry Statement

### 1.12.1.3 Layout and Construction Specifications

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#### FRAME

- Limestone or concrete.

#### HARVEY REGION TEXT

- Capitals.
- Wood.

#### ACKNOWLEDGEMENT OF COUNTRY

- Centre aligned.

#### LOGO

- Shire of Harvey logo (without positioning statement).

## 1.12.2 Major Precinct Entry Statement

**This sign is to inform the user they have arrived at a major precinct destination, particularly for vehicle users.**

**If the arrival is by foot or at a trail entrance, directional or interpretative sign is preferred.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.12.2.1 Application

A Major Precinct Entry Statement is used for road entrances to Shire major precincts, where space and visual lines are not an issue, e.g. the main entrance to Harvey Dam and Gibbs Pool (with WaterCorporation approval). The base material and colour application is determined by the location. For instance, a limestone base may be used in coastal areas. A map and general or interpretive information is provided on the sign.

### 1.12.2.2 Design Examples



### 1.12.2.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

#### LOCATION NAME TEXT

- Staatliches Regular font, left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre for smaller headings and body copy.
- Left aligned in white or black.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### CONSTRUCTION

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.12.3 Secondary Precinct Entry Statement

**This sign is to inform the user they have arrived at a major precinct destination, particularly for vehicle users.**

**If the arrival is by foot or at a trail entrance, directional or interpretative sign is preferred.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.12.3.1 Application

A Secondary Precinct Entry Statement is used for road entrances to Harvey Region secondary tourism precincts. The base material and colour application are determined by the location. A map is provided on the sign to direct users.

#### 1.12.3.2 Design Examples



#### 1.12.3.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

##### LOCATION NAME TEXT

- Staatliches Regular font, left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre for smaller headings and body copy.
- Left aligned in white or black.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### CONSTRUCTION

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.12.4 Minor Precinct Entry Statement

**This sign is to inform the user they have arrived at a minor precinct destination, particularly for vehicle users.**

**If the arrival is by foot or at a trail entrance, directional or interpretative sign is preferred.**

#### REGULATORY AND INFORMING DOCUMENTS:

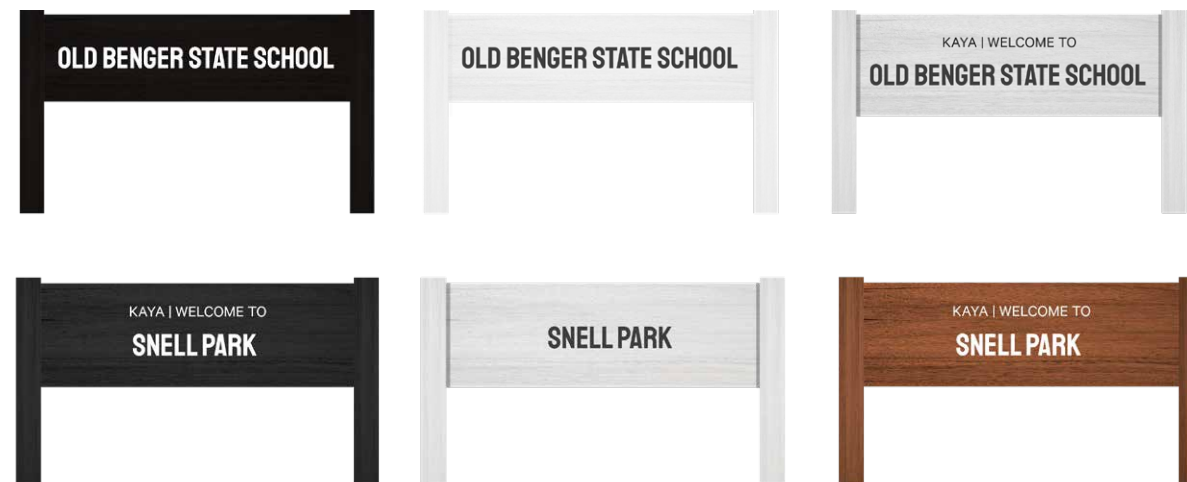
- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.12.4.1 Application

A Minor Precinct Entry Statement is used for pedestrian or road entrances to Harvey Region minor tourism precincts. Wood/or recycled composite wood is always used. The construction materials and colour application are determined by the location - black or white are preferred within towns, with natural wood more suitable for rural and nature-based locations.

#### 1.12.4.2 Design Examples



#### 1.12.4.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or natural wood.

##### LOCATION NAME TEXT

- Staatliches Regular font.
- Centre aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings.
- Centre aligned in white or black.

##### CONSTRUCTION

- Wood or composite, recycled material.
- Posts butt-jointed.



## **1.13 Information Bays**

### 1.13.1 Large Information Bay

**This sign is used for town entrances where legibility from a vehicle is required.**

**Large Information Bays welcome users/visitors to the town and reassure them that they have arrived at their destination.**

REGULATORY AND INFORMING  
DOCUMENTS:

- Australian Standards.
- Building Code of Australia.
- Main Roads WA Guidelines.

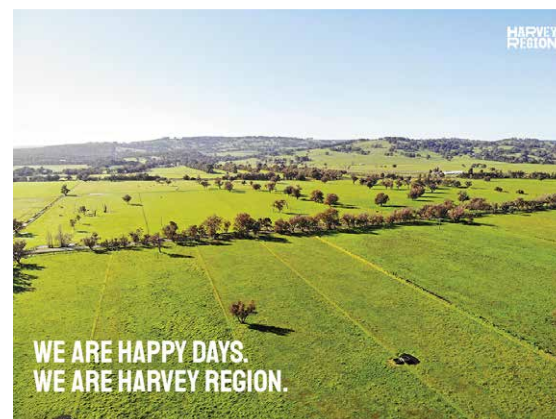
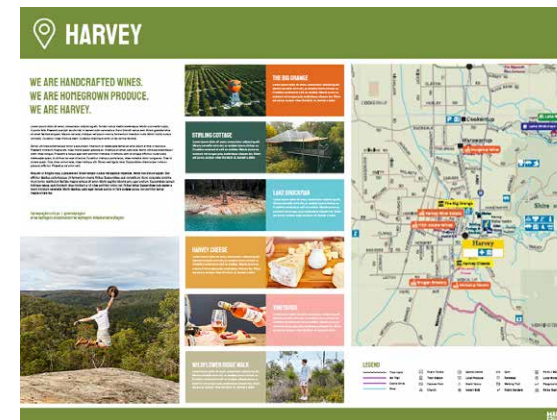
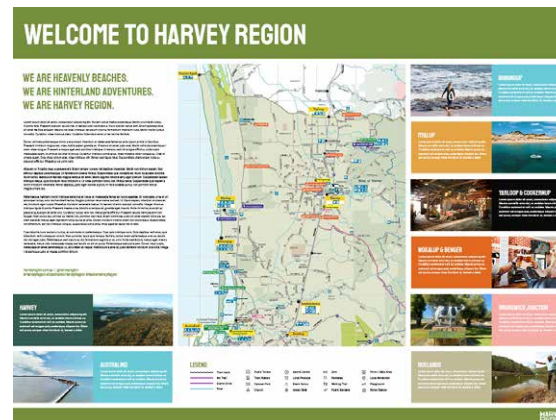
Note: These signs have not been certified by an engineer.

### 1.13.1.1 Application

Large Information Bays are provided at a town entrance or within a suitable and highly visual rest area. Information Bay construction materials will vary based its on location. For example, a limestone wall for Binningup, compared to a cement/rammed earth wall for Brunswick Junction. All bays will include standard graphic design, including a Harvey Region map and information, a local map and information, and a large image to entice visitors. The image should reflect the town or nearby surrounds of where it is located. Where possible, CCTV and solar lighting are installed at the site.

### 1.13.1.2 Design Examples

Examples of Information Bay panel content.



### 1.13.1 Large Information Bay

#### 1.13.1.2 Design Examples



A limestone wall with a light or dark wood bench and a stainless steel “WELCOME TO TOWN NAME” is used for our coastal towns.



### 1.13.1 Large Information Bay

#### 1.13.1.2 Design Examples



A pale rammed earth wall or Limestone wall with a natural wood or white wood bench, and a black “WELCOME TO TOWN NAME” is used for our hinterland towns.





### 1.13.1 Large Information Bay

#### 1.13.1.3 Layout and Construction Specifications

##### LOCATION NAME TEXT

- Staatliches Regular font, left aligned in white or black.
- Capital case for titles.
- Metal powder-coated in black/Monument or stainless.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### PANELS

- Design aligns with Harvey Region brand and provided by the Destination Harvey Region Business Unit.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### CONSTRUCTION

- Limestone, rammed earth or concrete base, dependent on the location.
- Wood or wood composite bench.
- Solar lights.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.13.2 Small Information Bay

**Small Information Bays are used for tourism precincts where legibility from a vehicle is required.**

**These signs welcome users/visitors to the town and give them reassurance that they have arrived at their destination.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.13.2.1 Application

In smaller towns and localities, a Small Information Bay may be more appropriate. Small Information Bays are coated at a town entrance or within a highly-visual rest area. Information Bay construction materials will vary based its on location. For example, a natural wood base for Cookernup, compared to a black base for Yarloop. All Information Bays will include standard graphic design, including a Harvey Region or Local map and information, combined with written information and images. The images should reflect the town or nearby surroundings of where it is located. Where possible, solar lighting is installed at the site.

#### 1.13.2.2 Design Examples



#### 1.13.2.3 Layout and Construction Specifications

##### LOCATION NAME TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### PANELS

- Design aligns with Harvey Region brand and provided by the Destination Harvey Region Business Unit.

##### CONSTRUCTION

- Cement or wood base, dependent on the location.
- Solar lights.
- 3mm vinyl or metal.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.13.3 Pedestrian Information Bay Sign

Used within major tourism precincts entrances where legibility is required by pedestrians.

These signs welcome users/visitors to the precinct and the town and give them reassurance that they have arrived at their destination.

A large map will assist the user with planning.

#### REGULATORY AND INFORMING DOCUMENTS:

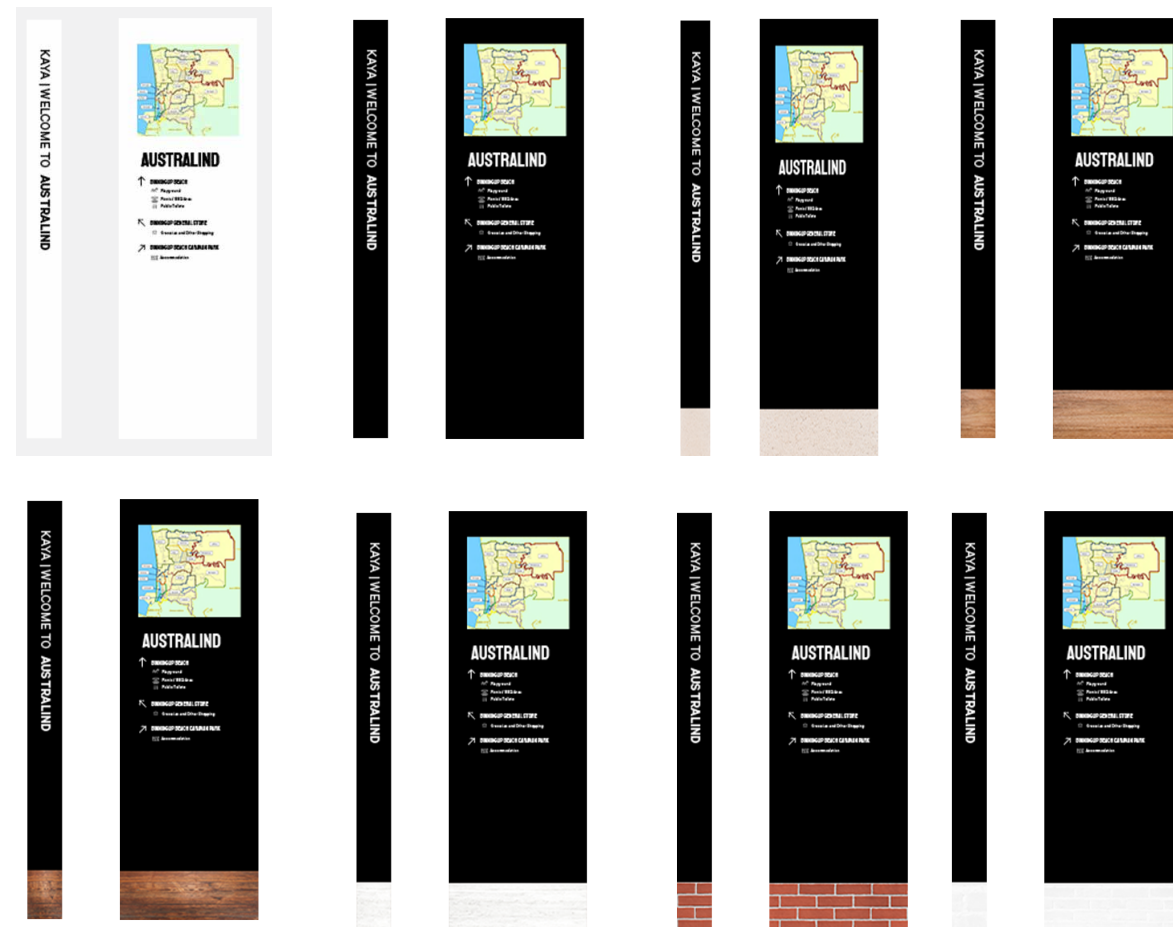
- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.13.3.1 Application

A Pedestrian Information Bay Sign is placed in a high-use pedestrian precinct. The sign's location should have adequate light for nighttime use or a solar light is attached to the design. Colour and base material application are determined by the sign's location e.g. limestone for coastal areas, red brick for Brunswick or Yarloop, etc. In high-traffic areas, a digital display on the reverse side should be considered for event and Harvey Region destination advertising.

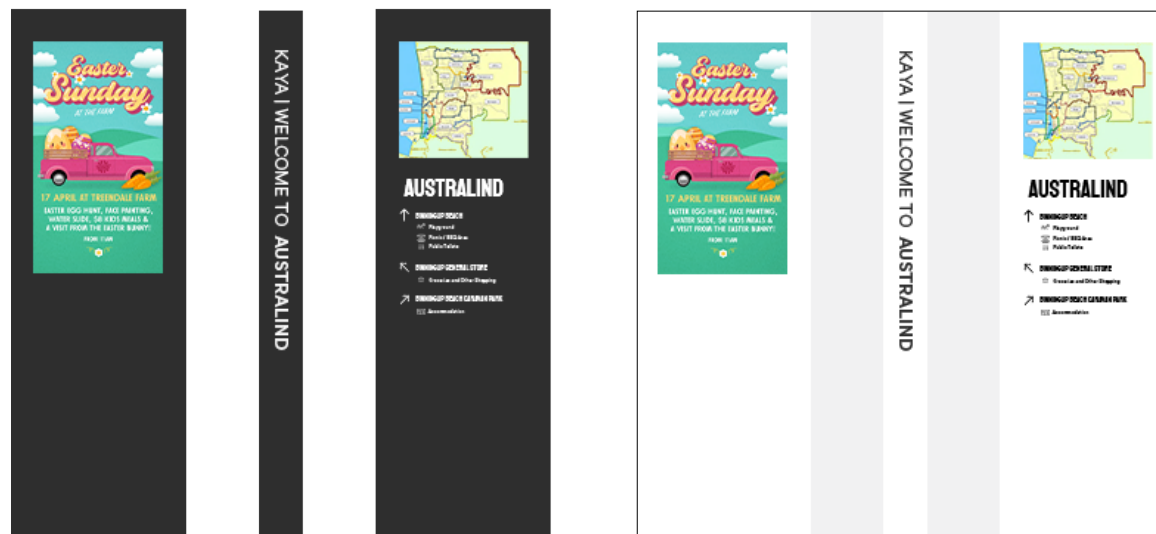
#### 1.13.3.2 Design Examples



### 1.13.3 Pedestrian Information Bay Sign

#### 1.13.3.2 Design Examples

Examples of Pedestrian Information Bays with a digital sign on the reverse.



#### 1.13.3.2 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

##### LOCATION NAME TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings.
- Left aligned in white or black.

##### LOGO

- No logo.

##### ARROWS

- See 1.8 Wayfinding Arrow application.



## **1.14 General Directional Wayfinding**

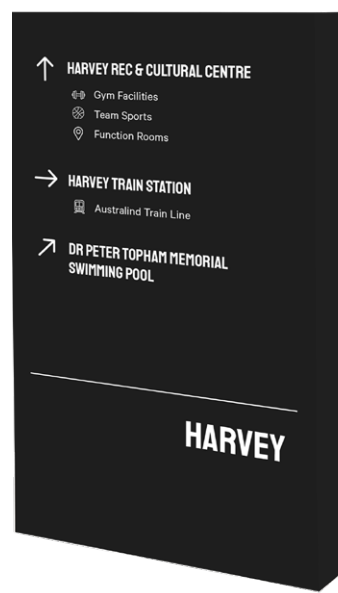
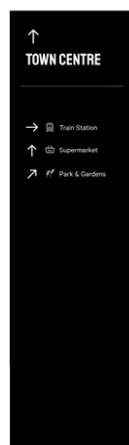
## 1.14.1 Directional Pedestrian Suite

**Directional Pedestrian Signs provide users directional information of major town precinct areas or places of interest in two to three key directions.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.



### 1.14.1.1 Application

The Directional Pedestrian Suite is used to create signage consistency within a town or tourism/community precinct. These signs should direct people for a journey of 500metresetres. Their content is reserved for Shire assets, recreation facilities, major attractions or places of public interest, such as libraries, train stations, shopping centres, halls, and sports-grounds.

Colours are specific to the location of the sign, with a predominant use of black and white. Metal may be mixed with a range of materials determined by the location. Mapped plinths are appropriate at hub locations where there are surrounding attractions e.g. transport nodes, parks with facilities and town centres.

### 1.14.1.2 Design Examples

### 1.14.1.2 Design Examples

## 1.14.1 Directional Pedestrian Suite



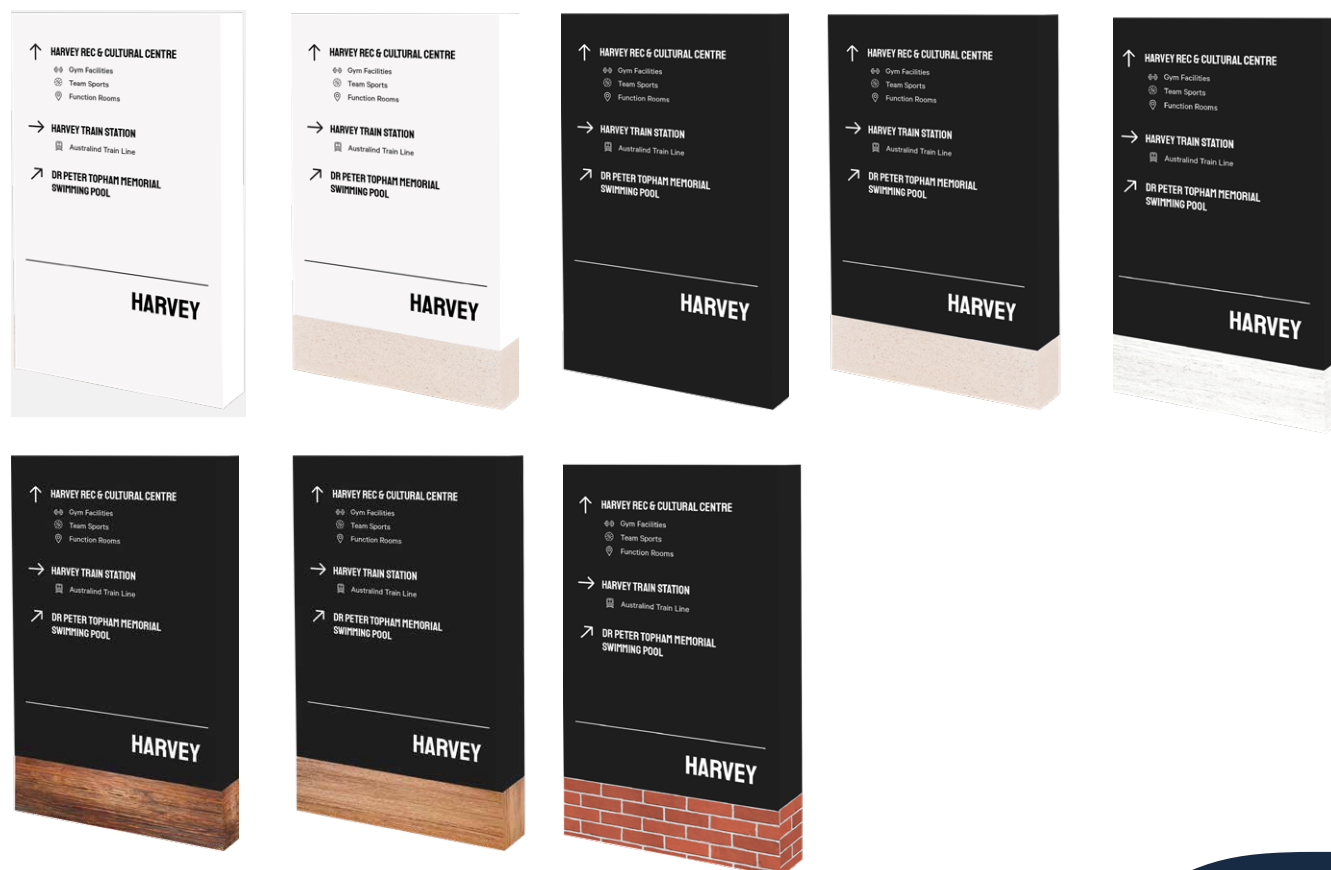
## 1.14.3 Large Directional Pedestrian Sign

### 1.14.3.1 Application

Large Directional Pedestrian Signs should direct people for a journey of 500metres. They are reserved for Shire assets, recreation facilities, major attractions or places of public interest, such as libraries, train stations, shopping centres, halls, and sports-grounds.

Colours are specific to the location of the sign, with a predominant use of black, grey and white. Metal may be mixed with a range of materials based on the location. A large sign is used only where space and line visibility is not a concern. In the majority of cases, a small or medium sign is more appropriate.

### 1.14.3.2 Design Examples



### 1.14.3 Large Directional Pedestrian Sign

#### 1.14.3.3 Layout and Construction Specifications

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##### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### LOGO

- No logo.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### PANEL FOOTER

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

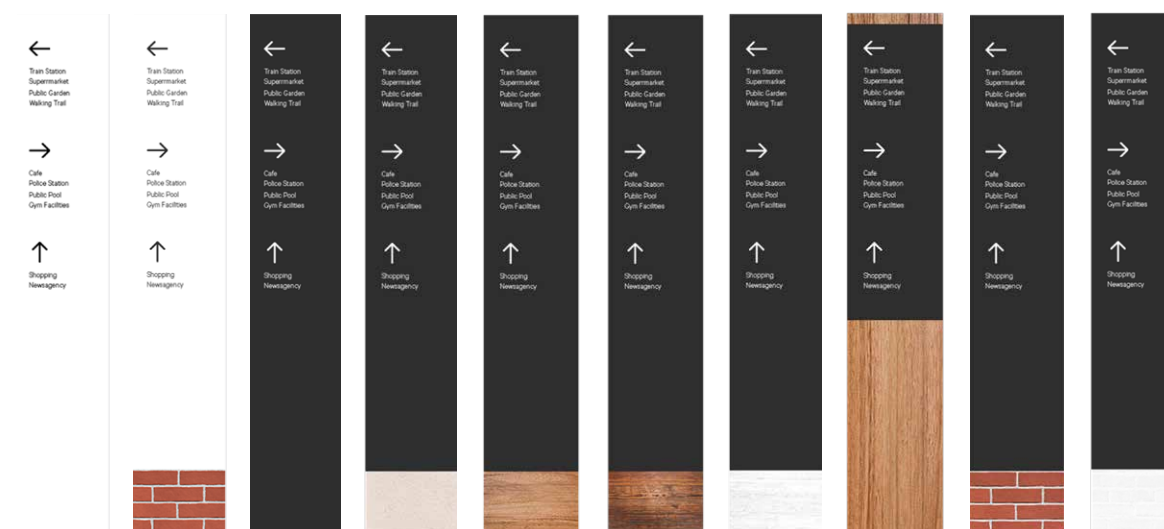
### 1.14.3 Medium Directional Pedestrian Signs

#### 1.14.3.1 Application

Medium Directional Pedestrian Signs should direct people for a journey of 50 - 500metres. They are reserved for Shire assets, recreation facilities, major attractions or places of public interest, such as libraries, train stations, shopping centres, halls, and sports grounds.

Colours are specific to the location of the sign, with a predominant use of black, grey and white. Metal may be mixed with a range of materials based on the location. The materials used should complement the environment and/or town design profile. For example, a wood version is more appropriate than metal in a nature-based location. See also Nature Trails.

#### 1.14.3.2 Design Examples



#### 1.14.3.2 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### PANEL FOOTER

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 1.14.4 Small Directional Pedestrian Sign

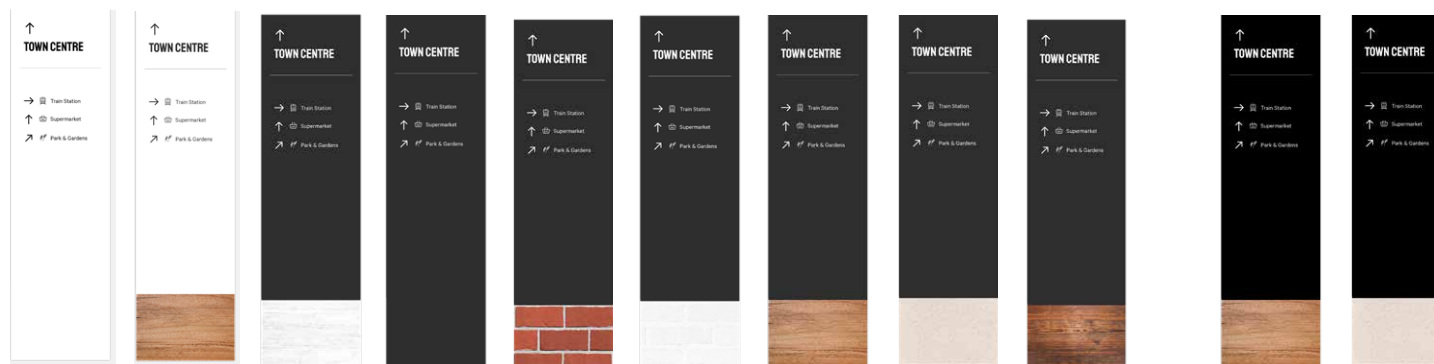
### 1.14.4.1 Application

A Small Directional Pedestrian Sign should direct people for a journey of 50 - 500metres. They are reserved for Shire assets, recreation facilities, major attractions or places of public interest, such as libraries, train stations, shopping centres, halls, and sports grounds.

Colours are specific to the location of the sign, with a predominant use of black, grey and white. Metal may be mixed with a range of materials based on the location. The materials used should complement the environment and/or town design profile. For example, a wood version is more appropriate than metal in a nature-based location. See also Nature Trails.

In most situations, a small sign should be considered over a large or medium as their impact on the visual landscape is less.

### 1.14.4.2 Design Examples



### 1.14.4.2 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### PANEL

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 1.14.5 Wall Directional Pedestrian Sign

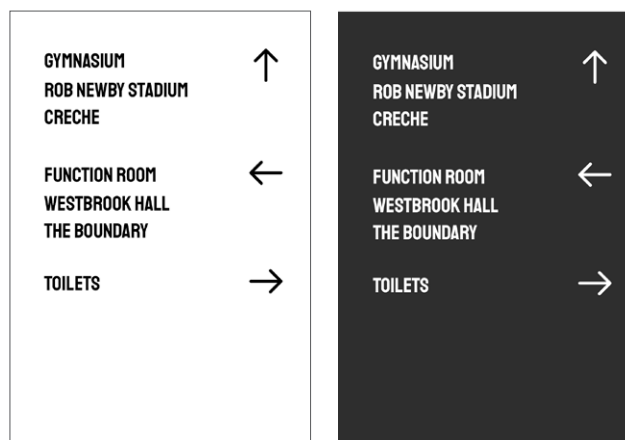
### 1.14.5.1 Application

Where space is limited, Wall Directional Pedestrian Signs may be used. These signs should direct people for a journey of 50 - 500metres. They are reserved for Shire assets, recreation facilities, major attractions or places of public interest, such as libraries, train stations, shopping centres, halls, and sports grounds.

Colours are specific to the location of the sign, with a predominant use of black, grey and white.

Building regulations are considered before hanging, e.g. are there any heritage restrictions that do not allow a hung sign to be installed?

### 1.14.5.2 Design Examples



### 1.14.5.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### PANEL

- Metal powder-coated or wood.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.



## **1.15 General Interpretive Signage**

## 1.15.1 Interpretive Suite

**Interpretive Signs provide users with interpretive information on major town precinct areas or places of interest.**

**Interpretive signage enhances user perceptions of a site, town, or region. By drawing attention to an area's unique history, environment and identity, users better appreciate the story of a place.**

REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

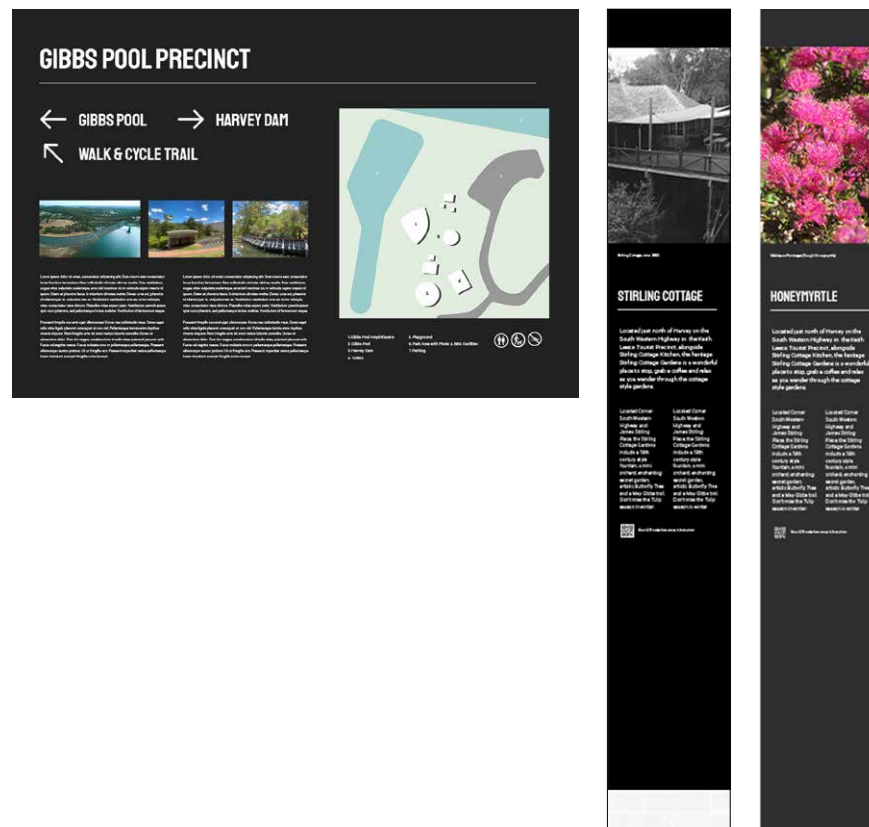
Note: These signs have not been certified by an engineer.

### 1.15.1.1 Application

Interpretive signs are used within major precincts or places of interest to provide the user with historic, environmental, social or cultural information.

Sign colours are specific to the location, with a predominant use of black and white. Metal may be mixed with a range of materials based on the location. Mapped plinths are appropriate at hub locations where there are surrounding attractions e.g. transport nodes, parks with facilities and town centres.

### 1.15.1.2 Design Examples



### 1.15.1 Interpretive Suite

### 1.15.1.2 Design Examples



## 1.15.2 Major Interpretive Sign

**A major interpretive sign is used within or at the entrance to a major attraction precinct where legibility is required by both pedestrians and drivers.**

**These signs welcome users to the precinct and give reassurance that they have arrived at their destination.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.15.2.1 Application

A major interpretive sign is used within or at the entrance to a major attraction precinct where legibility is required by both pedestrians and drivers. Images entice the user and a site map assists with planning. It may include interpretive, directional and regulatory information. These signs should direct people for a journey of 500metres. Colours are specific to the location of the sign, with a predominant use of black, grey and white. Metal may be mixed with a range of materials based on the location. A large sign is used only where space and line visibility are not a concern and a 'large impression' is required. In the majority of cases, a small or medium sign is more appropriate.

### 1.15.2.2 Design Examples



### 1.15.2.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### MAP AND IMAGES

- Design aligns with Harvey Region brand and provided by the Destination Harvey Region business unit.

#### PANEL FOOTER

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 1.15.3 Medium Interpretive Sign

**This sign has been designed to provide users with interpretive information pertaining to the site they are located on. It is designed to be read by pedestrians standing in close proximity to the sign.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.15.3.1 Application

The Medium Interpretive Sign is designed to be read by pedestrians standing in close proximity to the sign and is used to feature information pertaining to the site. It is recommended that the medium interpretive sign is used for stories that can be told in 100-200 words or less. Coloured or black and white imagery is included on the sign for improved understanding and appeal.

Sign colours are specific to the location of the sign, with a predominant use of black and white. Metal may be mixed with a range of materials based on the location.

### 1.15.3.2 Design Examples



### 1.15.3 Medium Interpretive Sign

#### 1.15.3.3 Layout and Construction Specifications

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##### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### IMAGES

- High resolution.
- Imagery aligns with Harvey Region brand.

##### QR CODE

- See 1.10 QR Code application.

##### PANEL FOOTER

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.15.4 Small Interpretive Sign

**This sign has been designed to provide users with a small amount of interpretive information pertaining to the site they are located on. It is designed to be read by pedestrians standing in close proximity to the sign.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.15.4.1 Application

A Small Interpretive Sign is used for stories that can be told in 100 words or less. One image (colour or black and white) is included on the sign for improved understanding and appeal. The sign may link to a QR code to provide the user with further information. Sign colours are specific to the location of the sign, with a predominant use of black, grey and white. Metal may be mixed with a range of materials based on the location.

#### 1.15.4.2 Design Examples





## 1.15.4 Small Interpretive Sign

### 1.15.4.3 Layout and Construction Specifications

#### BACKGROUND COLOUR AND STRIP

- Black, white or an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### IMAGES

- High resolution.
- Imagery aligns with Harvey Region brand.

#### QR CODE

- See 1.10 QR Code application.

#### PANEL FOOTER

- Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.



## **1.16 Heritage, Art and Culture Signage**

## 1.16 Heritage, Arts and Culture Precincts

**As a Harvey Region brand focus area, improving Heritage, Art and Culture signage is a core focus.**

**Signage helps to create a narrative around the place that acts to generate a positive user experience.**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).
- Shire's Place Plans.
- Shire's Creative Strategy.

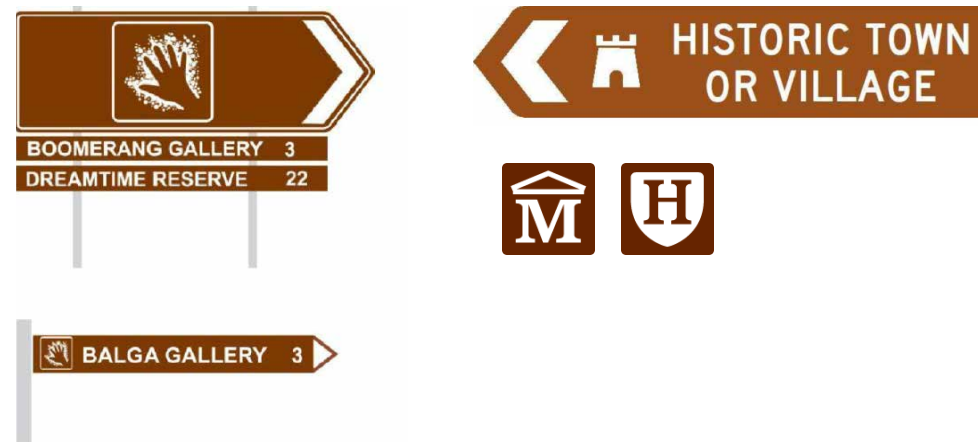
Note: These signs have not been certified by an engineer.

### 1.16.0.1 Application

Heritage, Art and Culture signage is used to tell the story of the Harvey Region within major heritage, art and culture precincts.

Sign colours are specific to the location of the sign, with a predominant use of black and white. Metal may be mixed with a range of materials based on the location.

Interpretive signage is combined with effective, nationally approved Main Roads WA and local directional signage (see Section 2.1 and images below).



## 1.16.1 Heritage Plaque

**This plaque has been designed to inform the user of a building, site's history, or someone famous that previously resided or used it.**

**The plaque may also be used to highlight a significant event or moment in time.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.16.1.1 Application

A Heritage Plaque is used to capture public interest and fascination in people, events and places that are important to the stories of the Harvey Region by recognising noteworthy people and events from our history. Plaques are constructed in cast iron or wood. Ideally, they tell a story (and humanise the event or location) rather than provide basic factual information.

### 1.15.1.2 Design Examples



Images Above: Alternative Heritage - On This Spot, Drunk Animal Creative Studio, UK. Plaque by English Heritage and Greater London Council.

### 1.16.1.3 Layout and Construction Specifications

#### HEADER TEXT

- Staatliches Regular or Arial font.
- Centre aligned, capitals.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Centre aligned.
- Sentence case.

#### CONSTRUCTION

- Wood or cast iron/metal.

### 1.16.3 Medium Heritage Interpretive Trail Sign

This sign has been designed for a heritage trail.

It provides the user with an understanding of the building or structure that once stood on the site, or a significant person or event, and up to 100 - 200 words of interpretive information.

REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.16.3.1 Application

A Medium Heritage Interpretive Trail Sign is designed to be read by pedestrians standing in proximity to the sign and is used to feature information pertaining to the site. It is recommended that the medium interpretive sign is used for stories that can be told in 100 - 200 words or less. Colour or black and white imagery is included on the sign for improved understanding and appeal. Sign colours are specific to the location of the sign, with a predominant use of black and white. Metal may be mixed with a range of materials based on the location. Because of the longevity of heritage signs, where possible, logos should not be used.

#### 1.16.3.2 Design Examples



### 1.16.3 Medium Heritage Interpretive Trail Sign

#### 1.16.3.3 Layout and Construction Specifications

##### BACKGROUND COLOUR AND STRIP

- Black, white or an approved colour for the palette.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### IMAGES

- High resolution.
- Imagery aligns with Harvey Region brand.

##### QR CODE

- See 1.10 QR Code application.

##### PANEL

- Wood or Metal powder-coated with or without an approved material base, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 1.16.4 Large Heritage Interpretive Trail Sign

This sign has been designed for a heritage trail.

It provides the user with an understanding of the building or structure that once stood on the site, or a significant person or event and up to 200 words of interpretive information.

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

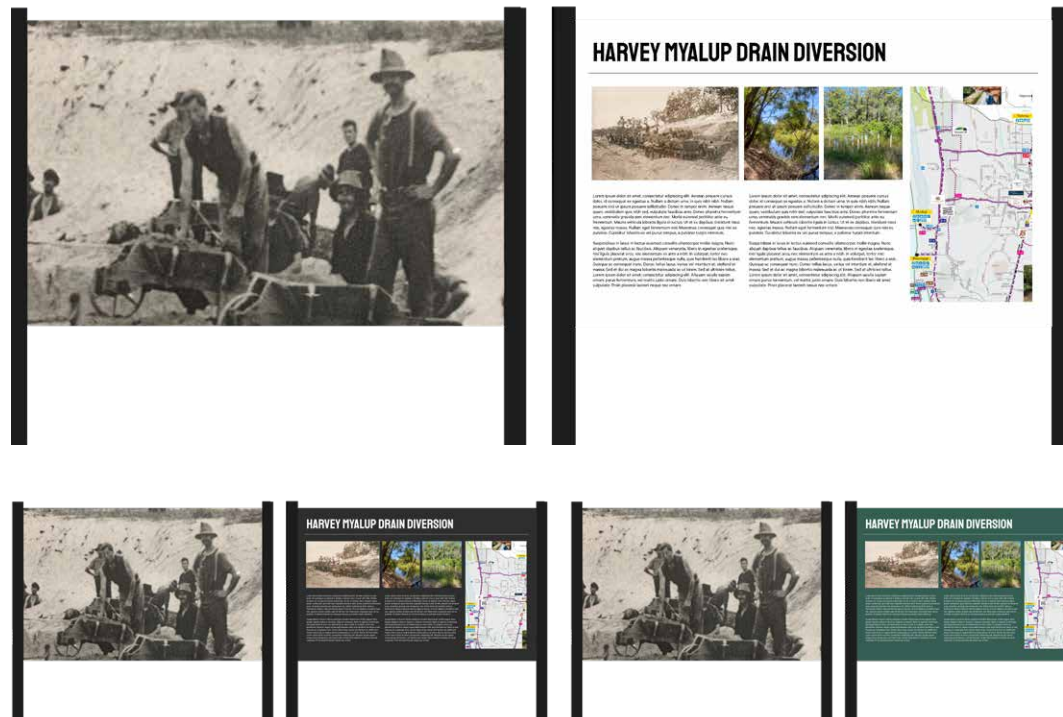
Note: These signs have not been certified by an engineer.

### 1.16.4.1 Application

A Large Interpretive Sign is used when large amounts of information and a map are required. Because of the longevity of heritage signs, where possible, logos are not used or limited.

Limited colour is recommended. Any colour used should be sympathetic to the building or site. A QR code may link the user to further information.

### 1.16.4.2 Design Examples



## 1.16.4 Large Heritage Interpretive Trail Sign

### 1.16.4.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### IMAGES

- High resolution.
- Imagery aligns with Harvey Region brand.

#### MAP

- Design aligns with Harvey Region brand and provided by the Destination Harvey Region Business Unit.

#### QR CODE

- See 1.10 QR Code application.

#### PANEL

- Metal powder-coated or wood posts combined with metal sign, dependent on the location.
- Posts butt-jointed.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 1.16.5 Panel Heritage, Art and Culture Interpretive Trail Sign

**This sign has been designed for a heritage and/or a art and culture trail. It provides the user with detail on the site.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.16.5.1 Application

A Panel Heritage, Art and Culture Interpretive Trail Sign is used when artwork, images and information are required. A neutral base colour such as black or white is recommended to allow the artwork to “shine”. Any colour used should be sympathetic to the building or site. Where appropriate, dual language is adopted.

Accessibility, including for the visually impaired, is considered in the design. A QR code may link the user to further information.

### 1.16.5.2 Design Examples





### 1.16.5 Panel Heritage, Art and Culture Interpretive Trail Sign

#### 1.16.5.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### IMAGES/ARTWORK

- High resolution.
- Imagery aligns with Harvey Region brand.

##### QR CODE

- See 1.10 QR Code application.

##### PANEL FOOTER

- Metal powder-coated or wood posts combined with metal sign, dependent on the location.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 1.16.6 Multi-purpose Trail Sign

**This multi-purpose sign has been designed to provide the user with a range of relevant information in one place.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.16.6.1 Application

A Multi-purpose Trail Sign provides users with a broad range of information, such as a location map, history of the site, interesting facts and regulatory conditions. The aim is to limit the visual impact of signage on the environment, with one sign that serves multiple uses.

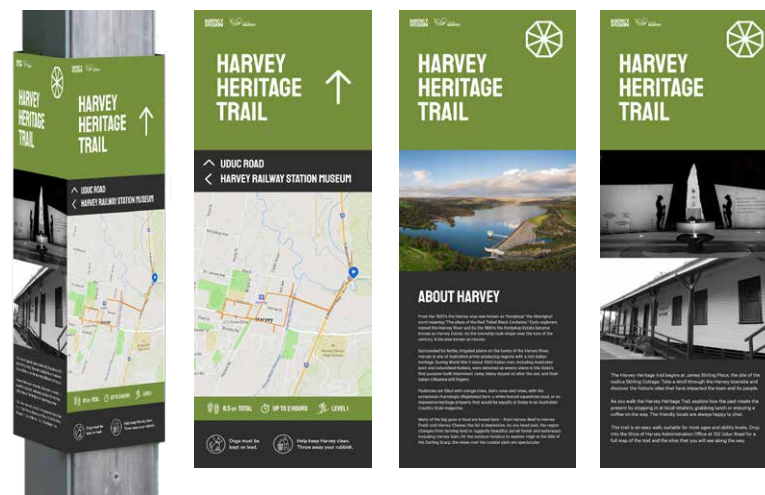
Neutral materials are used for sign construction. However, an approved colour may be added to the trail information. If logos are required, monotone use is encouraged. Where appropriate, dual language is adopted. A QR code may link the user to further information.

### 1.16.6.2 Design Examples



## 1.16.6 Multi-purpose Trail Sign

### 1.16.6.2 Design Examples



### 1.16.6.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black or white with an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### IMAGES/ARTWORK

- High resolution and aligns with Harvey Region brand.

#### QR CODE

- See 1.10 QR Code application.

#### ARROW

- See 1.8.

#### TRAIL ICON

- Developed for each trail.

#### REGULATORY SYMBOLS

- See 3.4.

#### LOGOS

- White.

#### PANEL FOOTER

- Metal powder-coated or wood posts combined with metal sign, dependent on the location.
- Anti Graffiti Overlaminates and/or Class 1 Reflective Background.

## 1.16.7 Heritage Depiction Interpretive Sign

**This sign has been designed to provide the user with an understanding of a building or structure that once stood on the site.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.16.7.1 Application

A Heritage Depiction Interpretive Sign is designed for historic sites where no or only part of the original building or structure is present. It provides a scaled sketch of the past on perspex so users can visualise how the site once was.

It is used for very specific sites, as recommended by the Shire's Heritage Advisory Committee. For example, the Brunswick Junction Train Station and the Harvey Internment Camp.

### 1.16.7.2 Design Examples



Images: An interpretive sketch of the old Brunswick Junction Train Station which may be used for this type of signage.

### 1.16.7.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Transparent.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black. Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### IMAGES/ARTWORK

- High resolution and aligns with Harvey Region brand.

#### QR CODE

- See 1.10 QR Code application.

#### CONSTRUCTION

- Metal posts and fittings with perspex.
- Anti Graffiti Overlaminates and/or Class 1 Reflective Background.

## 1.16.8 Large Historic Image and Storytelling Sign(s)

**Large historic image and/or story telling signs provides the user with an understanding of what once stood on the site or within the vicinity.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.16.8.1 Application

These sign/images(s) are designed for external application within heritage precincts. They may also be suitable to re-activate vacant buildings or beautify a service or amenity building such as a public toilet.

Large glass panels are adorned with heritage photographs, blueprints of the pre-existing infrastructure or custom illustrations of local landmarks to create context and a sense of place. A QR code may link the user to further information.

### 1.16.8.2 Design Examples



Images Left and Below: Esperance Waterfront heritage signage by Creative Spaces depicting the port in days past. Image of Harvey Myalup Diversion Drain construction which may be used in the Region.



### 1.16.8.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Transparent.

#### TEXT

- Limited text.
- Harvey Region fonts.

#### IMAGES/ARTWORK

- High resolution heritage images that align with Harvey Region brand.

#### QR CODE

- See 1.10 QR Code application.

#### CONSTRUCTION

- Glass panels or perspex.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.



## 1.16.9 Internal Interpretive Sign(s) and Displays

**These signs and displays are for internal interpretation, such as within a museum or public space.**

### REGULATORY AND INFORMING DOCUMENTS:

- Building Code of Australia.

Note: These signs have not been certified by an engineer.

### 1.16.9.1 Application

These signs/images(s) are designed for internal application within heritage precincts or buildings. Interpretation should not be overcrowded, depicting only the 'best of the best' of historical material available. Design and style is customised to suit the site. However, a clean approach is predominantly adopted. A QR code may link the user to further information.

### 1.16.9.2 Design Examples



Image Above: Busselton Visitor Centre Railway House depicts a singular, impressive locomotive, combined with floor-to-ceiling imagery and old jetty pylons.



Images: Cue Community and Visitor Centre. Heritage interpretative signage in Goomalling. Wadjemup Museum on Rottnest Island.



An interactive element was created within the Cue Community and Visitor Centre with original post boxes salvaged from the building. Behind the doors of each post box, visitors can discover the story of Cue.

### 1.16.9 Internal Interpretive Sign(s) and Displays

#### 1.16.9.2 Design Examples



The Broome Museum Sailmaker's Shed - a simple building is elevated with quality displays that reflect the site.

*Images: Broome Museum Sailmaker's Shed by Creative Spaces.*



### 1.16.10 Heritage Wood Hanging Naming Sign Post

**This roadside sign has been designed for specific rural and heritage properties.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Advertising Policy.
- Shire's Signage Policy.
- Main Roads WA if located on a State Road.
- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.16.10.1 Application

A Heritage Wood Hanging Naming Sign is designed to add to the historic character of specific rural and heritage properties, e.g. the Old Benger School site. Design and style is customised to suit the site. However, a clean approach is predominantly adopted. An appropriate icon may be added.

#### 1.16.10.2 Design Examples



#### 1.16.10.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- White, black, or natural wood.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Centre aligned, capital case, white, grey or black text.

##### CONSTRUCTION

- Wood with galvanised hanging options.



## **1.17 Nature and Adventure Signage**

## 1.17 Nature and Adventure Attraction Precincts

**As a Harvey Region brand focus area, improving Nature and Adventure signage is a core focus.**

**It helps to create a narrative and improves product awareness that acts to generate a positive user experience.**

### REGULATORY AND INFORMING DOCUMENTS:

- Harvey Region Trails and Adventure Master Plan (in development).
- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

Note: These signs have not been certified by an engineer.

### 1.17.0.1 Application

Nature and Adventure signage is used to creative activation and tell the story of the Harvey Region within major nature-based and adventure attraction precincts.

Sign colours are specific to the location of the sign, with a predominant use of black and white, or natural wood. Metal may be mixed with a range of materials based on the location.

Interpretive signage is combined with effective, nationally approved Main Roads WA and local directional signage (see Section 2.1 and images below). And, where appropriate, National and Regional Park Directional Signage.



## 1.17.1 National and Regional Parks

**This relates to signage in National Parks, Regional Parks and state owned and managed forest.**

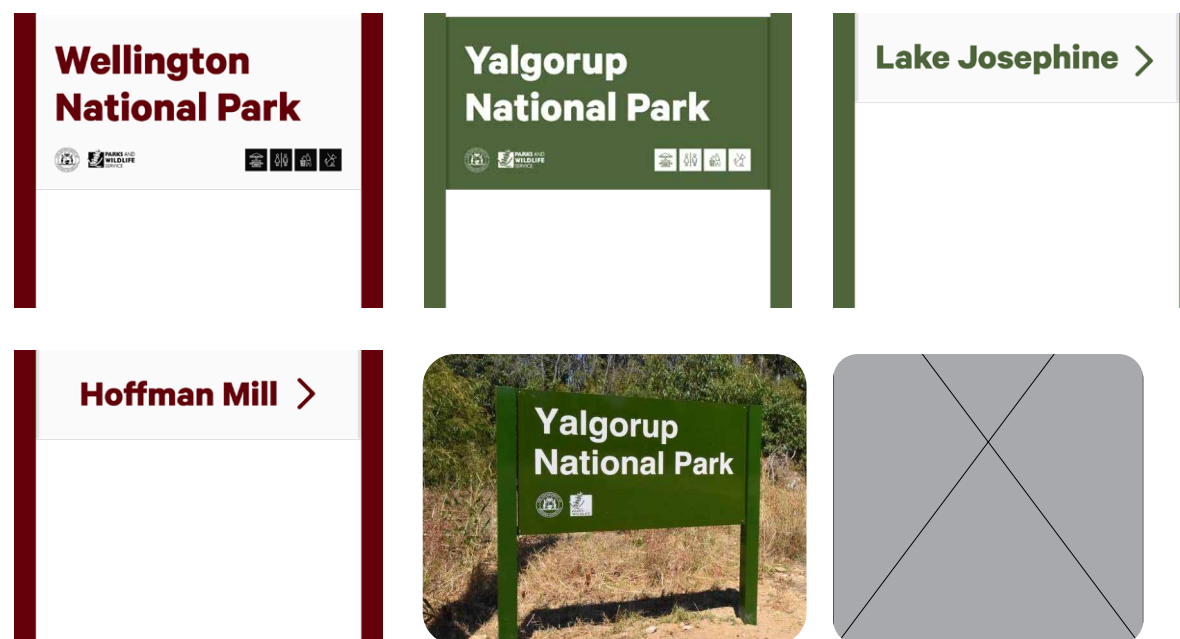
### REGULATORY AND INFORMING DOCUMENTS:

- Biodiversity Conservation Act 2016.
- Biodiversity Conservation Regulations 2018.
- Conservation and Land Management Act 1984.
- Conservation and Land Management Regulations 2002.
- Forest Management Regulations 1993.
- Reserves (National Parks and Conservation Parks) Act 2004.
- Reserves (National Parks, Conservation Parks and Other Reserves) Act 2004.
- Reserves (National Parks, Conservation Parks, Nature Reserves and Other Reserves) Act 2004.
- Corporate Policy Statement 18 - Recreation, tourism and visitor services, June 2017
- DBCA Brand Policy.

### 1.17.1.1 Application

National and Regional Park signage is developed and implemented by the WA Department of Biodiversity, Conservation and Attractions (DBCA). Signs are designed to facilitate the appreciation and sustainable visitor use and enjoyment of State-owned parks, forests and reserves. Statutory signage protects both visitors and the natural environment without being unnecessarily negative. Note: DBCA's colour and material palette varies throughout the Harvey Region.

### 1.17.1.2 Design Examples



Hoffman Mill and other areas in the DBCA Wellington Region are burgundy, Yalgorup is green and Kalgulup is red.

## 1.17.2 Nature and Adventure Trails

**This includes MTB, hiking, trail running, walking, gravel riding, paddle, trail bike, 4WD and horse trails.**

### 1.17.2.1 Policy

All trails should consider the relevant national and state bodies such as Mountain Bike Australia (MTBA), and relevant government departments such as DBCA and the WA Department of Local Government, Sport and Cultural Industries.

### 1.17.2.2 Application

Trails signage relates to a range of trail types, including but not limited to MTB, hiking, trail running, walking, gravel riding, paddle, trail bike, 4WD and horse trails.

A unique brand is established for each trail and/or trail precinct to create a point of interest and marketing awareness. Trail names should be relevant and tell a story about the precinct or trail. MTB Trails traditionally have quirky names such as Dead Cats near Collie, Rusty Crusty in Derby, and the Soup Boys Gravel Loop in Victoria's High Country.



Wambenger Trails is the name for the network of mountain bike, walk and paddle trails around Collie. The wambenger, or brush-tailed phascogale, is a small native marsupial relatively common in the Jarrah forests around Collie and is not well known, but full of energy and spirit – just like the people of Collie. The logo is a stylised Wambenger.



The Bibbulmun Track is identifiable by the yellow and black Wagyl. The Track is named after the Bibbulmun Noongar people, an aboriginal group which journeyed on foot over long distances for ceremonies. The distinctive trail markers depict the Waugal/Wagyl, a symbol of the Rainbow Serpent.

*Images: Trails WA and Bibbulmun Track Foundation.*

Trail information should also be submitted to relevant websites and apps, including Trails WA.

Each route should be logged as a GPX file and be downloadable via a QR code into cycling apps such as Strava and Garmin.

### 1.17.3 Nature Precinct Entry Statements

**Entry Statements to a Shire-owned or managed nature and adventure precinct informs the user they have arrived and provides basic information.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

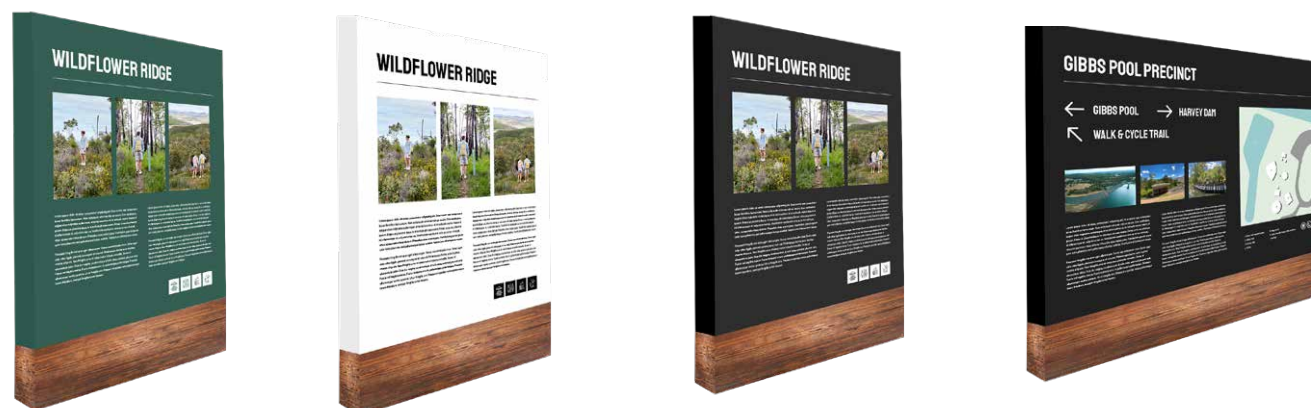
#### 1.17.3.1 Application

Entry Statements to nature and adventure precincts welcome users and reflect the significance of the site. For minor sites and those located close to National Parks or State Reserves a simple wood sign incorporating National Tourism symbols may be used. Significant sites may use a major or secondary precinct sign.

Colours and materials used reflect the location, with a focus on a neutral palette to ground the sign and not impede on the natural landscape.

#### 1.17.3.2 Design Examples

Major Precinct Entry Statement.



### 1.17.3 Nature Precinct Entry Statements

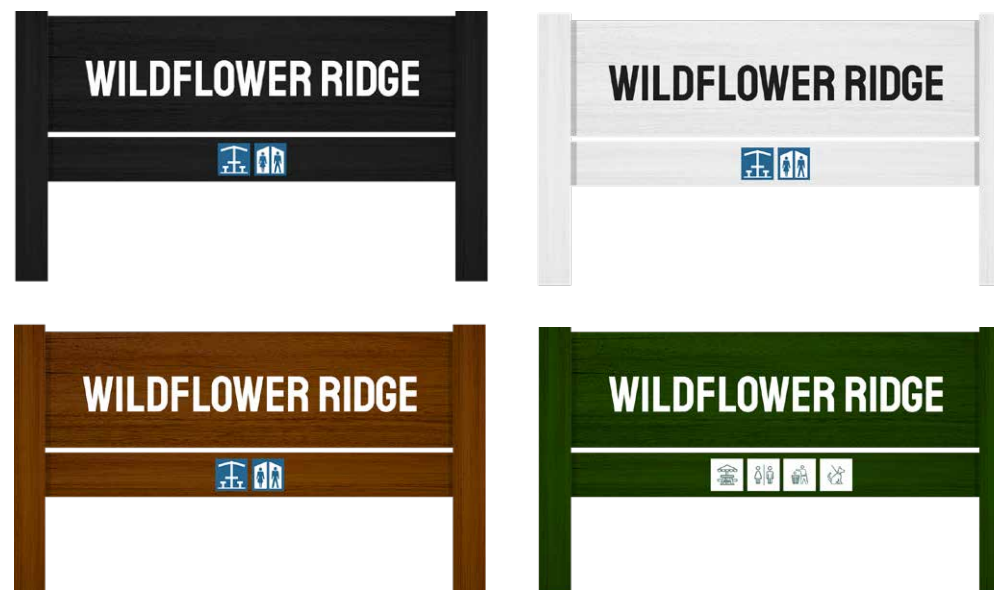
#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.17.3.2 Design Examples

Minor Precinct Entry Statement with National Tourism Symbol information.



A green or an alternative colour sign is used in limited areas.

#### 1.17.3.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or natural wood. Green if required.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Centre aligned in white or black.
- Capital case for titles.

##### ICONS

- Nationally approved icons/symbols.

##### CONSTRUCTION

- Wood or composite, recycled material.
- Posts butt-jointed.

### 1.17.4 Parks, Gardens and Reserves Naming Signs

**These signs are designed for the naming of Shire parks, gardens and minor public open spaces.**

#### REGULATORY AND INFORMING DOCUMENTS:

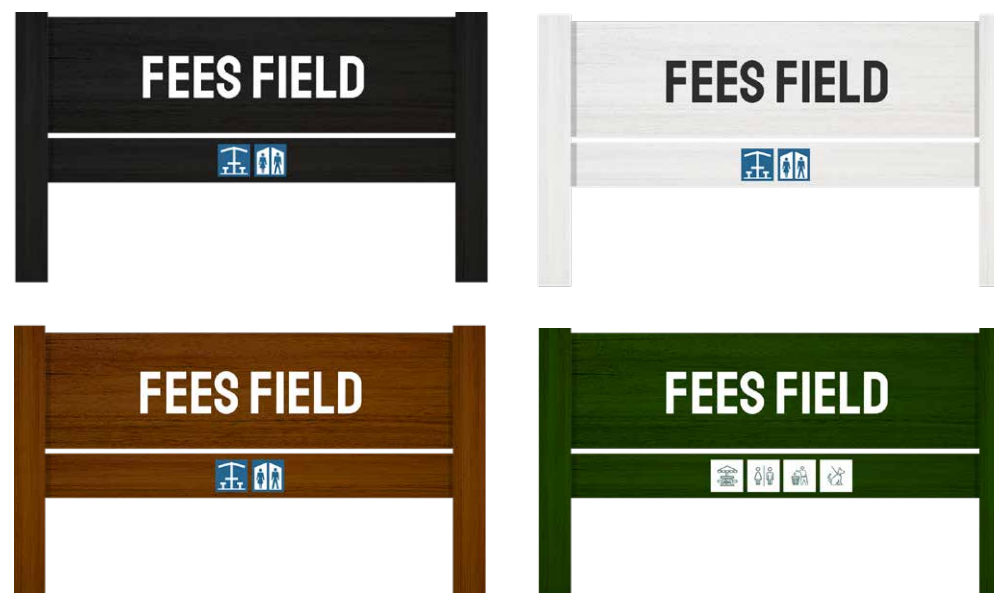
- Australian Standards.
- Building Code of Australia.

Note: These signs have not been certified by an engineer.

#### 1.17.4.1 Application

Greater consistency within park and garden sign design is implemented in the Harvey Region. Posts are butt-jointed at either end of the sign. Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols are incorporated.

#### 1.17.4.2 Design Examples



A green or an alternative colour sign is used in limited areas.

#### 1.17.4.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black, white or natural wood. Green if required.

##### LOCATION NAME TEXT

- Staatliches font, centre aligned in white or black.
- Capital case.

##### ICONS

- Nationally approved icons/symbols.

##### CONSTRUCTION

- Wood or composite, recycled material.
- Posts butt-jointed.

## 1.17.5 Hiking

**Installing signage, including trail markers, along a hiking, running or walking trail promotes activation and can help ensure the safety of trail users.**

**Interpretive signs are also helpful in pointing out trail features and landmarks to make the experience more enjoyable.**

### REGULATION AND INFORMING DOCUMENTS:

- The Australian Walking Track Grading System.
- Australian Standard 2156.1 - 2001 Walking Tracks - Classification and Signage.

### 1.17.5.1 Policy and Classification

The Australian Walking Track Grading System was endorsed in July 2010 as a voluntary industry standard and is now progressively being used throughout Australia. This grading system provides a readily recognisable standard for walkers to be able to establish the difficulty of a particular walk, regardless of where in Australia it is, and allows them to determine whether they have the fitness and ability to undertake the walk.



#### Grade 1

No bush walking experience required. Flat even surface with no steps or steep sections. Suitable for wheelchair users who have someone to assist them. Walks no greater than 5kilometres.



#### Grade 2

No bush walking experience required. The track is a hardened or compacted surface and may have a gentle hill section or sections and occasional steps. Walks no greater than 10kilometres.



#### Grade 3

Suitable for most ages and fitness levels. Some bush walking experience recommended. Tracks may have short steep hill sections a rough surface and many steps. Walks up to 20kilometres.



#### Grade 4

Bush walking experience recommended. Tracks may be long, rough and very steep. Directional signage may be limited.



#### Grade 5

Very experienced bush walkers with specialised skills, including navigation and emergency first aid. Tracks are likely to be very rough, very steep and unmarked. Walks may be more than 20kilometres however this grade can also apply to much shorter walks.

*Images: Australian Hiker.*

### 1.17.5.2 Application

Signage should adhere to the Australian Walking Track Grading System and be clear, concise and consistent. The application of the Australian Walking Track Grading System is a two-step process.

- The first step is a technical grading of the walk. The land manager determines a walk's grade of difficulty using descriptors taken from the Australian Standard 2156.1 - 2001 Walking Tracks - Classification and Signage.
- The second step is to communicate to the public why a walk has received its grading – in essence translating the technical grading into 'plain English language'.



## 1.17.6 Hiking Precinct Trailhead

**The Large Hiking Trailhead sign is designed for hiking trails in the Harvey Region.**

### REGULATION AND INFORMING DOCUMENTS:

- The Trail Difficulty Rating System - Australian MTB Management Guidelines.

### 1.17.6.1 Application

A Hiking Precinct Trailhead is used at the beginning of a trail or trail precinct, ideally close to or within a car park. It provides users reassurance they have arrived at their destination. Furthermore, trailheads are designed to inform the user of the trail specifications, including trail surface details, length, difficulty rating, time to complete, gradient, risks and hazards, regulatory icon information, trail etiquette, and emergency contact details. Primary trailheads may also include interpretation and points of interest information.

Posts are butt-jointed at either end of the sign. Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols are incorporated.

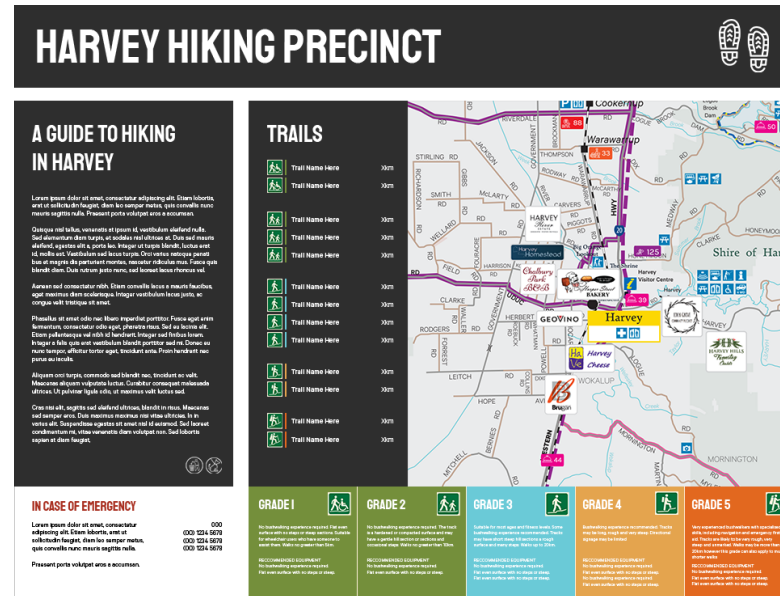
### 1.17.6.2 Design Examples

Examples of a Hiking Precinct Trailhead in light and dark wood.



## 1.17.6 Hiking Precinct Trailhead

### 1.17.6.2 Design Examples



### 1.17.6.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black, white or an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black. Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### MAP

- Design aligns with Harvey Region brand and provided by the Destination Harvey Region Business Unit.

#### ICONS

- Nationally recognised symbols and icons.

#### QR CODE

- See 1.10 QR Code application.

#### PANEL FOOTER

- Wood posts and frame with metal powder-coated sign (3mm) or vinyl wrap.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.17.7 Hiking Single Trailhead

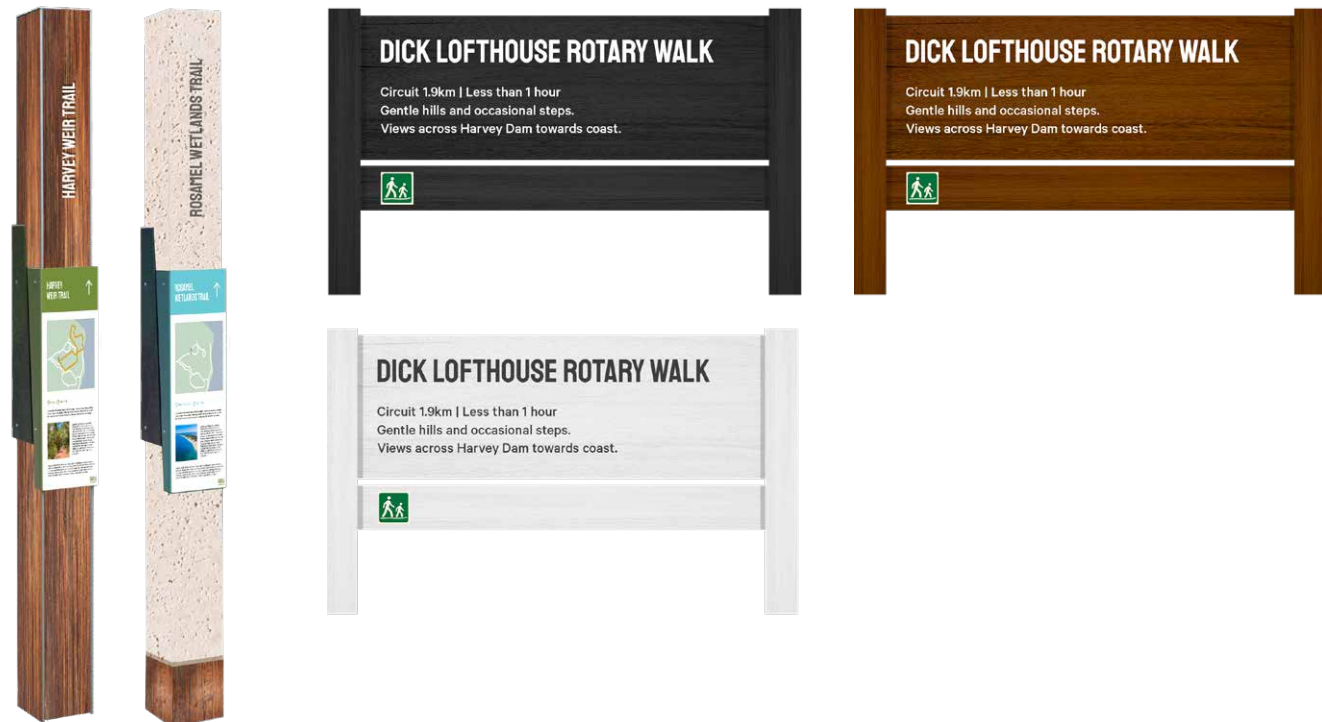
**The Single Trailhead sign is designed for various nature and adventure trails in the Harvey Region, including hiking, cycling, kayaking and other recreational opportunities.**

#### 1.17.7.1 Application

This sign is used at the beginning of a single trail, close to or within a car park. It provides users reassurance they have arrived at their destination. Furthermore, the signs are designed to inform the user of the trail specifications, including trail surface details, length, difficulty rating, time to complete, gradient, risks and hazards, regulatory icon information, trail etiquette, and emergency contact details. Primary trailheads may also include interpretation and points of interest information. Posts are butt-jointed at either end of the sign. Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape.

#### 1.17.7.2 Design Examples

Examples for a Hiking Single Trailheads. Hiking signage should include the relevant symbol showing the walk's grade as well as information on its distance, time to complete, gradient and quality of the path.



## 1.17.7 Hiking Single Trail Head

### 1.17.7.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black or white with an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white, grey or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white, grey or black.

#### MAP

- Design aligns with Harvey Region brand and provided by the Destination Harvey Region business unit.
- Gradient information included.

#### IMAGES

- High resolution and align with Harvey Region brand.

#### ICONS

- Nationally recognised symbols and icons.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### QR CODE

- See 1.10 QR Code application.

#### CONSTRUCTION

- Posts: Wood, wood composite, cement or limestone or a combination.
- Sign: Metal powder-coated 3mm or vinyl wrap
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

\* See also 1.17.4.

## 1.17.8 Hiking Major Directional Trail Signage

**Directional trail signage is designed to direct and inform users of Harvey Region trails.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Building Code of Australia.

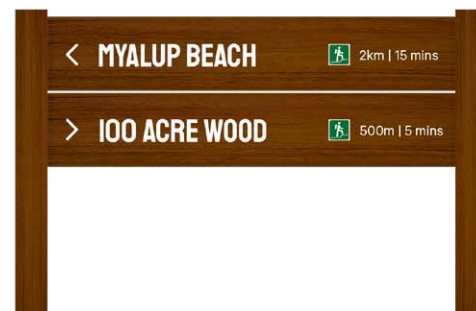
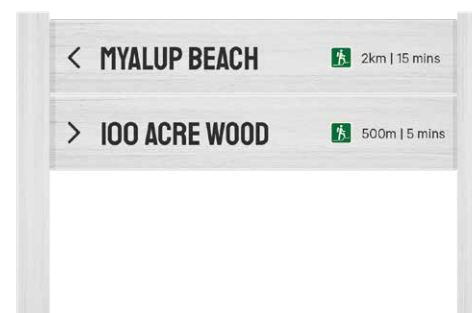
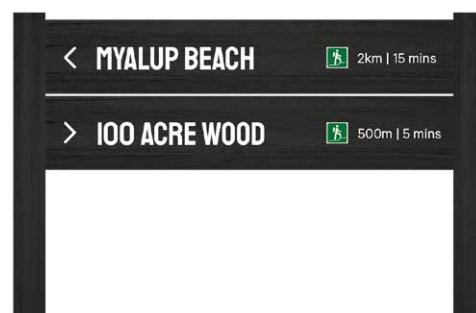
Note: These signs have not been certified by an engineer.

### 1.17.8.1 Application

A Hiking Directional Trail Sign is used within a significant trail precinct to direct and inform users of the Harvey Region Trails. Furthermore, it is designed to inform the user of the trail distance to the primary destination and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols and trail icons are incorporated.

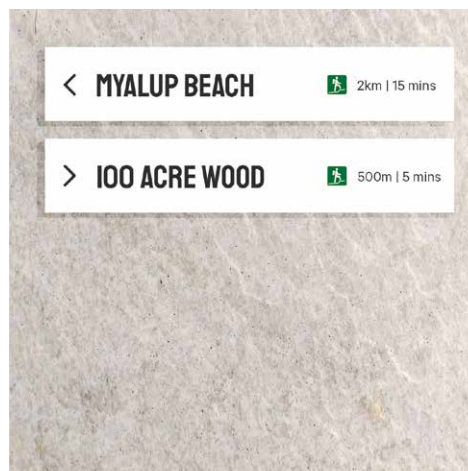
### 1.17.8.2 Design Examples



Secondary Directional Trail Signs where there is more than one trail within the precinct.

## 1.17.8 Hiking Major Directional Trail Signage

### 1.17.8.2 Design Examples



Secondary Directional Trail Signs where there is more than one trail within the precinct.

### 1.17.8.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- Black or white with an approved colour for the palette.

#### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

#### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

#### ICONS

- Nationally recognised symbols and icons.

#### ARROWS

- See 1.8 Wayfinding Arrow application.

#### CONSTRUCTION

- Base: Cement or limestone or a combination.
- Sign: Metal powder-coated or vinyl wrap.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

\* See also 1.17.4.

## 1.17.9 Hiking Directional Trail Markers

**Directional trail markers are designed to direct users along a specific trail and/or within a trail precinct.**

**Where appropriate, it should also identify connecting trails within the precinct.**

### 1.17.9.1 Application

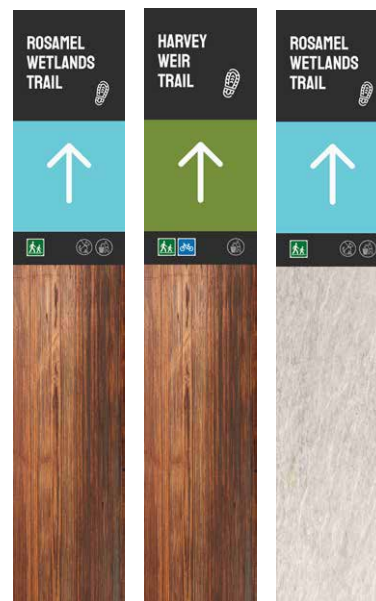
A Hiking Directional Trail Marker is used within a trail precinct to direct and inform users of the Harvey Region Trails. Furthermore, it is designed to inform the user of the trail distance to the primary destination and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols and trail icons are incorporated.

### 1.17.9.2 Design Examples



Trail marker where there is more than one trail nearby.



Trail markers for a single trail.

Reassurance trail markers for a single trail.



### 1.17.9 Hiking Directional Trail Markers

#### 1.17.9.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- Black or white with an approved colour for the palette.

##### HEADING LOCATION TEXT

- Staatliches Regular font.
- Left aligned in white or black.
- Capital case for titles.

##### BODY COPY TEXT

- Calibre font for smaller headings and body copy.
- Left aligned in white or black.

##### ICONS

- Nationally recognised symbols and icons.

##### TRAIL ICON

- Developed for each trail.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### CONSTRUCTION

- Base: Wood, wood composite, cement or limestone or a combination.
- Sign: Metal powder-coated or vinyl wrap.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

\* Logs - no specifications. Use fallen timber to create an authentic, natural feel.



## 1.17.10 Hiking Interpretive Trail Signage

**Interpretive trail signage is designed to inform users of points of interest.**

### 1.17.10.1 Application

An Interpretive Trail Sign informs users of points of interest along the trail. The information included on the trail signage may be environmental, cultural or historic in nature. QR Codes may be included to direct trail users to further information.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols and trail icons are incorporated.

### 1.17.10.2 Design Examples

For significant interpretive sites along a trail the below signage is used, with or without logos.



Image above: Option when logos are required.

### 1.17.10.2 Design Examples

## 1.17.10 Hiking Interpretive Trail Signage



Below and left are examples of signage along a trail that includes directional and interpretive information panels to inform and reassure the user during their journey.

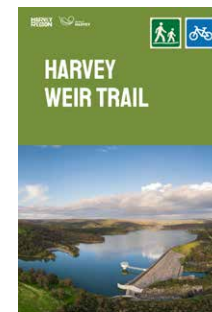
Walk and bike symbols reflect the level and type of trail.



This 3.6 km (2.2 mi) trail connects the town centre with the Harvey Dam precinct. The trail is sealed all the way, making it suitable for walkers, joggers and cyclists.

The trail follows Weir Road past football oval, small waste farms and urban areas. Along the trail, you'll see a variety of trees that were part of the mill house gardens, where generations of children once played.

You might even spot a kangaroo or two during the early morning or late evening hours. During the day, you can expect to see a plethora of native bird life filtering through the eucalyptus and trees.

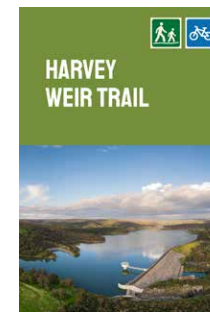


#### ABOUT THE HARVEY DAM PRECINCT

The original Harvey Dam was part of the first irrigation scheme in WA, and with the earth public dam construction in 1916, and completed the river in 1916, about 100 years were required to complete the dam for all the irrigation works. The dam had a 10-metre high concrete wall and built 10 million gallons of water.

In 1916, work began to take the wall from its original 12 metres to 16 metres, increasing the storage capacity to 2.25 million gallons in the basin, with water available under its existing pressure to meet the demands of the expansion and increased growth. A new dam with an above the capacity of the original dam was planned. Planned for 2010, the project was brought forward by years and implemented in four years instead of the original five-year timeframe.

The new Harvey Dam became part of the \$275 million Shire of Harvey Dam Rehabilitation Scheme. This scheme will consist of a large high-capacity basin of water in an area of forests, mostly high and mature eucalyptus, it delivered a new irrigation dam in the basin of Harvey, allowing the Shire of Harvey to deliver a 10-year cost benefit to the Shire's water supply.



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### 1.17.11 MTB and Gravel Riding

Installing signage, including trail markers, along MTB and gravel riding trails, promotes activation and can help ensure the safety of trail users.

Interpretive signs are also helpful in pointing out trail features and landmarks to make the experience more enjoyable.

REGULATORY AND INFORMING DOCUMENTS:

- AusCycle - Australian MTB Trail Guidelines.
- The Trail Difficulty Rating System - October 2020.






#### 1.17.11.1 Policy and Classification

AusCycle and MTB Australia provide Australian MTB Trail Guidelines including a Trail Difficulty Rating System (TDRS). The Australian TDRS uses the International Mountain Bicycling Association (IMBA) system of classifying trails with a few minor additions and interpretations.

The TDRS enables users to understand the nature of the trail before beginning their ride and allows them to plan their ride for enjoyment, the appropriate level of challenge and safety. AusCycling advocates for BMX, BMX Freestyle, Cyclo-Cross, E-Sport, Mountain Bike, Para-Cycling, Road, Track and Lifestyle (recreational and commuter) riding throughout Australia through State Advisory Councils.

The Internationally-recognised TDRS outlined below provides seven levels of difficulty for mountain bike trails. Trail ratings can be communicated in several ways. Pre-visit information may include a more detailed description of the ratings, while a shorter description is required for trailhead signage and maps. Rating colours should be used on all trail directional signage.

Table 10: Mountain bike TDRS short descriptors

Difficulty Symbol	Short Description
	<b>Very easy</b> Wide trail with a gentle gradient smooth surface and no obstacles Suitable for beginner cyclists with basic bike skills, and most bikes
	<b>Easy</b> Wide trail with a gentle gradient smooth surface Some obstacles such as roots, logs and rocks Suitable for beginner cyclists with basic mountain bike skills, and off-road bikes
	<b>Easy with Intermediate Sections</b> Likely to be single track with a moderate gradient, variable surface and some obstacles Some obstacles such as roots, logs and rocks Suitable for mountain bikers with mountain bikes
	<b>Intermediate</b> Single trail with moderate gradients, variable surface and obstacles May include steep sections Suitable for skilled mountain bikers with mountain bikes
	<b>Intermediate with Difficult Sections</b> Suitable for competent mountain bikers, used to physically demanding routes Expect large and unavoidable obstacles and features Challenging and variable with some steep climbs or descents and loose surfaces
	<b>Difficult</b> Suitable for experienced mountain bikers, used to physically demanding routes Navigation and personal survival skills are highly desirable Expect large, dangerous and unavoidable obstacles and features Challenging and variable with long steep climbs or descents and loose surfaces Some sections will be easier to walk
	<b>Extreme</b> Suitable for highly experienced mountain bikers, used to physically demanding routes Navigation and personal survival skills are highly desirable Severe constructed trails and/ or natural features, all sections are challenging Includes extreme levels of exposure and / or risk Expect large and unavoidable obstacles and features Some sections will be easier to walk

The Trail Difficulty Rating System - Australian MTB Management Guidelines also outline the requirements for each trail. For example, a very easy trail must be 2100 mm plus or minus 900 mm in width with a trail gradient of less than 5%. Alternatively, a Difficult (Black Diamond) Trail can be 300 mm in width plus or minus 150 mm for tread and bridges.



Bike symbols used will vary depending on the type of cycling, e.g. MTB or Gravel Riding. Image Above: Wambenger Trails Signage Styler Guide Vers 1.

Please note: Gravel Riding is yet to be properly classified by either a State or National cycling body.

### 1.17.11 MTB and Gravel Riding

**Break the Boundary Inc. with support of Mountain Bike Australia (MTBA) has developed the Australian Adaptive Mountain Bike Guidelines. The Guidelines address many challenges with adaptive mountain biking and include an Adaptive Trail Rating (ATR) system.**

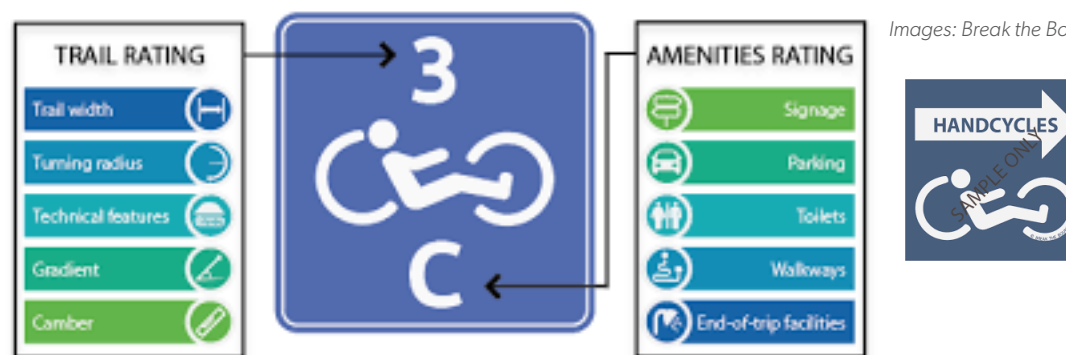
#### REGULATORY AND INFORMING DOCUMENTS:

- AusCycle - Australian MTB Trail Guidelines.
- The Trail Difficulty Rating System - October 2020.

#### 1.17.11.1 Policy and Classification

##### ADAPTIVE MTB

The ATR System assesses the level of accessibility of mountain-bike trails and their associated amenities for adaptive riders. Each trail and amenities element is rated individually to provide specific information regarding accessibility for adaptive mountain bike riders. The level of accessibility (rating) allows users to determine which trails are best suited for their ability and equipment. The rating is broken down into two components, trails and amenities, each of which has five elements that are individually scored in line with the Adaptive MTB Guidelines. Generally, a low or not accessible trail will have a 0-5 trail rating with a fully accessible trail receiving a 5 rating.



## 1.17.12 MTB and Gravel Riding Trailhead

**The MTB Trailhead sign is designed for the beginning or end of MTB, and Gavel Riding trails in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- AusCycle - Australian MTB Trail Guidelines.
- The Trail Difficulty Rating System - October 2020.

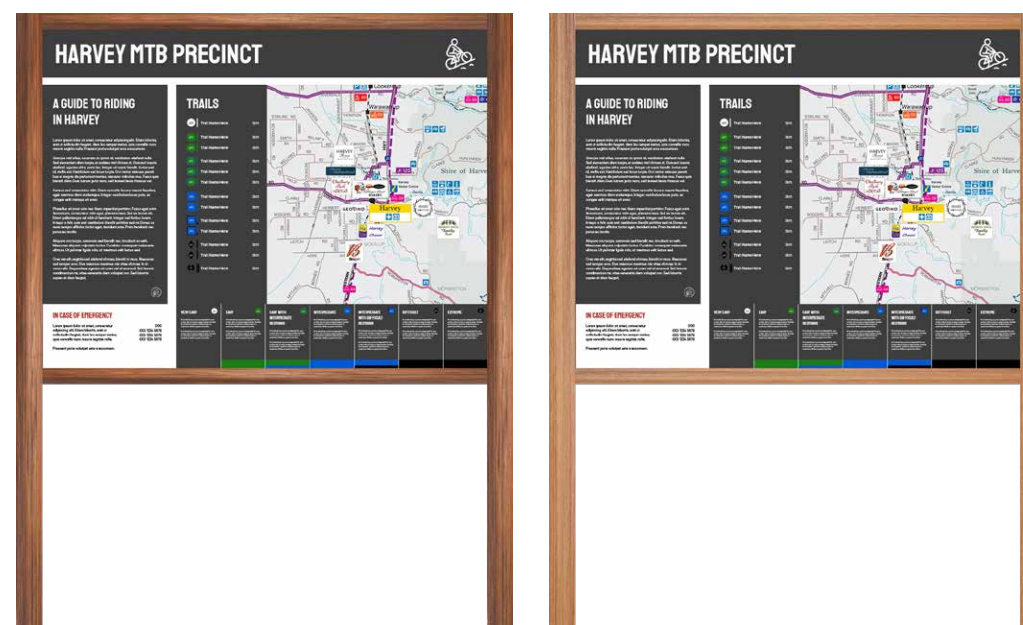
### 1.17.12.1 Application

This sign should be used at the beginning or end of MTB and Gravel Riding trails, ideally close to or within a car park. A Trailhead Sign is designed to inform the user of the trail specifications, including trail surface details, length, difficulty rating, time to complete, gradient, risks and hazards, regulatory icon information, trail etiquette, facilities - e.g. water and toilets, and emergency contact details. Primary trailheads may also include interpretation and points of interest information. The trailhead also includes a map with the various trails, including their difficulty. As gravel riding is not formally classified, the trailhead should provide similar information to the MTB trail such as length, difficulty, gradient etc.

Interpretive information may be used to inform the user of points of interest along the trail. The information included on the trail signage may be environmental, cultural or historic in nature. QR Codes may be included to direct trail users to further information.

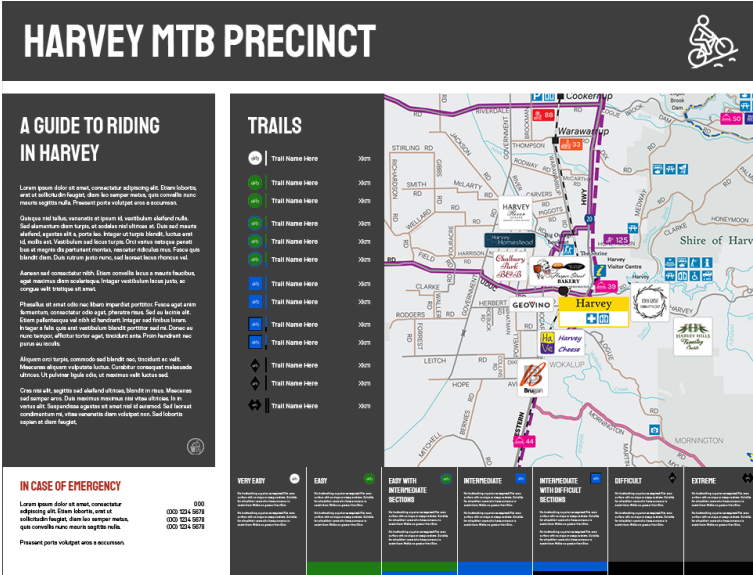
Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols and trail icons are incorporated.

### 1.17.12.2 Design Examples



1.17.12.2 Design Examples

1.17.12 MTB and Gravel Riding Trailhead



A MTB Trailhead Sign includes trail surface details, length, difficulty rating (aligned with official MTB classifications), time to complete, gradient, risks and hazards, regulatory icon information, trail etiquette, facilities - e.g. water and toilets, and emergency contact details. Primary trailheads may also include interpretation and points of interest information.



### 1.17.13 MTB and Gravel Riding Directional Trail Marker

**Directional trail markers are designed to direct users along a specific MTB or Gravel Riding trail and/or within a trail precinct.**

#### 1.17.13.1 Application

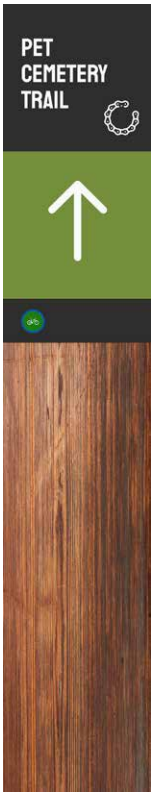
This sign is used within a trail precinct to direct and inform users of the Harvey Region Trails. An MTB or Gravel Riding Directional Trail Marker is designed to inform the user of the trail distance to the primary destination and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols, quirky names and trail icons are incorporated.

#### 1.17.13.2 Design Examples



MTB or Gravel Riding Trail marker where there is more than one trail nearby.



MTB or Gravel Riding Trail marker for a single trail. Each trail has an individual icon to make it easy for the user to follow and to 'humanise' and brand the trail.

## 1.17.14 Road Cycling

**Road Cycling signage informs and advises cyclists of significant destinations on or along the route being travelled, and along other roads or paths which intersect the route being travelled.**

### REGULATORY AND INFORMING DOCUMENTS:

- Road Traffic (Authorisation to Drive) Act 2008 and Road Traffic (Authorisation to Drive) Regulations 2014.
- Main Roads WA Bicycle Directional Signs Policy.

### 1.17.14.1 Policy and Classification

A bike is a legal road vehicle, and on a whole, cyclists must follow the same rules as drivers. The rules of the road in Australia are regulated by the states and territories. In Western Australia, this is governed by Main Roads WA, the Road Safety Commission and the Department of Transport. They support safe, well-designed and connected networks for people of all ages and abilities to ride bikes, scooters or walk to get around. Before starting to ride, bicycle riders should be familiar with bicycle standards and equipment, and legislation for use of shared paths, roads, intersections and footpaths.

All-age cycling on footpaths is legal in Western Australia. Anyone can cycle on a footpath, but there are some conditions. A full list of the legislation can be found in the Road Traffic (Authorisation to Drive) Act 2008 and Road Traffic (Authorisation to Drive) Regulations 2014. In Western Australia, cyclists must use bike lanes where marked.

Main Roads WA provides bicycle directional signs along routes that have been identified in the Perth Bicycle Network Plan as Principal Shared Paths (PSP).

The signage policy is to specify a series of principles on which the design and provision of bicycle directional signs are to be based to:

- Maintain a degree of standardisation which will allow a cyclist encountering signs for the first time to immediately recognise them as navigational aids aimed specifically at cyclists;
- Ensure that bicycle navigational information cannot be misread by motor vehicle drivers in situations where this could create a hazard; and,
- Ensure that safety principles in the use of colour and sign reflection are observed.

The Western Australian Cycling Network Hierarchy consists of three key route types – primary, secondary and local. These are supported by a complementary network of road cycling routes and transport trails. Each route type is defined by the function it performs in the cycle network, rather than its built form.



### 1.17.14 Road Cycling

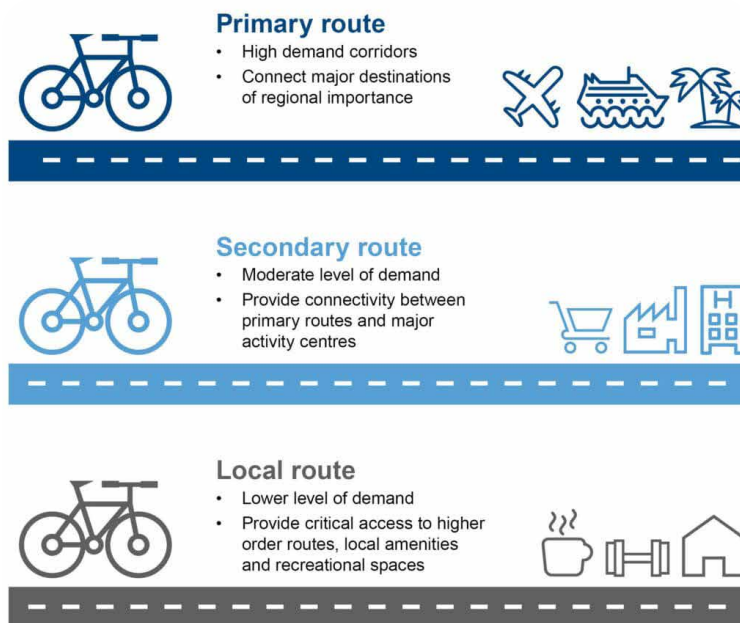
**The Western Australian Cycling Network Hierarchy consists of three key route types – primary, secondary and local. These are supported by a complementary network of road cycling routes and transport trails.**

**Each route type is defined by the function it performs in the cycle network, rather than its built form.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Department of Transport Planning and Designing for Bike Riding in Western Australia - Shared and Separate Paths.

#### 1.17.14.1 Policy and Classification: Cycling Hierarchy



#### ROAD CYCLING ROUTE

Road cycling routes are designated routes for bike riders undertaking long distance rides in (predominantly) on-road environments, for training, sports or recreational purposes. Road cycling routes are predominantly located on lower order, rural or semi-rural roads on the outskirts of cities and towns. Sections may follow busier roads, particularly as road cycling routes typically begin and end in built up areas and often follow scenic roads popular with other road users. These routes support bike riders undertaking challenging longer distance rides by raising awareness and encouraging safe behaviour by all road users. This is achieved through advisory signage, warning technology and other road safety initiatives.

#### TRANSPORT TRAIL

Transport trails provide long-distance, off-road (predominantly unsealed) riding experiences through natural settings, away from motorised traffic. They often support recreational and tourism trips between towns and regions. Transport trails are typically located within underutilised transport and service corridors in rural areas. Due to their relatively gentle gradients, former railways and certain utility corridors make excellent candidates for these trails. Transport trails should be constructed from materials appropriate to the environment and level of service required. Well-drained, compacted gravel with supporting infrastructure such as Wayfinding signage is a common form. In some instances, transport trails will be sealed, such as where they intersect with busy roads or run through town sites. They will often change their classification to a primary or secondary route when they pass through a town, reflecting the more holistic role they perform in the transport network in these situations.

## 1.17.15 Road Cycling Directional Signage

**Bicycle directional signs are used for primary cycle routes, at the intersections with roads and other significant paths.**

### REGULATORY AND INFORMING DOCUMENTS:

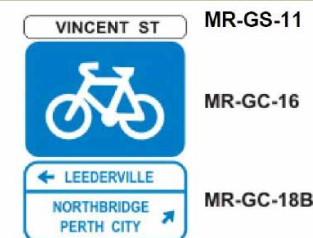
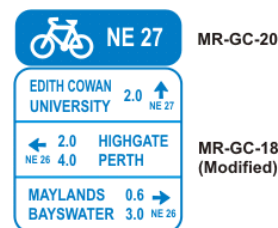
- Main Roads WA Bicycle Directional Signs Policy and Technical Guide.
- Perth Bicycle Network Plan. Department for Planning and Infrastructure. 1996.
- Australian Standard AS1742.9-2000 Manual of Uniform Traffic Control Devices, Part 9: Bicycle Facilities.
- Austroads Guide to Traffic Engineering Practice, Part 14: Bicycles. 1999.
- Main Roads WA Sign Specification 601.
- Main Roads WA Pavement Marking Specification 604.

### 1.17.15.1 Application

Bicycle directional signs convey clear and concise information, which may consist of one or more of the following: road name, destination, direction and distance. It should also encourage awareness of cyclists on local roads in the Harvey Region with 'Watch for Bikes' signage.

The Main Roads WA Bicycle Directional Signs Policy and Technical Guide provides requirements for Perth bicycle paths ONLY. However, ideally it should be used as a guide for bicycle path signage in the Harvey Region. For example: directional signage directs cyclists to destinations, including major regional centres, towns, and suburbs, shopping centres, swimming pools, recreational centres, train stations, parks and recreational areas, tourist destinations, and education institutions (e.g. TAFE campuses). Distances to destinations less than 0.5 kilometres are to be shown to the nearest 0.1 kilometres. Distances between 0.5 kilometres and 10 kilometres are to be shown to the nearest 0.5 kilometres. Distances over 10 kilometres are to be shown to the nearest kilometre.

### 1.17.15.2 Design Examples



Note: this signage system and the use of blue is for Perth only. However, it should be considered as best practice for the implementation of bicycle signage in the Harvey Region.

Images: Main Roads WA.



## 1.17.15 Road Cycling Directional Signage

### REGULATORY AND INFORMING DOCUMENTS:

- Department of Transport Planning and Designing for Bike Riding in Western Australia - Shared and Separate Paths.
- Australian Standards.

### 1.17.15.2 Design Examples



Image: Jaybro.

Images Left: Bike paths and bike signage along Ocean Drive, Bunbury.

Australian Standard yellow poles are used with a white with black writing bike signs.

Where possible, stencils are used on bike lanes and/or bike paths to minimise the visual impact of signage.

### 1.16.15.3 Layout and Construction Specifications

#### SIGN COLOUR

- White with black text and symbols.

#### POST COLOUR

- Yellow.

#### ICONS

- Nationally recognised symbols and icons.

#### CONSTRUCTION

- Pole: Galvanised steel 76X38 RHS POST or Main Roads approved Fibre Reinforced Plastic e.g. Zack Sign Post.
- Sign: Metal powder-coated.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 1.17.16 Road Cycling Single Trailhead

**The Single Trailhead sign is designed for a single road cycling trail in the Harvey Region. Similar versions may also be used for other recreational opportunities, such as paddle trails.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Department of Transport Planning and Designing for Bike Riding in Western Australia.
- Australian Standards.
- Main Roads WA.

#### 1.17.16.1 Application

Road Cycling Trailheads are located at either end of official Harvey Region Cycle Routes. They should be placed in an appropriate and approved location (Main Roads WA and/or Shire approval) or rest area, close to the road where the route begins. Ideally, other bike infrastructure, such as a Bike Repair Station, is located nearby.

In addition to informing the user of the start and end of the trail, Road Cycling trailheads are designed to inform the user of the trail specifications, including trail surface details, length, difficulty rating, time to complete, gradient, risks and hazards, facilities, regulatory icon information, trail etiquette, emergency contact details. Primary trailheads may also include a map, interpretation and points of interest information. A Main Roads WA cycling symbol is located at the top of the trailhead. Where possible, formal bike lanes should be added to roads popular with road cycling.

Most wayfinding for road cycling routes will be via trailheads, online content, printed maps and the provision of GPS route data. However, some trailhead/route identification or reassurance signs may be required.

#### 1.17.16.2 Design Examples



Road Cycling Trailhead Signage in wood and limestone.

See 1.17.7 for construction specifications, with the addition of a bike symbol at the top of the sign.

## 1.17.17 Road or Path Stencils

**These stencils are used along walking and cycling paths to impart information specific to the designated area.**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Bicycle Directional Signs Policy and Technical Guide. Refer to Part C: Technical Guidelines for Bicycle Directional Signs.
- Main Roads WA Pavement Marking Specification 604.
- Department of Transport Planning and Designing for Bike Riding in Western Australia - Shared and Separate Paths.
- Western Australia Road Traffic Code 20001 (RTC 2000).

### 1.17.17.1 Application

Road or Path Stencils are designed to be read at pedestrian level and used for secondary and local cycling routes. They are used along walking and cycling paths to impart information specific to the designated area. Information may be positive or cautionary.

The provision of signs and pavement markings for shared and separated paths in WA should be in accordance with MRWA's Policy and Application Guidelines: Signage and Pavement Marking on Paths, relevant Australian Standards and wherever practical, Austroads Guidelines. The Department of Transport also provides Bike Riding in Western Australia - Shared and Separate Paths guidelines.

Pavement marking is the preferred type of control device as they minimise the negative impacts and clutter to the street-scape, as well as remove potential hazards. Signs should only be used where a particular safety issue has been identified which justifies that the use of a sign will be more effective than pavement marking.

### 1.17.17.2 Design Examples



*Image: Shared (dual-use) path at Lake Claremont informs users of bike and pedestrian use through path stencils.*

### 1.17.17.3 Layout and Construction Specifications

See the Main Roads WA Bicycle Directional Signs Policy and Technical Guide and the Department of Transport Planning and Designing for Bike Riding in Western Australia - Shared and Separate Paths for construction specifications.

## 1.17.18 Horse Riding Signage

**Installing signage, including trail markers, along Horse Riding/Bridle Trails promotes activation and can help ensure the safety of trail users.**

**Interpretive signs are also helpful in pointing out trail features and landmarks to make the experience more enjoyable for the horse rider.**

### REGULATORY AND INFORMING DOCUMENTS:

- Western Australian Road Rules Relating To Horses And Riders.
- Western Australian Road Traffic Code 2000.
- WA Department of Biodiversity, Conservation and Attractions.

### 1.17.18.1 Policy and Classification

The location of the horse/bridle trail determines many of the governing policies. For instance, if the trail is located within a National Park, it is controlled by DBCA Parks and Wildlife.

Riding horses is part of the cultural heritage of Australia and an accepted means of appreciating and enjoying natural areas. On Parks and Wildlife Services managed lands, horse riding activities are generally only allowed in locations where the impacts are considered manageable. Riding is permitted without special permission or notification on designated bridle trails and you can find information on these at Trails WA. Enquiries about permission and conditions to ride in other locations should be directed to local Parks and Wildlife offices for assessment on a case-by-case basis.

If the trail traverses roads, riders must abide by Main Roads WA. For instance, horse riders must give way to pedestrians when riding on a footpath or nature strip. Vehicle drivers must stop at the side of the road and turn off their motor if a horse rider signals that their horse is jumpy or agitated. The horse rider can signal to the driver by raising a hand and pointing to the horse. The driver must not move the vehicle until the noise of the motor, or the movement of the vehicle, won't aggravate the horse. The rider of an animal must not lead more than one animal on a road unless they hold a permit issued by a local council.

### 1.17.18.2 Application

This horse riding/bridle trail signage suite is used to direct and inform riders.

Trailheads are located at either end of an official Harvey Region Horse Riding/Bridle Trail. They should be placed in an appropriate and approved location (Department of Transport, Main Roads WA and/or Shire approval) or within a nearby car park (which allows for long vehicles and trailers). Ideally, other infrastructure, such as toilets are located nearby.

In addition to informing the user of the start and end of the trail, trailheads are designed to inform the user of the trail specifications, including length, difficulty rating, time to complete, risks and hazards, facilities, regulatory icon information, trail etiquette, and emergency contact details. Primary trailheads may also include a map, interpretation and points of interest information.

Most Wayfinding for Horse Riding/Bridle Trails will be via trailheads, online content, printed maps and provision of GPS route data. However, some trailhead/route identification or reassurance signs may be required. A Directional Trail Marker is designed to inform the user of the trail distance to the primary destination, and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols, quirky names and trail icons are incorporated.



1.17.19 Horse Riding/  
Bridle Trail Signage

This includes a suite of signs for  
use on horse riding/bridle trails  
in the Harvey Region.

1.17.19.3 Design Examples



Bridle Trail marker  
where there is  
more than one trail  
nearby.



Bridle Trail marker  
for a single trail.



Large Precinct  
Trailhead



Single Trailhead

### 1.17.19 10th Light Horse Bridle Trail

**The 10th Light Horse Trail is 45.5 kilometres long, starting on the west side of the Harvey River Bridge, on Lake Clifton Road (formerly Old Bunbury Road) and ending at the junction of Runnymede and Wellesley Roads in Binningup.**

#### REGULATORY AND INFORMING DOCUMENTS:

- WA Department of Biodiversity, Conservation and Attractions Brand and Signage Guidelines.

#### 1.17.19.1 Application

The 10th Light Horse Bridle Trail is managed by the Friends of the 10th Light Horse and DBCA. Signage is designed and installed in accordance with DBCA brand and signage guidelines.

#### 1.17.19.2 Design Examples

A suite of trail markers and directional signage is used on the 10th Light Horse Bridle Trail.





## 1.17.20 Paddling

**Installing signage, including trail markers, along paddling trails, promotes activation and can help ensure the safety of trail users.**

**Interpretive signs are also helpful in pointing out trail features and landmarks to make the experience more enjoyable for the paddler.**

### REGULATORY AND INFORMING DOCUMENTS:

- WA Department of Transport Boating Requirements.
- IALA buoyage system A.

### 1.17.20.1 Policy and Classification

Recreational canoes, kayaks, surf skis, inflatables or similar paddle craft that are propelled by a person using a paddle who is on or in the craft must comply with WA marine laws. Marine laws do not apply to surfboards and stand up paddle boards.

Western Australia uses an internationally recognised uniform coding system of navigation marks known as the IALA buoyage system A. Navigation marks are the equivalent of road signs on highways. Additional signage on waterways is not encouraged and must be approved. For this reason, paddle signage is restricted to the shore and car parking zones.



Signage should be combined with supporting infrastructure such as floating platforms to allow for mid-trail disembarkation and rest stops.

*Image: Bartram Canoe Trail.*

### 1.17.20.2 Application

This Paddling Trail signage suite is used within a paddling trail precinct to direct and inform users.

Road Cycling trailheads are located at either end of an official Harvey Region Paddling Trail. They should be placed in an appropriate and approved location (Department of Transport and/or Shire approval) or within a nearby car park. Ideally, other infrastructure, such as toilets are located nearby. In addition to informing the user of the start and end of the trail, Road Cycling Trailheads are designed to inform the user of the trail specifications, including length, difficulty rating, time to complete, risks and hazards, facilities, regulatory icon information, trail etiquette, and emergency contact details. Primary trail heads may also include a map, interpretation and points of interest information.

Most Wayfinding for paddle routes will be via trailheads, online content, printed maps and provision of GPS route data. However, some trail head/route identification or reassurance signs may be required. A Paddle Directional Trail Marker is designed to inform the user of the trail distance to the primary destination, and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols, quirky names and trail icons are incorporated.

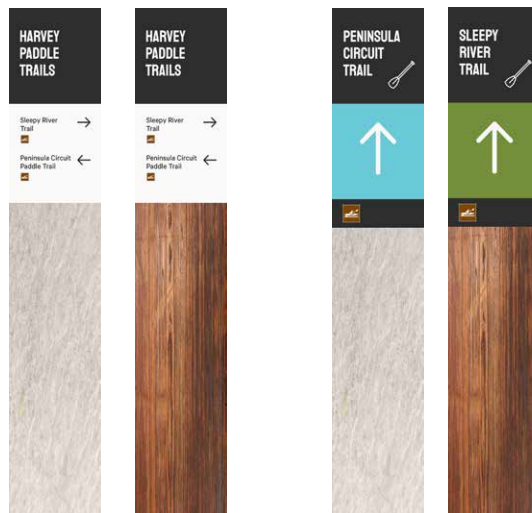
### 1.17.20.3 Design Examples

## 1.17.20 Paddling Trail Suite

**Paddle Trail Signs provide users with directional and interpretive information on a Paddle trail in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- WA Department of Transport Boating Requirements.
- IALA buoyage system A.

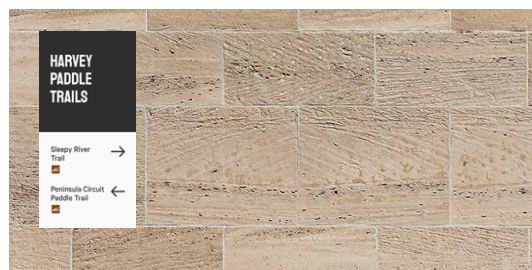


Paddling Trail marker where there is more than one trail nearby.

Single Trailhead.

Where possible, add signage to existing infrastructure, such as a nearby Limestone wall.

Image: The Limestone Company.



Paddling Trailhead for a single trail.

Large Paddling Precinct Trailhead.



See Trail markers and Trailheads for construction specifications.

### **1.17.21 4WD and Trail Bike Trails**

#### **1.17.21.1 Policy and Classification**

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The implementation of 4WD and Trail Bike trails will be considered within the Harvey Region Trails and Adventure Master Plan. Should official trails be recommended, this document will be updated with signage and infrastructure style guidelines.

## **1.18 Food and Beverage Signage**

## 1.18 Food and Beverage Precincts and Trails

**As a Harvey Region brand focus area, improving Food and Beverage signage is a core focus.**

**It helps to create a narrative and creates tourism product that acts to generate a positive user experience.**

### REGULATORY AND INFORMING DOCUMENTS:

- Harvey Region Tourism Road Map 2031.
- Wine Australia Geographical Indications.
- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.

### 1.18.0.1 Application

Food and Beverage signage is used to tell the produce story of the Harvey Region, either within precincts or along trails.

Sign colours are specific to the location of the sign, with a predominant use of black, grey and white. Metal may be mixed with a range of materials based on the location.

Interpretive signage is combined with effective, nationally approved Main Roads WA and local directional signage (see Section 2.1 and images below).



### 1.18.1 Winery and Vineyard Trails

**This section relates to signage on or within a winery or vineyard trail in the Harvey Region.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Wine Australia Geographical Indications.
- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- Geographe Wine Industry Association brand guidelines.
- WA Department of Health.

#### 1.18.1.1 Policy and Classification

The Geographe Wine Region extends from Yarloop to Busselton and as far east as Donnybrook. Geographe is as diverse as the grapes grown here – 36 varieties originating from all over Europe.

The Register of Protected Geographical Indications and Other Terms (Register) is a register kept by Wine Australia and regulates the Australian wine industry. A Geographical Indication (GI) for wine is an indication that identifies the wine as originating in a specific region or locality.



#### 1.18.1.2 Application

Wineries and vineyards in the Harvey Region fall within the internationally-recognised Geographe Wine Region GI.

Signage for wineries is strictly covered by Main Roads WA regulations for tourist and service signs. The use of the Geographe Wine Region logo is controlled by the Geographe Wine Industry Association.

Signage for a winery or vineyard will vary depending on its location and proximity to a main road.

Ideally, trail development will celebrate the unique aspects of the trail and the Region.

### 1.18.1 Winery and Vineyard Trails

#### 1.18.1.3 Design Examples



The Geographe Alternative Wine Trail does not have signage in the Region. The Geographe Wine Region logo should be used on promotional material.

A Brown National Standard sign may be used at the beginning of a wine trail. See Section 2.1.

*Image Left: Stuff.co.nz*



On brand, easily removed and replaced trail markers, similar to the Clare Valley Wine and Wilderness Trail (Image Left) may be developed for use on local roads in the Harvey Region.



Wineries may also be eligible for a Brown National Standard wine sign within 500metres of their property entrance. See Section 2.1.

### 1.18.1 Winery and Vineyard Trails

#### 1.18.1.3 Design Examples

Each Winery and/or Vineyard Trail should have a clearly identifiable logo that reflects components of the We Are Harvey Region brand e.g. Handcrafted in the Harvey Region.



See Trail markers and Trailheads for construction specifications. An icon is designed for each trail.



## 1.18.2 Brewery and Distillery Trails

**This section relates to signage on or within a brewery or distillery trail in the Harvey Region.**

**Trail development is encouraged.**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- WA Department of Health.

### 1.18.2.1 Policy and Classification

Breweries and distilleries are not governed by a national body. Within National Tourism signage they are classified as a general tourist attraction, if they meet the eligibility criteria. Interpretive signage is combined with effective, nationally approved Main Roads WA and local directional signage (see Section 2.1 and images below).



*Image Left: Foghorn Brewery near Newcastle*

### 1.18.2.2 Application

This brewery and distillery trail signage suite is used along brewery and distillery trails to direct and inform users.

Trailheads are located at either end of an official Harvey Region Brewery or Distillery Trail. They should be placed in an appropriate and approved location (Department of Transport and/or Shire approval) or within a nearby car park. A suitable Nationally approved tourism brown sign should accompany the trailhead.

In addition to informing the user of the start and end of the trail, trailheads are designed to inform the user of the trail specifications, including length and time to complete. Primary trailheads may also include a map, interpretation and points of interest information.

Most Wayfinding for brewery and distillery trails will be via trailheads, online content, printed maps and the provision of GPS route data. However, some trailhead/route identification or reassurance signs may be required. A Directional Trail Marker is designed to inform the user of the trail distance to the primary destination, and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate nationally recognised symbols, quirky names and trail icons are incorporated.

### 1.18.2.3 Design Examples

## 1.18.2 Brewery and Distillery Trails

Each Brewery and/or Distillery Trail should have a clearly identifiable logo that reflects components of the We Are Harvey Region brand e.g. Handcrafted in the Harvey Region.



See Trail markers and Trailheads for construction specifications. An icon is designed for each trail.

### 1.18.3 Food and Produce Trails

**This section relates to signage on or within a food or produce trail in the Harvey Region.**

**Trail development is encouraged.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA Policy and Application Guidelines - Tourist and Service Signs.
- WA Department of Health.

#### 1.18.3.1 Policy and Classification

Within National Tourism signage they are classified as a general tourist attraction if they meet the eligibility criteria. Interpretive signage is combined with effective, nationally approved Main Roads WA and local directional signage (see Section 2.1 and images below).



#### 1.18.3.2 Application

This food and produce trail signage suite is used along food and produce trails to direct and inform users.

Trailheads are located at either end of an official Harvey Region Food or Produce Trail. They should be placed in an appropriate and approved location (Department of Transport and/or Shire approval) or within a nearby car park. A suitable Nationally approved tourism brown sign should accompany the trailhead.

In addition to informing the user of the start and end of the trail, trailheads are designed to inform the user of the trail specifications, including length and time to complete. Primary trailheads may also include a map, interpretation and points of interest information.

Most Wayfinding for food and produce trails will be via trailheads, online content, printed maps and the provision of GPS route data. However, some trailhead/route identification or reassurance signs may be required. A Directional Trail Marker is designed to inform the user of the trail distance to the primary destination, and to reassure the user they are on the right trail. It should also identify connecting trails in the precinct.

Colours and materials will reflect the environment with a focus on a neutral palette to ground the sign and not impede on the natural landscape. Ideally, signs are made of wood or a wood-look recycled composite. Where appropriate, nationally recognised symbols, quirky names and trail icons are incorporated.

### 1.18.3 Food and Produce Trails

#### 1.18.3.3 Design Examples

Each Food and/or Produce Trail should have a clearly identifiable logo that reflects components of the We Are Harvey Region brand e.g. Handcrafted in the Harvey Region.



See Trail markers and Trailheads for construction specifications. An icon is designed for each trail.

## **1.19 Event Signage and Advertising**

## 1.19 Event Signage and Advertising

**This section relates to the use of signage and banners to promote events in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.
- Main Roads WA - Digital board guidelines.
- See Infrastructure Section: Events and Market Infrastructure.

### 1.19.01 Policy

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The Shire may consider bunting and/or banner signs for specific short-term community events, subject to conditions. Note: For event signage and advertising for non-Shire events please see 4.1 Private Advertising Signage.

Advertising for events and other short-term applications should be managed and implemented in accordance with the temporary nature of these activities.

The following should apply to all event advertising material:

- Information is primarily located on digital assets such as Information Bays and through other digital applications, or within existing approved banner locations.
- Use existing static billboard options for event promotion in areas along visitor journey routes prior to Harvey Region arrival.
- Limit printed poster application to designated noticeboards and areas designated for this purpose within urban areas.
- Promote sustainability principles for all printed advertising applications.

## 1.19.1 Road Event Signage and Advertising

**This section relates to the use of temporary event banners in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.

Upgrade existing event signage options by replacing picket fence posts with permanent black posts.

### 1.19.1.1 Application

Event banners may be utilised for major destination event advertising at select locations in the Harvey Region which will be identified by Shire Officers, in conjunction with Place Advisory Groups at a later date. For example, the corner of Paris Road, and Old Coast Road in Australind.

Permanent black posts with tie hooks are installed at the identified locations to improve the visual amenity of event advertising. Temporary event banners must adhere to strict quality, time schedules and brand control.

Also, investigate other permanent event promotion options in town CBD areas such as poster boxes.

### 1.19.1.2 Design Examples



Image Left: Event banner at Ridley Place near Old Coast Road.



Create poster boxes within key precincts and main streets.

## 1.19.2 Shire Main Street Event Banners

**This section relates to the use of Shire of Harvey main street banners for major destination event advertising.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards.
- Western Power: Decorative Fixtures, Signs and Banners on Western Power Assets.
- Shire's Local Planning Policy 4.1.15 – Advertisements.

### 1.19.2.1 Application

Shire of Harvey main street Banners may be utilised for major destination event advertising at select locations in the Harvey Region, including Paris Road/Old Coast Road, Australind, and, Uduc Road, Harvey.

Temporary event banners must adhere to strict quality and brand control.

### 1.19.2.2 Design Examples



Destination and major community events and/or event campaigns may use main street Banners.



Lower level poles are also encouraged to reduce the requirement of a Cherry Picker for installation. However, if the banners are placed at a lower level, a wider median strip is required to allow for truck access. Note: Western Power does not allow banners on most street lights.

*Images: Potential banner design for Uduc Road, Harvey; and street lighting pole banners with low level options in Queen Street, Busselton.*

### 1.19.2.3 Layout and Construction Specifications

Due to the large wind sail area of most banners, these poles must be individually designed and manufactured with the strength to withstand the wind loads experienced in their particular wind region and terrain category.



### 1.19.3 Street Pole Event Signage

**This section relates to the use of Street Pole Banners for major destination event advertising.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.

#### 1.19.3.1 Application

Street Poles within appropriate, high-traffic locations may be utilised for major destination event advertising. Banner covers must use recycled signflute and only be installed in dry weather months.

In most circumstances, street poles will not be available for individual event advertising. Instead, Destination Harvey Region will promote a season of events.

Street Pole banners must adhere to strict quality and brand control.

#### 1.19.3.2 Design Examples



Images Above: Signflute Bollard and Pole event signage by the City of Mandurah.

### 1.19.3.2 Design Examples

An example of a street pole application to promote major events and campaigns in the Harvey Region.

### 1.19.3 Street Pole Event Signage



## 1.19.4 Bin and Planter Box Event Signage

**This section relates to the use of Shire-owned bins and planter boxes for major destination event advertising.**

### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.
- Main Roads WA.

### 1.19.4.1 Application

With permission, professionally designed temporary event promotional stickers may be added to Shire bins and planter boxes in high-traffic locations. High-traffic locations for event infrastructure signage include:

- Town and locality CBD areas.
- Major tourism precincts.

### 1.19.4.2 Design Examples



Planter boxes in the Town of Claremont are used to promote Claremont and its major events.

*Image: Lease Equity.*



Planter boxes may be used to promote major events and campaigns in the Harvey Region.



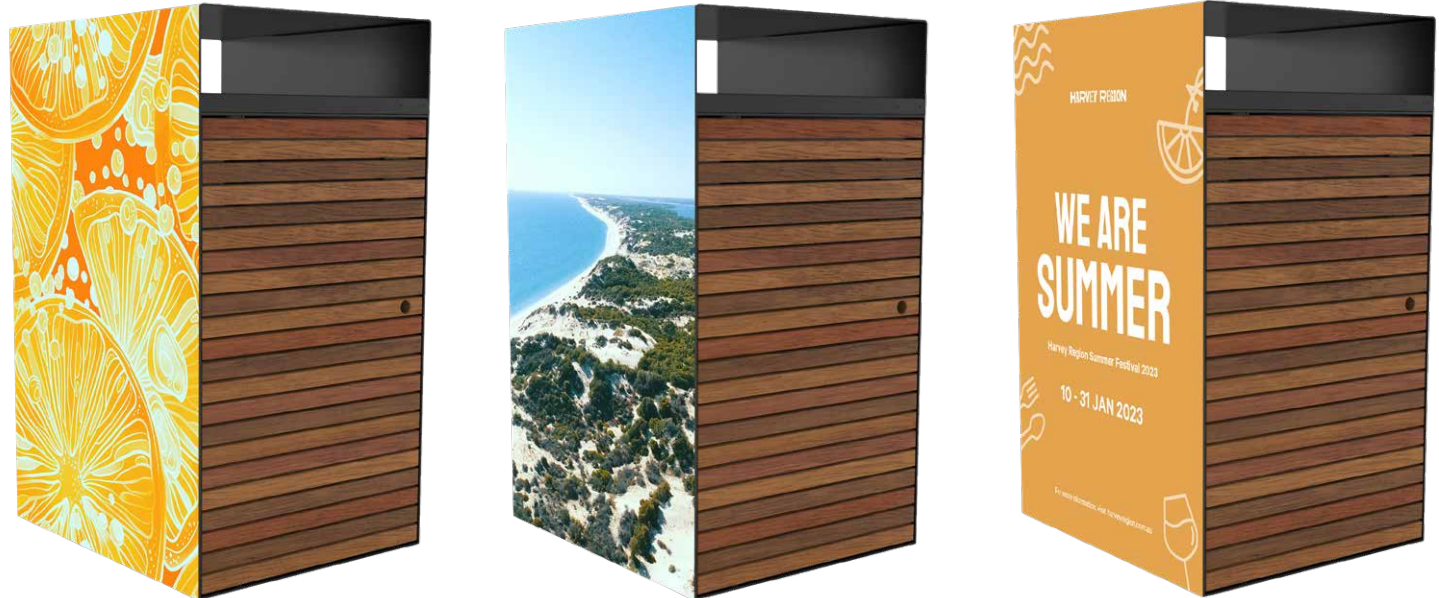


#### 1.19.4.2 Design Examples

### 1.19.4 Bin and Planter Box Event Signage

#### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.
- Australian Standards.



Bins may be used for public art, imagery or major destination and community event promotion.

## 1.19.5 Asphalt and Pavement Signage

**This section relates to the use of Shire-owned footpaths and pavement areas for major destination event advertising.**

### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.
- Australian Standards - including slip resistant and durability requirements.
- Main Roads WA - Pavement Marking.

### 1.19.5.1 Application

With permission, temporary stencils or signage may be added to the footpaths in high-traffic locations. High-traffic locations for event path signage may include:

- Eaton - Australind Heritage Walk;
- Uduc Road, Harvey CBD;
- Leisure Drive Shared Path; and,
- Brunswick.

Signage must use approved non-slip surface applications. Colourful installations are recommended.

### 1.19.5.2 Design Examples



*Image: Stencil used along Mandurah Foreshore.*

The City of Mandurah regularly uses pavement promotion.

### 1.19.6.1 Application

With permission, professionally designed temporary social media-friendly event signage may be used for destination events.

## 1.9.6 Temporary Event Signage

**This relates to the use of temporary event and social media-friendly event signage for destination events in the Harvey Region.**

REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.

### 1.19.6.2 Design Examples

For an epic road cycling trail, consider installing a signage opportunity that celebrates the achievement. Create photo-friendly entrance or Instagram-box opportunities.



Images: Cyclist Magazine in Victoria's High Country, Wonderfruit Festival [bstylevoyage blog](#), [pinoyfitness](#), VC Polo Classic, A Summer Tale Festival, Whimsical Wonderland Weddings, and Formes Vives.



## 1.19.7 Mobile Heritage Truck Event Advertising

**This relates to the use of on-brand digital advertising for destination events in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA advertising.
- Shire's Local Planning Policy 4.1.15 – Advertisements.



### 1.19.7.1 Application

Taking the information to the users, mobile and digital applications should be used for event advertising and Harvey Region promotion.

Rather than a standard billboard, maintain the Region's heritage and rural brand with an appropriate mobile option, such as a vintage truck. The mobile billboard may be used at events or strategically placed on main thoroughfares (with the required approvals).

Additionally, it may be used as a small outdoor cinema screen for local film nights or functions. Outdoor seating options should complement this asset.

### 1.19.7.2 Design Examples

A vintage farm or milk truck combined with a digital sign creates a unique offering and synergy with the Harvey Region brand.



Small movie nights may also be hosted throughout the Harvey Region using the mobile billboard.

*Images: Ice Screen Truck in Chicago, So Perth Movie Night.*

# **SECTION 3**

## **Regulatory Signage**



## 3.1 Regulatory Signage Policy

**Statutory signage protects both users and the natural environment without being overwhelming or unnecessarily negative.**

### 3.1.1 Policy Guidelines

Regulatory Signage should utilise best practice and access and inclusion requirements (see pages 139 and 140).

#### DESIGN

- Design, colour palettes and style elements should be locally meaningful and universally appealing.
- Sign background and lettering colours should be high contrast.
- Colours should be chosen to stand-out from the surroundings.
- Clear, legible typefaces that are large enough to be seen at a distance should be used.
- A limited, easily recognisable and consistent palette of symbols and pictograms should be used throughout.

#### CONTENT

- When possible, positive messaging will always precede the negative.
- The number of negative messages are balanced with an equal number of positive or neutral messages.
- Signs should be uncluttered – using the minimum amount of information and text possible.
- Terminology should be concise, easily understandable and unabbreviated.

#### LOCATION

- Information signs should be in logical places where people might expect them to be.
- Signs should not be obstructed by other signs.
- Signs should not impede the natural landscape.
- Signs should be consistently located so visitors know where to expect them.

#### FUNCTION

- Where appropriate, signs are combined with directional and interpretive signage.
- Sign design and materials are durable, flexible and adaptable to accommodate changes or future requirements.
- Signage fits the environment well – striking the balance between being obvious but not jarring.

### 3.1.2 Logo Use Policy

To maintain the longevity of signage, logo use should be limited on Regulatory Signage. Regulatory Signage that is regularly updated or must provide the user with the controlling body may include logo use.

## 3.2 Safety Signage Types

**This outlines the various types of nationally-recognised safety signs.**

### 3.2.1 Application

There are various types of nationally-recognised safety signs used in the Harvey Region.

#### PROHIBITION SIGNS

These signs indicate that the action or activity is not permitted. A red annulus and slash are depicted over a black symbol. The background colour of this sign is white and text, if necessary, is black.

#### HAZARD SIGNS

These signs warn of a particular hazard or hazardous condition that is not likely to be life-threatening. A black triangle will incorporate a black symbol or exclamation mark. Background colour is yellow and the text, when used, will also be black.

#### MANDATORY SIGNS

These signs indicate that an instruction must be carried out. White symbols are used on a blue circle. The background colour of the sign is white and the text, when used, must be black.

#### EMERGENCY SIGNS

These signs indicate the location of, or directions to, emergency-related facilities (First aid, Safety equipment, Exits, etc.). These signs have a white symbol and/or text on a green background.

#### FIRE SIGNS

These signs indicate the location of fire alarms and fire fighting equipment. These signs have a white symbol and/or text on a red background.

#### RESTRICTION SIGNS

Restriction Signs place a defined limit on the use of a facility or activity. This includes speed restrictions and permitted activities. Included here are Speed restriction signs and Shared Zone Signs. Specifically shown here is a symbol or text within a red circle



*Images Left: Prohibition sign from Australian Safety Signs and shared zone sign from National Safety Signs Australia.*

### 3.3 Colour Palette

The colour palette has been derived from colours used in the Shire of Harvey logo.

These colours offer vibrancy and warmth which are fitting to the physical attributes and unique offering of the Shire. For brand consistency purposes, the colour values specified here should be used at all times.

Tints of the Shire of Harvey corporate colour palette can be applied.

#### 3.3.1 Shire Colour Palette



Pantone 7475 C

CMYK 80, 38, 53, 16  
RGB 53, 115, 112  
HEX #357370



Pantone 452 C

CMYK 10, 10, 40, 27  
RGB 177, 169, 130  
HEX #b1a982



Pantone 5773 C

CMYK 37, 19, 61, 30  
RGB 126, 136, 95  
HEX #7e885f



Pantone 539 C

CMYK 95, 80, 50, 45  
RGB 23, 44, 68  
HEX #172c44



Pantone 1595 C

CMYK 0, 70, 100, 7  
RGB 226, 104, 31  
HEX #e2681f



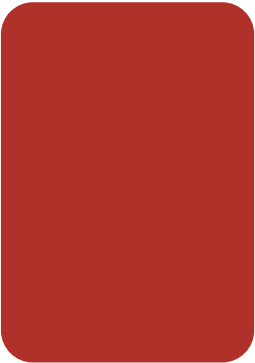
Pantone 7411 C

CMYK 10, 38, 80, 0  
RGB 228, 164, 78  
HEX #e4a44e

### 3.3 Colour Palette

This is the Nationally recognised colour palette for regulatory signs and symbols.

#### 3.3.2 Regulatory Colour Palette



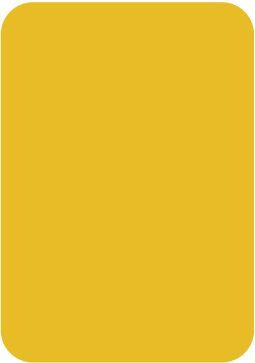
Signal 13 Red

CMYK 0, 72, 76, 31  
RGB 175, 49, 42  
HEX #0xAF312A



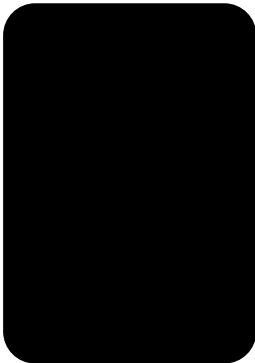
Safety Green

CMYK 10, 10, 40, 27  
RGB 177, 169, 130  
HEX #b1a982



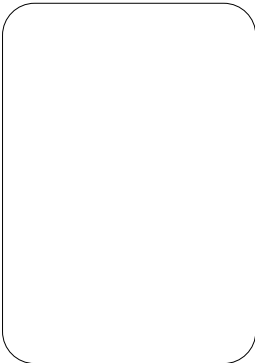
Warning Yellow

CMYK 37, 19, 61, 30  
RGB 126, 136, 95  
HEX #7e885f



Black

CMYK 95, 80, 50, 45  
RGB 23, 44, 68  
HEX #172c44



White

CMYK 0, 70, 100, 7  
RGB 226, 104, 31  
HEX #e2681f

### 3.4 Regulatory Signage Typographic Palette

The Shire of Harvey brand fonts are Gibson and Bree Serif.

Bree Serif bold is to be used for all main headlines while Gibson is to be used for subheadings and body copy. Gibson is available in varying weights and italics. Gibson Semibold is to be used for Subheads, Medium or Regular for bullet points, web URLs or smaller text you wish to highlight and Light is to be used for all body copy.

**Note:** For State signage please refer to the relevant guidelines.

**Bree Serif Bold**  
**AaBbCc1234!#**

**Gibson**  
**AaBbCc1234!#**

#### LIGHT

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

#### REGULAR

AaBbCcDdEeFfGgHhIijj  
KkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890

#### MEDIUM

AaBbCcDdEeFfGgHhIijjK-  
kLlMmNnOoPpQqRrSsTtU-  
uVvWwXxYyZz  
1234567890

#### SEMIBOLD

AaBbCcDdEeFfGgHhIijjK-  
kLlMmNnOoPpQqRrSsT-  
tUuVvWwXxYyZz  
1234567890

#### BOLD

**AaBbCcDdEeFfGgHhIijjK-  
kLlMmNnOoPpQqRrSsT-  
tUuVvWwXxYyZz  
1234567890**

## 3.5 Shire of Harvey Logo

**The Shire of Harvey logo represents the fundamental attributes of the Harvey Region.**

**Each component from the previous identity, such as the sun, oranges, rolling hills, water and trees have evolved to form a contemporary and stylised logo icon.**

**The selected colour palette uses warm and natural tones to give a sense of place by reinforcing the Harvey Region's surroundings and unique offerings.**

### 3.5.1 Application

The Shire of Harvey tagline 'A Breath of Fresh Air' not only reflects the physical attributes of the location and landscape of the Harvey Region, it is also a mindset that drives everything that the Shire does.

This is why this statement has been introduced as a tagline to use with the Shire of Harvey logo. The Shire of Harvey Brand Style Guide includes guidelines on the correct use of the Shire of Harvey logo with tagline.

The proportions and elements of the logo are set for both landscape and portrait formats and should not be altered in any way as seen in the Shire of Harvey Brand Style Guide 2019.

### 3.5.2 Design Examples



## 3.6 Regulatory Icons, Symbols and Arrows

The use of pictograms are beneficial to a signage system as they are understood by a variety of user groups and transcend language barriers.

Australian Standard symbols should be used on the signage as they offer a wide range of proven legible and recognisable options.

### 3.6.1 Application

On regulatory signage, where possible, no more than four symbols should be used at any one time. All symbols are displayed within a circle unless otherwise stated. Symbols and arrows never appear smaller than 10mm in diameter. Arrows only point left, right or forwards and never direct a user backwards or downward direction.

The red colour indicates site regulations and cautions. The green indicates permissible regulations and general information about the site for the user. Where needed, symbols may appear in black.

### 3.6.2 Design Examples





## 3.7 Map Design

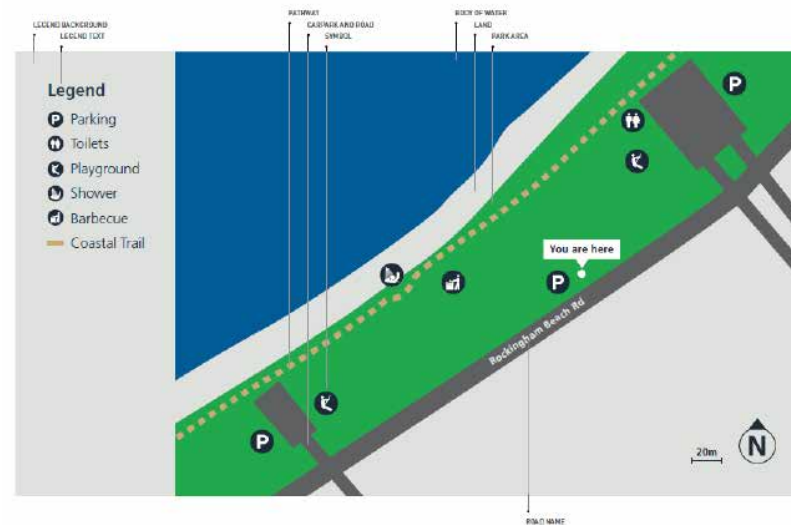
**This relates to maps placed on regulatory signage in the Harvey Region.**

### 3.7.1 Application

The new local and regional map design will adhere to the updated Design Example.

Note: The location of the 'You Are Here' marker will depend on the sign's location.

### 3.7.2 Design Example



## **3.8 Coastal Regulatory Signage**

### 3.8.1 Coastal Regulatory Icons, Symbols, Flags and Arrows

**There are different types and levels of signage used on our beaches.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Beach Safe by Surf Life Saving Australia.

#### 3.8.1.1 Application

##### BEACH FLAGS

The most important flags on the beach are the RED and YELLOW flags. These show the supervised area of the beach and that a lifesaving service is operating.



Swim between the flags.



No swimming.



Caution required.  
Potential hazards.



Evacuate the water.



Surf-craft riding area  
boundary.

##### WARNING SIGNS

Use a yellow background and include simple images to communicate what coastal users should be aware of.



Swimming not advised.



Large waves.



General warning.

##### REGULATORY SIGNS

Regulatory signs advise users about prohibited or permissible activities at the beach. These are red circles, with diagonal lines across a black symbol. There may be penalties imposed if a user disregard these signs. A green circle means an activity is permissible.



### 3.8.1 Coastal Regulatory Icons, Symbols, Flags and Arrows

#### 3.8.1.1 Application

##### INFORMATION SIGNS

Provide information about features or activities which may be present on the beach.



Camping



Boat Ramp



Toilets



Swimming

##### SAFETY SIGNS

Indicate the safety provisions or provide safety advice such as emergency beacons, public rescue equipment or first aid.



Life Ring



First Aid



Emergency Phone

## 3.8.2 Coastal Regulatory Signage

**Coastal signage is required by various local and state government departments.**

### REGULATORY AND INFORMING DOCUMENTS:

- Western Australian Department of Transport.
- National Aquatic and Recreation Signage Style Manual.
- Surf Life Saving WA.

### 3.8.2.1 Application

Coastal signage is designed to inform and warn water users. A more consistent and collaborative approach to coastal signage is implemented.

If signs are unable to be combined into one overall sign, they are placed together and aligned.

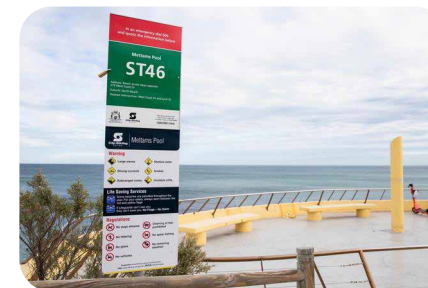


Images: Ridley Place and Eastwell Boat Ramps, Australind,



Presently, coastal signage in the Harvey Region is inconsistent, incohesive and obstructs the visual amenity.

### 3.8.2.2 Design Examples



Images: Beach signage along Bunbury's Back Beach; and beach signage by the City of Stirling.

Where appropriate, beach signage is combined.

### 3.8.3 Boat Ramp Signage

**Signage is required to warn users of potential hazards, allowing them to make informed decisions about the suitability of the location prior to undertaking activities.**

**Car park or Precinct Coastal Regulatory signage is located at beach or boat ramp car parks.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Western Australian Department of Transport.
- Signage is based on the guidelines outlined in the National Aquatic and Recreation Signage Style Manual.

#### 3.8.3.1 Application

Coastal signage is designed to inform and warn water users. A more consistent and collaborative approach to coastal signage is implemented. If signs are unable to be combined into one overall sign, they are placed together and aligned.

The below signs are implemented and managed by the Western Australian Department of Transport, working in collaboration with the Shire of Harvey. Over the next three years, these signs will be implemented at all Harvey Region boat ramps, including Ridley Place, Eastwell, Myalup, Binningup and Logue Brook.

Existing signage will be removed.

#### 3.8.3.2 Design Examples



*Images: New Department of Transport marine boat ramp signage at Geraldton and Hamelin Bay.*

### 3.8.4 Beach Regulatory Signage

**Signage is required to warn users of potential hazards, allowing them to make informed decisions about the suitability of the location prior to undertaking activities.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Signage is based on the guidelines outlined in the national Aquatic and Recreation Signage Style Manual.



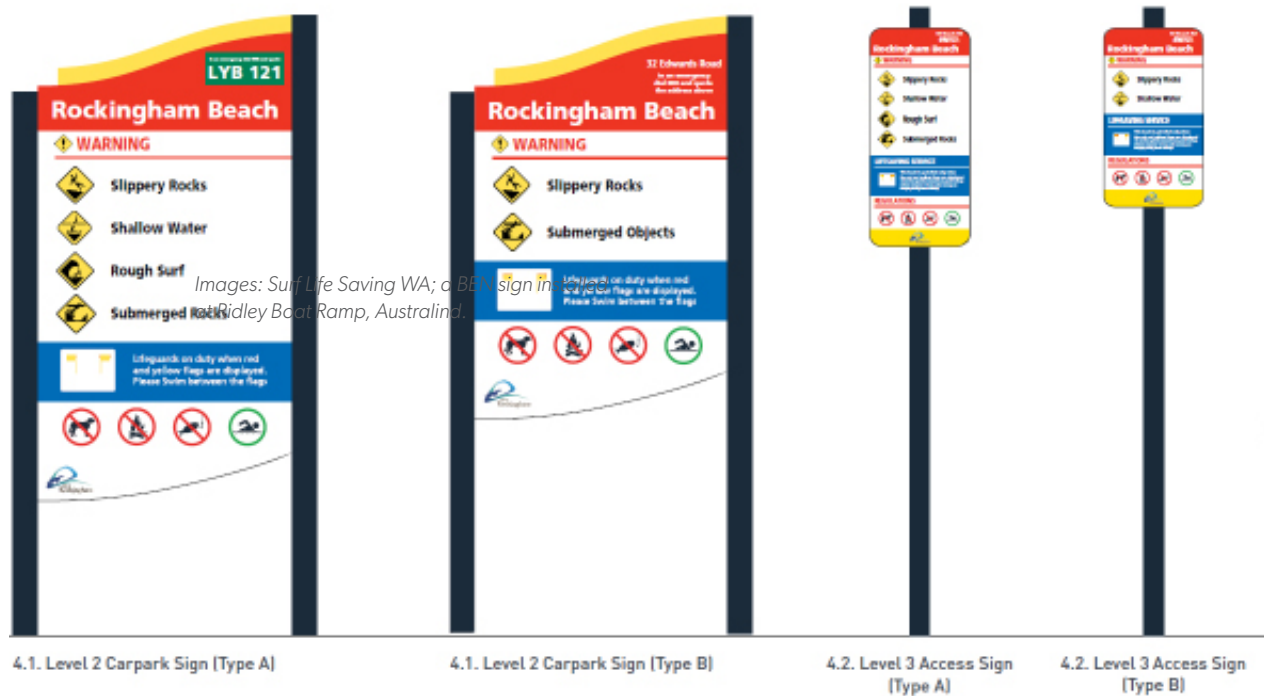
Where appropriate, warning signage is combined with other signage such as BEN Signs (See 3.8.5).

#### 3.8.4.1 Application

Car park or Precinct Coastal Regulatory signage is located at beach or boat ramp car parks (note: only where Maritime Safety signage is NOT in place). Signs should include the location name and emergency marker or address, and hazards within the area.

The red colour indicates site regulations and cautions. The green indicates permissible regulations and general information about the site for the user. Yellow represents warning. Where needed symbols may appear in black. To avoid signage proliferation, warning signage is combined with other signage.

#### 3.8.4.2 Design Examples



Images: Rockingham Signage Style Guide, City of Stirling combined sign.



### 3.8.5 Beach Emergency Number (BEN) Signs

**The BEN system is a unique coding system designed to improve emergency response times by installing signs with unique numbers at beach access points.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Surf Life Saving Western Australia.



Where appropriate, BEN signage is combined with other beach regulatory signage (See 3.8.4).

#### 3.8.5.1 Application

All BEN signs installed under a State Government's program are reversible with a uniform red and green sign on the front and a beach closure alert on the back. This consistent approach ensures familiarity, which improves sign awareness in an emergency.

BEN signs are installed along the coast at beach access points in the Harvey Region. Some signs are also located at estuaries, boat ramps, fishing platforms and jetties.

Each BEN sign has a unique code based on an area prefix followed by a one-to-four-digit number. This code is linked to the coordinates for the location of the sign. The official location name (if there is one), the address, suburb and nearest intersection are also on each sign.

These signs will provide specific location information, vital when emergency services are deployed in the event of a shark sighting, attack or other beach emergencies. This information is also integrated into computer-aided dispatch systems used by emergency services (ambulance, police and SLSWA).

The beach closure sign allows local government authorities (LGAs) easy access to signage in case of an emergency.

#### 3.8.5.2 Design Examples



Images: Surf Life Saving WA; a BEN sign installed at Ridley Boat Ramp, Australind.

## **3.9 Shire Public Notice Signs**

### 3.9.1 Small Public Notice or Regulatory Sign

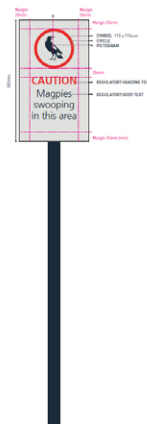
These signs are used to warn or notify the users of a potential hazard in the area.

#### 3.9.1.1 Application

The Shire is committed to positive messaging. However, where directional or interpretive signage is not in place, stand-alone regulatory signage may be required. These signs are located in Shire owned or managed public open space and are designed to be read at pedestrian level.

To maintain the scenic view, where possible, signs are unobtrusive. For example, attaching the sign to a limestone wall rather than on a post reduces the impact on the visibility at this site. Signs posts are always black or galvenised steel.

#### 3.9.1.2 Design Examples



Images: Left, caution sign on black post.

#### 3.9.1.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- White.

##### TEXT

- Australian Standards.
- Black and/or red text (depending on Australian Standards).

##### REGULATORY SYMBOLS

- See 3.6 Regulatory Symbols.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### PANEL

- Direct print to 3mm aluminium with two-pack finish.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

##### POST

- Two-pack finish in black, navy (Pantone 539C) or galvenised steel.

### 3.9.2 Shire Public Notice Bollard

These signs are designed to warn or inform the user when using Shire-owned or managed parks and reserves where Harvey Region directional or interpretive signage is not in place.

#### 3.9.2.1 Application

The Shire is committed to positive messaging. However, where directional or interpretive signage is not in place, stand-alone regulatory signage may be required. These signs are located in Shire-owned or managed public open space and are designed to be read at pedestrian level.

Erected on a medium bollard, icons and a limited amount of text inform or warn the users of activities within the public open space. Approved National icons and colours are used for easy and consistent use.

#### 3.9.2.2 Design Examples



### 3.9.2 Shire Public Notice Bollard

#### 3.9.2.3 Layout and Construction Specifications

**BACKGROUND COLOUR**

- White and Navy (Pantone 539C).

**TEXT**

- Australian Standards.
- Black and/or red text (depending on Australian Standards).

**REGULATORY SYMBOLS**

- See 3.6 Regulatory Symbols.

**ARROWS**

- See 1.8 Wayfinding Arrow application.

**PANEL**

- Direct print to 3mm aluminium with two-pack finish.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 3.9.3 Shire Large Public Notice Sign

Large Public Notice signs are used to display large amounts of information.

#### 3.9.3.1 Application

These signs are post or wall-mounted and designed to be read at pedestrian level. It is recommended that positive messaging always precedes the negative. Hence, where possible, a multi-use sign should be used instead of this sign style. To maintain the scenic view, where possible, signs are unobtrusive. For example, attaching the sign to a limestone wall rather than on a post reduces the impact on the visibility at this site. Signs posts are always black.

#### 3.9.3.2 Design Examples



#### 3.9.3.3 Layout and Construction Specifications

##### BACKGROUND COLOUR

- White and Navy (Pantone 539C).

##### TEXT

- Australian Standards.
- Black and/or red text (depending on Australian Standards).

##### REGULATORY SYMBOLS

- See 3.6 Regulatory Symbols.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### PANEL

- Direct print to 3mm aluminium with two-pack finish.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

### 3.9.4 Multi-purpose Regulatory Signage (see also 1.13.2)

Multiple signs confuse the user. Where possible, regulatory signage is combined with directional and interpretive signage.

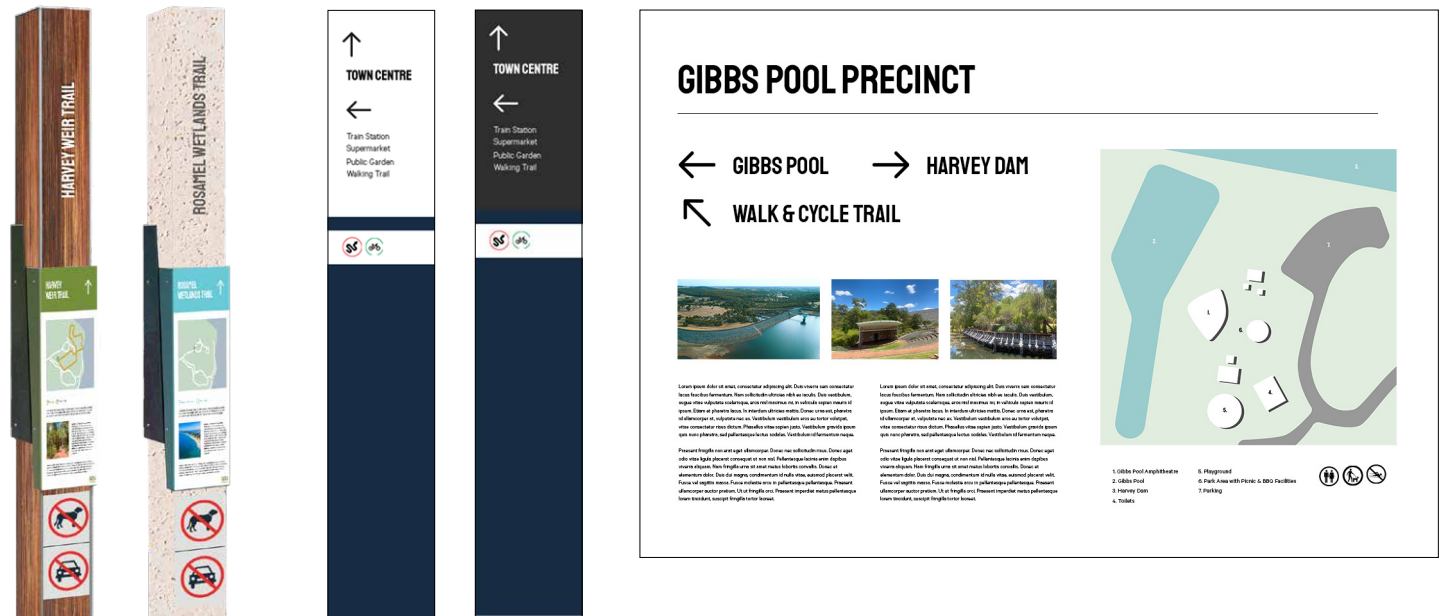
Positive and directional messaging always precedes the negative.

#### 3.9.4.1 Application

The Shire is committed to positive messaging. Hence, where possible, a multi-purpose sign should be used instead of this single regulatory sign. Regulatory and public notice warnings are added to directional and/or interpretive signs.

This consolidates information and reduces the visual impact of signage.

#### 3.9.4.1 Design Examples





### 3.9.5 Shire Large Temporary Public Notice Sign

Large Temporary Public Notice signs are used to notify and inform the user of public work taking place in the area.

#### 3.9.5.1 Application

These signs are wall or fence mounted and designed to be read at pedestrian level. Erected on a work site, they inform the user of the coming project including the estimated completion date, scope of works, contractor(s), funding body(ies), and the estimated cost. Imagery is used to help the user visualise the project and to slightly beautify the construction site.

#### 3.9.5.2 Design Examples



Image Left: Large Temporary Public Notice Sign for the Yarloop Workshops Interpretive Centre Stage 1.

#### 3.9.5.3 Layout and Construction Specifications

##### DESIGN

- Create by Shire's Corporate Communications team.

##### REGULATORY SYMBOLS

- See 3.6 Regulatory Symbols.

##### ARROWS

- See 1.8 Wayfinding Arrow application.

##### PANEL

- Direct print to 3mm aluminium with two-pack finish.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## 3.9.6 Dog Signage

**Dog signage accompanies Dog Friendly Infrastructure - see Infrastructure Style Guide 4.13.**

### 3.9.6.1 Application

Dog signage accompanies dog-friendly infrastructure in the Harvey Region. Where possible, signage is placed at 1.2metre height on existing infrastructure to reduce the impact on the landscape.

### 3.10.1 Design Examples



### 3.9.5.3 Layout and Construction Specifications

#### BACKGROUND COLOUR

- White or Navy (Pantone 539C).

#### TEXT

- Arial or Gibson capitals
- Navy (Pantone 539C) (depending on Australian Standards).

#### REGULATORY SYMBOLS

- See 3.6 Regulatory Symbols.

#### PANEL

- Direct print to 3mm aluminium with two-pack finish.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

## **3.10 Warning, Parking and Other Regulatory Signage**

## 3.10 Warning, Parking and Other Regulatory Signage

**Regulatory signage protects both the user and the natural environment without being overwhelming or unnecessarily negative.**

### 3.10.0.1 Policy Guidelines

Warning, parking and other regulatory signage implemented by the Shire of Harvey adhere to the Australian Standards, Main Roads WA regulations and industry best practice.

The standards and specifications for the face of signs used for controlling vehicular and pedestrian traffic shall comply with AS 1742 - Manual of Uniform Traffic Control Devices (Parts 1 - 15) and the Main Roads Index of Signs (Categories 1 & 3). AS 1742.1 sets out the basic design of signs in terms of colours, size, shapes and makes reference to other AS 1742 relevant parts for use of sign sizes.

### 3.10.1 Warning/Safety or Road/Traffic Management Signs

**These signs are used to warn or notify the users of a potential hazard in the area or to provide traffic management.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standards, including AS 3845.2 2017.
- Main Roads WA - Category 2 Warning Signs and Regulatory Signs.
- Road Traffic Act 1974.

#### 3.10.1.1 Application

Where appropriate, small warning/safety or road/traffic management signs are implemented throughout the Harvey Region. They are used for both pedestrian and traffic management on local roads, within Shire-managed zones or within private precincts.

Signage application is carefully managed to create a balance between providing the user with adequate information and notice while avoiding an over-saturation of signage. Where visible, signage is placed on existing infrastructure to reduce the impact on the landscape.

#### 3.10.1.2 Design Examples



Australian Standard signage with a corresponding yellow post is used to warn users.

However, where visibility is maintained, signs may be added to existing infrastructure such as a nearby limestone wall.



Images Left: Entry sign on Bunbury's Back Beach, Collie River Bridge Fishing Jetty, Australind, No Through Road warning sign in Bunbury.

### **3.10.1 Warning/Safety or Road/Traffic Management Signs**

#### **3.10.1.3 Layout and Construction Specifications**

---

##### **SIGN**

- White with black text.
- Anti Graffiti Overlamine and/or Class 1 Reflective Background.

##### **CONSTRUCTION**

- Sign: 2 - 3mm thick metal sign 450mm x 600mm. Note - sizing may vary based on the sign type.
- Post: Yellow steel or fibre reinforced plastic flat post.

## 3.10.2 Parking Signage

**This relates to Parking signage in the Harvey Region.**

### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standard - Parking facilities Part 5: On-street parking AS 2890.5-1993
- Australian Standard - Manual of uniform control devices Part 11: Parking controls AS 1742.11-1999
- Main Roads WA - Sign Standards.
- Shire's Parking and Parking Facilities Law 2017.
- Road Traffic Act 1974.

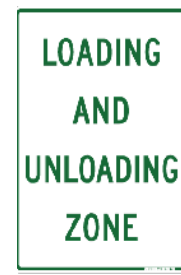
### 3.10.2.1 Application

Parking signage accompanies parking infrastructure in the Harvey Region and adheres to the Shire of Harvey Parking and Parking Facilities Local Law 2017. All on street parking signage must be in accordance with the current Australian Standards, including design (font, point size and symbols/graphics), manufacture, installation and position. This also applies to the use of colour and retroreflectivity materials, and requirements with regards to the use of graffiti protection on sign faces. Where possible, signage is placed at waist height on existing infrastructure to reduce the impact on the landscape.

### 3.10.2.2 Design Examples



Existing parking signage with Shire of Harvey logo is replaced with Australian Standard signage.



Images: Ridley Place, Australind, parking Auto Guru, City of Fremantle parking signs, safety signs, Bronson Safety.

### 3.10.2.3 Layout and Construction Specifications

#### SIGN

- Australian Standards.
- Anti Graffiti Overlaminated and/or Class 1 Reflective Background.

#### CONSTRUCTION

- Sign: 2 - 3mm thick metal sign 450mm x 600mm. Note - sizing may vary based on the sign type.
- Post: Round galvanised steel.



### 3.10.3 Motor Bike Parking

**This relates to signage for Motor Cycle bays in the Harvey Region.**

#### REGULATORY AND INFORMING DOCUMENTS:

- Australian Standard - Parking facilities Part 5: On-street parking AS 2890.5-1993

#### 3.10.3.1 Application

Motor Bike or MC signage accompanies Motor Bike parking infrastructure in the Harvey Region. In accordance with AS2890. 5-1993, the minimum size for a motorcycle parking space is 2.5m x 1.2m. 5. In narrow streets where parking embayments are less than 2.5m wide, angled motorcycle bays would be the preferred option.

#### 3.10.3.2 Design Examples



Stencil MC bay notifications are also used to inform the rider of MC bays in the Harvey Region.

*Image: MC bays in Bunbury's CBD.*

### 3.10.4 ACROD Parking

**This relates to signage for ACROD parking bays in the Harvey Region.**

#### REGULATORY AND INFORMING DOCUMENTS:

- ACROD Parking Program.
- Australian Standard AS 1428.1 2009 "Design for access and mobility Part 1. General requirements for access – new building work".
- Australian Standard AS/NZS 2890.6 2009 "Parking facilities Part 6. Off-street parking for people with disabilities".
- Guidelines on the Applications of the Premises Standards Version 2, Australian Human Rights Commission
- Disability (Access to Premises – Buildings) Standards 2010, Federal Register of Legislation.
- National Construction Code NCC 2019 Amendment 1, Australian Building Codes Board.
- Road Traffic Code 2000, Government of Western Australia.
- Local Government (Parking for People with Disabilities) Regulations 2014, Government of Western Australia.

#### 3.10.4.1 Application

The ACROD Parking Program supports Western Australians with a severe walking restriction and Western Australians who are legally blind to access the community. ACROD parking signage accompanies ACROD parking infrastructure in the Harvey Region.

Where possible and functional, parking signs are erected on an existing wall or infrastructure. Sign design meets Australian Standards and national regulations, including a white sign with green P and blue and white wheelchair symbol with the word 'ONLY'.

#### 3.10.4.2 Design Examples



Poles should be straight and galvanised. In significant precinct areas black or white poles are used. Signage meets Australian Standards.

\* See 3.10.2 for layout and construction specifications.

*Images: ACROD parking at Ridley Place, Australind and Scarborough. Wall mounted signage in Fremantle.*

### 3.10.2 ACROD Parking

#### 3.10.2.2 Design Examples

Stencil ACROD bay notifications are also used to inform the user of bays in the Harvey Region.



*Images: ACROD parking at Ridley Place and the Make Someone's Day initiative.*

### 3.10.3 Pedestrian and Bike Crossing Signage

**Signage is required to warn motorists and cyclists of crossing pedestrians or bikes.**

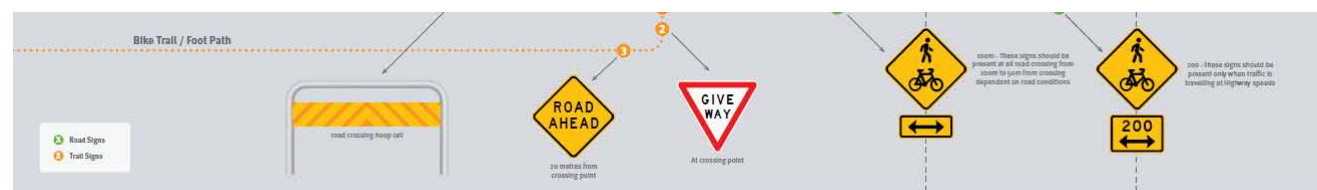
#### REGULATORY AND INFORMING DOCUMENTS:

- Main Roads WA.
- Austroads Guides (Guide to Traffic Management).
- Australian Standards (AS 1742, 1743 & 2890).

#### 3.10.3.1 Application

Pedestrian and Bike crossing signage is used at significant road crossings on local roads in the Harvey Region.

#### 3.10.3.2 Design Examples



Rail trail road crossing signage plan



#### 2.4 Layout and Construction Specifications

As per Australian Standards.

# **Section 4**

## **Private Signage**

## **4.1 Private Advertising Signage**

## 4.1 Private Advertising Signage and Entry Statements

**Advertisements are a crucial form of communication for business, tourism, community and safety messages.**

**The Shire supports the need for advertisements however their design and location needs to be regulated to protect the visual amenity of the Harvey Region and the safety of the community.**

### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.
- Shire's Activities In Thoroughfares and Public Places and Trading Local Law 2017 (as amended)
- Main Roads (Control of Signs) Regulations 1983.

### 4.1.1 Policy

This Shire's Local Planning Policy 4.1.15 – Advertisements seeks to achieve a balance between the provision of appropriate advertisements and to minimise the adverse impacts that advertisements may have on the amenity, appearance and character of an area and/or on the district.

The objectives of this Policy are to:

- Facilitate the effective and timely processing of applications by providing guidance for applicants and Council on the assessment and decision making process.
- Ensure that advertisements are maintained at a level which would not be detrimental to the Shire and Harvey Region's positive image.
- Ensure that the size, scale, location and presence of advertisements are:
  - Integrated within the development of the premises to prevent visual clutter.
  - Proportional to the scale of the premises and activities occurring from that premise.
  - Designed to prevent a detrimental impact on the amenity of the street-scape and its surrounds, main roads or scenic roads.
  - Designed to rationalise advertisements on a premises that supports multiple tenancies.
  - Sympathetic to the style, value and character of a premises with recognised heritage value.
- Ensure that advertisements do not impact the level of safety for drivers, cyclists and pedestrians by obstructing sight lines or distracting road users.
- Ensure that advertisements relate to the approved use occurring on the premises on which they are located.

This Policy applies to advertisements within the Harvey Region, except those that are subject to the Shire's Activities In Thoroughfares and Public Places and Trading Local Law 2017 (as amended) and the Main Roads (Control of Signs) Regulations 1983. For example, all signage on Forrest Highway and South Western Highway must follow the requirements of Main Roads WA.



## 4.1 Private Advertising Signage and Entry Statements

### 4.1.2 Application

To maintain the Harvey Region brand and to raise a business' visitor appeal, private entry statements, farm-gate entrances or wall mounted signage is preferred over billboards or large display signs. Where possible, signs and entry statements should be below eye height.

Visual pollution created by billboards in rural areas can have a significant degrading affect on a region. The European Scientific Journal 2015 presented a report by Milan Kumar Jana and Tanaya De, PhD that outlined the impact of billboards.

*"This kind of pollution (billboards) affects the overall well-being and thus the quality of life of a community, reduces aesthetic appeal, economic health and civic-sense."*

#### CONSIDERATIONS:

- Maintenance of heritage and alignment with Harvey Region brand.
- Main Roads WA and road safety requirements.
- User and PR appeal.
- Accessibility.

## 4.1 Private Advertising Signage and Entry Statements

### 4.1.3 Design Examples

Below are examples of how entry statement signage provides visitor awareness of the business whilst supporting the tourism brand of the region they are located.



Images: Brae Restaurant, Vasse Felix Winery, Mission Estate Winery, Lake Moodemere Winery, Pukara Estate, gates at Spicers Tower Lodge, entry truck to Island Brook Estate, Howard Park Wines, Penfolds, and Dominique Portet.

## 4.1 Private Advertising Signage and Entry Statements

### 4.1.3 Design Examples



Images: Willie Smith Cider in Tasmania; Gateway in the Yarra Valley, Victoria by Weekend Notes.





## 4.2 A-Frame/Sandwich Board Signage

**With permission, temporary sandwich boards may be used in the Harvey Region.**

**Sandwich boards provide an excellent option to activate a space and show the consumer when a business is open.**

### REGULATORY AND INFORMING DOCUMENTS:

- Shire's Local Planning Policy 4.1.15 – Advertisements.
- Venues located on a highway, such as those located in Brunswick Junction, must also adhere to Main Roads WA Policies.



Images: George and Willy Signs, Laser Co, and eBay.

### 4.2.1 Application

A-frames/sandwich boards in outdoor environments bring activation to a precinct or main-street and provide businesses with a valuable marketing tool.

Where possible, they should add to the brand appeal of the Harvey Region. For example, reflect the heritage, wine, coastal or rural nature of the area.

### CONSIDERATIONS

- Adequate space for pedestrians, cyclists and gofers is essential.
- A-frames must be maintained by businesses and relate to that business.
- A-frames must be secured.
- Further activate the street-scape with lighting, planter boxes, banners, public art and street dining.
- Encourage A-frames to be placed inside, out of hours.

### 4.2.2 Design Examples

