

BUSSELL HIGHWAY AND CAVES ROAD, DIRECTIONAL SIGNAGE

**372. Hon BARRY HOUSE to the parliamentary secretary representing the Minister for Planning and Infrastructure:**

I refer to the directional signage on Bussell Highway and Caves Road for the cape-to-cape wine tourism region.

- (1) Why are no more than five signs allowed at any intersection?
- (2) Is the minister aware that this policy is severely affecting the economic viability of many businesses in this area; for example, wineries, galleries, restaurants, artisan workshops, accommodation and factories producing chocolate fudge, ice-cream etc?
- (3) How is the priority determined when more than five signs are eligible for display at an intersection?
- (4) What action does the Government intend to take to overcome this inequitable and unreasonable situation?

**Hon KEN TRAVERS replied:**

I thank the member for some notice of this question.

- (1) Directional signage for services and tourist attractions is determined by Australian standard 1742.6, Main Roads Western Australia's guidelines for service and tourism signs and the tourism signs catalogue issued by the Western Australian Tourism Commission. A general limit is applied of five individual facility names being the maximum number that a driver is able to notice, read and comprehend at any one location.  
  
A number of signs on both Caves Road and Bussell Highway have been removed in the interests of road safety when the quantity of information on directional signs is greater than a driver can realistically comprehend without slowing down, stopping or parking at an intersection on a high-speed road, thereby creating a hazard for other road users.
- (2) Main Roads' primary concern is the provision of an adequate level of road safety. In this regard, Main Roads has been liaising closely with local governments, tourism bureaus, the WA Tourism Commission and other stakeholders in developing a signage system that will assist visitors to locate destinations in safety. The cape-to-cape sign policy incorporates a system of information bays of different scales and a hierarchy of directional signs based on internationally recognised colours and symbols to direct visitors to attractions and services. This policy overcomes the issue of the limit on signage at any intersection by moving the signs to information bays close to the intersection where visitors can read the list of attractions located along the adjoining road in the safety of a pull-in bay along the road.
- (3) Eligible signs are installed on demand at intersections on main roads. However, when there is ongoing demand for more signs and five or more signs are already in existence, all signs are relocated to an information bay on the intersecting road and generic symbolic signage and advance warning information bay signs are installed on the main road. This is done in cooperation and agreement with the relevant local government.
- (4) The current policy of allowing up to five signs at any one intersection and installing information bays where that number is exceeded is considered to provide a reasonable balance between the commercial and attraction needs of local businesses and the need to ensure an appropriate level of safety for all road users.