



NAME OF POLICY: Directional Signage

POLICY MANUAL: Service

BACKGROUND

Requests are received from time-to-time by the Council for directional signage to be installed on public roads to indicate the location of a particular place or facility.

DISCUSSION

It is important that the Council adopts a policy to assist in determining the outcome of any application which is received by the Council for the installation of directional signage. While most applications are received from churches, schools and community based sporting organisations, applications from businesses and other organisations are also received from time-to-time.

This Policy sets out the key principles on which the determination of eligibility for the installation of signage is to be made.

KEY PRINCIPLES

The Key Principles are:

- the primary purpose of street sign poles is for the provision of street name signage;
- the number of signs installed on any one (1) pole shall be limited to ensure that there is no risk of confusion or distraction for drivers of vehicles and to ensure that the amenity of the location is not impaired;
- consideration will be given to organisations or facilities which provide a community based not-for-profit, or emergency service;
- applications will be not be approved in circumstances where the organisation is a profit based, commercial venture, with no tourist interest or traveller service focus.

POLICY

Applications for the installation of directional signage to be installed on street sign poles on public roads will be considered on the following basis:

1. the application must be made in writing on the appropriate application form and signed by an authorised person on behalf of the organisation making the application; and
2. the application is to contain details such as the name of the organisation and the primary role, function or business carried out by the organisation.

In assessing applications, the category of the organisation or facility shall be established in the first instance and this will determine the outcome of the application.

Once the category of the organisation making the application has been determined, the application will be assessed based upon the provisions as set out in Table 1 below.

TABLE 1 – DETERMINATION OF ELIGIBILITY FOR DIRECTIONAL SIGNAGE

CATEGORY	OUTCOME	PARTY TO BEAR BURDEN OF COST	OTHER COMMENTS
Emergency service depots (e.g. SES, Fire Brigade)	Sign generally permitted	Sign: Council Installation: Council	
Not-for-profit community based service providers (e.g. Salvation Army clothing deposit station)	Sign generally permitted	Sign: Purchased by the Council at the Applicant's cost. Installation: by the Council at the Applicant's cost.	
Places of worship (e.g. churches, mosques)	Sign generally permitted	Sign: Purchased by the Council at the Applicant's cost. Installation: by the Council at the Applicant's cost.	
Community sporting clubs and facilities (e.g. ovals, tennis clubs on Council owned land)	Sign generally permitted	Sign: Purchased by the Council. Installation: by the Council.	
Educational Institutions	Sign generally permitted	Sign: Purchased by the Council at the Applicant's cost. Installation: by the Council at the Applicant's cost.	
Traveller accommodation facilities (e.g. caravan parks, motels, etc.)	Sign generally permitted	Sign: Purchased by the Council at the Applicant's cost. Installation: by the Council at the Applicant's cost.	Australian Standard sign set only to be used. Proponent may engage own contractor to install.
Businesses with a tourist focus (e.g. privately owned art galleries, museums, etc.)	Sign generally permitted	Sign: Purchased by the Council at the Applicant's cost. Installation: by the Council at the Applicant's cost.	See "eligibility criteria for businesses with a tourist focus."
Commercial businesses or organisations	Sign not permitted	N/A	
Heritage listed sites (state and local)	Sign generally permitted	Sign: Purchased by the Council at the Applicant's cost. Installation: by the Council at the Applicant's cost.	See "eligibility criteria for businesses with a tourist focus".

Notes:

1. To ensure consistency in standards, the Council will be responsible for ordering, procuring and installing all signs unless otherwise indicated. Responsibility of costs are determined as set out in Table 1. Signs will contain non-commercial wording in plain white lettering on a blue background.
2. Where the costs are to be met by the applicant, the Council will provide the applicant with a quotation, with all monies to be paid prior to the sign being ordered.

3. Signs provided for heritage listed properties will only contain a commercial name where the property has been known by that name for the majority of its life and where the property is still signed with that name on the building itself.

Eligibility Criteria for Businesses with a Tourist Focus

For the purposes of this Policy, to be classified as a tourist associated business, the business must:

1. provide a substantive tourism experience as a primary function and purpose of the facility, in addition to or as part of any commercial/retail nature of the establishment;
2. not require visitors to make a purchase of goods or services at the facility;
3. have all relevant State and Local Government licences and approvals to operate as a tourist attraction, including health, planning and car parking requirements, as well as facilities for disabled persons;
4. be open on weekends and at least three other days of the week; and
5. be appropriately signed within the property so that it is easily identifiable by passing motorists.

The location of any approved signs will be considered and determined on the principle that the sign should direct visitors accurately, but not necessarily along the whole route from a main road to the property. The objective of installing the sign is to mark the most appropriate turn to make from a main or collector road. Directional signage will not be located on local roads.

Refusal of an application may be made on the basis that the existing sign poles at the nominated locations already contain more signs than can reasonably be expected to be interpreted by passing motorists. As a guide, the number of signs installed on each pole, including the street name sign, should be limited to a maximum of three (3).

The street name sign will always be the top-most sign installed on a street sign post. Directional signage will be installed below the street name sign.

REVIEW PROCESS

The Council will review this Policy within three (3) years.

INFORMATION

The contact officer for further information at the City of Norwood Payneham & St Peters is the Council's Manager, City Services, telephone 8360 9007.

ADOPTION OF THE POLICY

This Policy was adopted by the Council 5 September 2005.

This Policy was reviewed by the Council on 6 March 2006.

This Policy was reviewed by the Council on 5 November 2018.

TO BE REVIEWED

November 2021