



# POLICY MANUAL

<b>Policy title:</b>	<b>DIRECTIONAL SIGNAGE ON ROADS POLICY</b>
<b>Policy number:</b>	<b>10.1.1.</b>
<b>Objective:</b>	<b>To guide decision-making when requests for directional street signs are received by Council.</b>
<b>Link to community vision/service:</b>	<b>Transport and Infrastructure</b>
<b>Program Area:</b>	<b>Manager Operations</b>
<b>Policy created: February 2007</b>	<b>Council reviewed: February 2007, 8/1/14</b>
<b>Last reviewed by staff: 8/1/14</b>	<b>TRIM Ref: ED10/15885 &amp; ED16/27015</b>

## Introduction

Directional signage advises road users of the direction to facilities which are located on side streets. The function of such signage is directional and informative only and is not for promotion or general advertising.

The number of facilities which can be effectively signposted at any one point must be limited; a proliferation of signage, together with a street name sign, can render all of the signs ineffective as motorists will have difficulty scanning all the information and making decisions within the time available.

## Definition

Under Council's planning controls directional sign means 'a sign erected by the Council for the purpose of directing vehicular or pedestrian traffic, or advising the public (including advising the public about any restrictions), and which does not include any information of a commercial nature.'

Directional signs erected by Council or another public authority do not require development consent.

Council will not agree to the erection in the road reserve of advertising signs for commercial development. Therefore this Policy does not address directional signage for commercial facilities.

Directional signage for tourist facilities must comply with the Tourist Signposting Manual prepared by Tourism New South Wales and the NSW Roads & Traffic Authority, and be approved by the Tourist Attraction Signposting Assessment Committee (TASAC). This Manual is available at [www.corporate.tourism.nsw.gov.au](http://www.corporate.tourism.nsw.gov.au). TASAC may be contacted through Tourism New South Wales.

## Acceptable Directional Signage

The following criteria will be used by Council to determine whether or not to erect a directional sign:

1. The facility subject of the proposed signage:

Facilities for which directional signage may be approved include:

- Civic facilities such as Post Offices, other Government offices, Council administration and services such as libraries, waste management, swimming pools, sports grounds;
- Hospitals
- Public transport facilities such as airport, bus/coach interchanges, railway station
- Tertiary education institutions
- Shopping centres
- Churches and religious institutions.

Council may also agree to directional signage for registered charities provided they meet the requirements of this Policy. Requests must be in writing, giving reasons for the request, preferred location and the proposed wording of the sign. Requests should be directed to the Manager – Roads & Parks, Infrastructure Services Directorate.

As the number of facilities which can be effectively signposted at any one point is limited, the use of community facility name signs should be restricted to facilities which are likely to be those sought by a significant number of strangers to Lismore.

Primary and secondary schools will only be included if they have some special facility sought by large numbers of strangers to Lismore.

As specific facilities are likely to be sought by name, the shortest name by which the facility is commonly known shall be shown on the signs. A denominational name may be included on signs to churches.

Directional signage will only be erected in relation to an activity lawfully carried out. Council will not erect signage to facilities which are prohibited or operating without development consent, if such is required.

## 2. Shape, Size and Permitted Information

Community facility name signs shall be rectangular with the long axis horizontal. Ends shall be cut square. The maximum length of signs shall be 1,200mm.

The sign shall contain the name of the facility and a chevron pointing horizontally in the general direction of the facility, as shown in Figure 1. Where a chevron does not adequately indicate the direction, it may be replaced by an arrow pointing up or out at 45°, as appropriate. The distance in kilometres may be indicated by a whole number adjacent to the concave side of the chevron. Logos advertising sponsor's names or products for sale shall not be permitted.

Where the facility name requires only one line, the minimum depth of the sign shall be 150mm (with a minimum depth of 130mm reflectorized), and the letter height shall be at least 100mm.



Figure 1 : Community Facility Name Signs

Where two lines are required, the sign shall comprise two x 150mm depth signs mounted together as illustrated in Figure 1 or a fabricated sign 300mm deep.

Council will not erect any signage which creates difficulties for disabled persons, as advised by Council's Access Committee.

### 3. Mounting Height

Where signs are erected above footways, mounting heights shall be not less than 2.5m and not more than 3.0m measured from ground level at the signpost to the underside of the lowest sign.

Where community facility name signs or similar signs are installed on the same post as a street name sign, the street name sign shall be located above the other signs and there shall be a clearance of at least 150mm between the bottom of the street name sign and the top of any other sign.

### 4. Visual Amenity

Council wishes to maintain safe and attractive streetscapes which are not dominated by excessive signage that can constitute visual 'clutter'. Such 'clutter' can be distracting to motorists and become a safety hazard. Council may therefore limit the number of directional signs in any one location, may require the amalgamation of individual signage, or require it to be relocated or removed.

Factors to be considered include:

- The size and number of other signage in the vicinity
- The colour, graphics and presentation of the sign
- The impact of the sign on the streetscape and heritage value (if any) of the area
- Any potential impact on residential amenity, where relevant
- Potential to cause confusion with traffic signs or controls, or other directional signs
- Patronage of the facility.

Often it is not appreciated by proponents of these signs that there are more effective ways of assisting people to reach their destination, such as providing a clear address, a street directory reference or a map on their stationery or publicity material.

To maintain the effectiveness of community facility signage, the following guidelines shall be used:

- a) Where a community facility abuts a major road, signage other than on the property shall not be provided
- b) Where a community facility abuts a street which runs directly off a major road, no signage should be provided to it unless there may be uncertainty about the direction to take, as may be the case where the street name is the same on both sides of the major road.

### 5. Costs of signage

Costs associated with erecting, affixing, placing or displaying signs, and removal of redundant signs, are to be the responsibility of the organisation or individual requesting the sign.

### 6. Removal of directional signage

Council's Rangers/Compliance Officers shall remove privately erected directional signage which does not have Council's agreement.

Council shall also remove approved directional signage which has become redundant due to the closure or relocation of the facility or exhibits unsightly or unsafe characteristics. Costs for this work shall be charged to the facility.