

Council Policy

Directional Signage



COUNCIL POLICY

 Adelaide Hills COUNCIL	DIRECTIONAL SIGNAGE
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Policy Number:	INF-07
Responsible Department(s):	Strategic Assets
Relevant Delegations:	As per the Delegations Register and as detailed in this Policy
Other Relevant Policies:	Nil
Relevant Procedure(s):	Nil
Relevant Legislation:	Local Government Act 1999
Policies and Procedures Superseded by this policy on its Adoption:	Directional Signage Policy, 22 September 2015, Item 14.4
Adoption Authority:	Council
Date of Adoption:	28 September 2021
Effective From:	11 October 2021
Minute Reference for Adoption:	Item 12.7, 211/21
Next Review:	No later than September 2024 or as required by legislation or changed circumstances

Version Control

Version No.	Date of Effect	Description of Change(s)	Approval
1.1	25/02/2020	Amendments to clause 4.10 to provide consistency with changes to Council Petitions Policy	Council - Res 47/20
1.2	28/09/2021	Policy Review	Council –Res 211/21

DIRECTIONAL SIGNAGE POLICY

1. INTRODUCTION

- 1.1 The Directional Signage Policy (the Policy) provides principles and guidelines for the provision of directional signage to enable motorists and other road users to find their way around the district in an efficient and convenient manner.

2. OBJECTIVES

- 2.1 The objectives of the Policy are:

- To provide road directional signage that enables motorists and other road users to find their way around the district in an efficient and convenient manner.
- To ensure directional signage does not contain advertising for any particular facility or business, but are purely directional in nature.
- To prevent a proliferation of signs that may reduce the effectiveness of the signage or detract from the amenity of the area.
- To provide a standard approach to road signage throughout the district.

3. DEFINITIONS

Not applicable.

4. POLICY STATEMENT

The following reflects the Council's position in respect to assessing requests for new directional signage:

- 4.1 Application of the Policy should be consistent with the South Australian "Road Sign Guidelines" for roads under the care and control of the state road authority.
- 4.2 Directional signage located in road reserves should be limited to the following:
- Township directional signs
 - Street name signs
 - Emergency services signs
 - Tourist attractions signs
 - Tourist service signs
 - Community facility signs, such as recreation facilities, churches, schools, etc.
 - Commercial facility signs.
- 4.3 The priority of placement of signs on an intersection signpost shall be in the order as listed above.
- 4.4 Where more than one sign of any particular category is fixed to a post, the closest facility or destination shall be fixed in the higher position, with other signs fixed in descending order.
- 4.5 No sign may be erected on the road without the consent of the Council or delegate.
- 4.6 There should be no more than six signs in total at any road intersection or junction.

- 4.7 Signs should be located in such a manner as to ensure they are visible to motorists travelling from all directions and the number of posts should be kept to a minimum.
- 4.8 Words shall be kept to a minimum to ensure that a sign is only a directional sign and with the exception of the Adelaide Hills Council logo, business or organisational emblems shall not be displayed.
- 4.9 Signs shall conform to Australian Standard AS 1742.2 unless a contrary intention appears.
- 4.10 Signs may be removed whenever Council considers that the sign and/or facility is not serving the needs of the public.
- 4.11 Signs should conform to the following criteria:

Township Directional Signs

- 4.12 The signs shall be installed to provide directions to towns along the road network. They are generally used by motorists in conjunction with maps and are considered a primary tool to reassure motorists that they are travelling in the right direction to get to their intended destination.
- 4.13 Signs should generally be of a 'finger board' style, 200mm high with 150mm high black lettering on a white reflective background. A distance to the post office or centre of township or suburb may be shown.
- 4.14 Council shall supply, install and maintain township directional signs on Council controlled roads. Council will not generally provide 'Billboard' style signs.

Street Name Signs

- 4.15 The signs shall be used to identify the approved name of a street or road. If the road is not connected at both ends to other roads an appropriate "No Through Road" sign will be installed immediately under the street name sign. The style of the "No Through Road" sign will be consistent with that of the street name blade.
- 4.16 Signs shall be of a 'finger board' style, 150mm high with 100mm high lettering.
- 4.17 Signs located within the Adelaide Hills shall have a white reflective category 1 background with black lettering and incorporate the Adelaide Hills logo.
- 4.18 Council shall supply, install and maintain street signs. Council will not normally erect signs giving advanced notice of roads on the approaches to intersections.

Emergency Services Signs

- 4.19 Signs may be located in the general locality of an emergency service to assist people to find the location of a particular type of service. A sign should only indicate the type of service and not include name of the particular unit.
- 4.20 Signs should generally be of a 'finger board' style, 150mm high with 100mm white lettering on a red reflective background.
- 4.21 Council shall supply, install and maintain emergency services signs upon request of an emergency service.

Tourist Attraction Signs

- 4.22 Signs are intended to assist tourists to reach their intended destination such as national parks and commercial tourist attractions.
- 4.23 All costs associated with the purchase, erection and maintenance of the sign shall be borne by the group seeking to have the sign erected. The fee charged shall be calculated at 2 times the cost of materials (i.e. sign, bracket and post).
- 4.24 Generally only one route shall be signed, that being the most appropriate and direct path, with sufficient signage to guide people from the nearest arterial, main or major road to the tourist attraction.
- 4.25 Signs may indicate the distance to the facility if it is more than 1 kilometre from the sign.
- 4.26 Signs will not be permitted for establishments in township areas that have their entrance on an arterial, main or major road but applications will be considered on their merits for rural areas.
- 4.27 Only businesses that have an existing or approved use in terms of the *Development Act 1993*, as amended, will be entitled to have a sign supplied in accordance with the Policy.
- 4.28 Signs may be removed whenever Council considers that the sign and/or establishment is not serving the needs of the public.
- 4.29 Proposals for 'billboard' or stand-alone style of signs will not be provided on local roads. Proposals for such signs on main roads are to be referred to Department of Planning, Transport and Infrastructure for assessment against their criteria and the "Road Sign Guidelines - Guide to visitor and service road signs in South Australia".

Tourist Service Signs

- 4.30 Signs are used to assist tourists to find facilities that provide a service to tourists such as tourism information centres, accommodation, restaurants or public toilets.
- 4.31 The criteria for Tourist Service Signs are the same as for Tourist Attraction Signs except that Tourist Service Signs shall have a blue reflective background with white lettering.

Community Facility Signs

- 4.32 Signs are used to assist motorists to find community facilities such as swimming pools, churches, police, hospitals, and recreation grounds.
- 4.33 Signs should generally be of a 'finger board' style, 150mm high with 100mm white lettering on a blue reflective background.
- 4.34 Council shall supply, install and maintain community facility signs where the facility is operated by a non-profit organisation. Where the facility is a commercial operation all costs associated with the purchase, erection and maintenance of the sign shall be borne by the group seeking to have the sign erected. The fee charged shall be calculated at 2 times the cost of materials (i.e. sign, bracket and post).

Commercial Facility Signs

- 4.35 Signs are intended to assist customers and delivery drivers find a particular business premise. Businesses should have regular contact with customers or deliveries, be located outside of a business or industrial area, and not be located on an arterial, major or main road or a local distributary road.
- 4.36 All Commercial Facility Signs will be of a "finger board" style with the signs to be made of extruded aluminium 150mm high. Lettering shall be a maximum of 100mm in height with white letters on a green reflective background. Words shall be kept to a minimum in number to ensure it is only a directional sign.
- 4.37 Council will not support 'bill board' style signs or stand-alone signs of commercial facilities.
- 4.38 All costs associated with the purchase, erection, maintenance and replacement of the sign shall be borne by the group seeking to have the sign erected. The fee charged shall be calculated at 2 times the cost of materials (i.e. sign, bracket and post) and public spaces.

5. DELEGATION

- 5.1 That Council delegate the authority to approve requests and applications for all categories of signs of a “finger board” style to:

Chief Executive Officer
Director Infrastructure & Operations
Manager Sustainable Assets
Manager Civil Services
Manager Economic Development

- 5.2 That Council delegate the authority to comment on the Department for Infrastructure and Transport proposals for Tourist Attraction Signs to:

Chief Executive Officer
Director Infrastructure & Operations
Director Development & Regulatory Services

- 5.3 The Chief Executive Officer has the delegation to:

- Approve, amend and review any procedures that shall be consistent with this Policy.
- Make any formatting, nomenclature or other minor changes to the Policy during the period of its currency.

6. AVAILABILITY OF THE POLICY

- 6.1 This Policy will be available for inspection at the Council’s Offices during ordinary business hours and via the Council’s website www.ahc.sa.gov.au. Copies will also be provided to the public upon request, and upon payment of a fee in accordance with the Council’s Schedule of Fees and Charges.