

Policy number	Policy 202
Policy title	Directional signs
Strategic outcomes supported	EN6 – Improving how people get around the Town.

Policy objective:

To provide guidance on the provision, erection and maintenance of directional signs within road reserves.

Policy scope:

This policy applies to directional signs within the Town.

Policy definitions:

Nil.

Policy statement:

1. Requests for directional signs within road reserves will be approved for applications received from hospitals, churches, community centres, and non-commercial sporting and community facilities.
2. Approval may be granted for the erection of directional signs to hospitals, police stations, Universities or technical colleges, schools, churches and places of worship, major sporting organisations or facilities, major tourist attractions or facilities and non-commercial sporting and community facilities only at the applicant's expense and subject to the following conditions:
 - a. Not more than three (03) signs are erected on Regional or District Distributor Roads, or as determined by the Town, except in the case of hospitals admitting emergency patients, when additional signs may be erected with approval;
 - b. No sign causing or is likely to cause a traffic hazard or undue distraction to motorists;
 - c. Directional signs to shopping precincts are permitted for district, neighbourhood and local centres;
 - d. Hospital signs displays the name of the Hospital;
 - e. Each sign is to be of the standard colours consisting of a white legend on blue background or where applicable conforming to Australian Standards;
 - f. Signs must not adversely affect in any way the effectiveness of traffic control devices, confuse drivers by indicating a direction which they may have difficulty in following or distracting drivers' attention either as individual signs or by clutter;
 - g. Each message must be short, clear, unambiguous and give systematic preparation for decisions. The letter size and the total sign should be sufficiently large to be readily recognised, having regard to its location and the vehicle operating speeds;
 - h. Signs individually approved under previous policies will be permitted to remain, but no replacement is to be permitted if the signs are not in conformity with current policy; and
 - i. All requests are to be submitted in writing and include:
 - i. The exact wording requested on the signs;
 - ii. The number and location(s) where the sign(s) are to be erected;
 - iii. Suggestions as to which existing structure or pole the sign could be mounted.

3. All signs purchased and erected by the Town are to be maintained and replaced at the expense of the applicant.
4. The cost per sign shall be in accordance with the amount shown in the Schedule of Fees and Charges contained within the Annual Budget.

Related documents

Nil.

Responsible officers	-
Policy manager	Manager Technical Services
Approval authority	Council
Next evaluation date	

Revision history

Version	Action	Date	Authority	Resolution number	Report number
1	Approved	12/08/1997	Council	-	Item 14.3
2	Reviewed	15/08/2006	Council	-	Item 4.1
3	Reviewed	09/07/2013	Council	-	Item 10.1
4	Reviewed	11/08/2015	Council	-	Item 10.1
5	Reviewed and amended	20/08/2019	Council	148/2019	Item 10.1
6	Reviewed	15/06/2021	Council	128/2021	Item 15.4
7	Reviewed and amended	16/09/2025	Council	206/2025	Item 11.2