



Community Facility Directional Signage Policy

1. Purpose

This policy provides guidelines for the installation of community facility directional signage within the Baw Baw Shire. The purpose of this policy is to encourage the erection of signs, in a controlled manner, consistent with other Road Authorities so that they are easily identified/located and understood by the motorist.

Driving a car in a rural environment is a complex task requiring continuous and rapid decision making. This policy seeks to provide a balance between overloading the road environment with generally superfluous information and assisting the motorist seeking a specific destination.

The Policy objective is to rationalise the number of signs within the road reserves such that signs effectively:

- Cover an identified need;
- Catch the driver's attention;
- Communicate a simple and understandable message;
- Be respected by the driver;
- Be positioned to allow enough time for appropriate action;
- Be uniform in appearance.

In some instances it may be necessary to separate the street name signs and the directional signs in order to achieve the above objectives. Road signage is provided for guidance to the motorist and to facilitate safe, efficient and orderly travel. It is not provided for promotional/ advertising purposes.

2. Policy

Council receives numerous requests throughout the year for the installation of community facility directional signs. This policy has been developed to formalise Council's Policy on the installation of Community Facility Directional Signage.

For the purpose of this policy, community facilities are described as facilities that are likely to be sought by significant numbers of visitors to a district. Inclusion of group commercial centres, such as shopping centres, is acceptable but not individual commercial establishments or a local shop.

Tourist promotional information should be provided through tourist information centres/outlets together with appropriate township signs/civic guides. It is neither desirable nor practical to install information signs for every business and activity that occurs along our streets.

This Policy has been developed with reference to: -

- AS1742.5 -1997 Manual of Uniform Traffic Control Devices – Part 5, Street Name and Community Facility Name Signs, Standards Australia.
- Traffic Engineering Manual Volume 2 – Signs and Markings – VicRoads September 2013.

A printed document is an uncontrolled document. Ensure you have the latest policy by viewing online.

- VicRoads Tourist Signing Guidelines 2009.

2.1 Avoiding Sign Proliferation

A proliferation of community facility name signs, together with a street name sign at the same location can render all of the signs ineffective, as motorists will have difficulty scanning all the information and making decisions within the time available. To maintain the effectiveness of directional signage, the following guidelines are recommended:

- a) Where a community facility abuts a major road, signage other than on the property should 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. Emergency service signs are exempted from this restriction.
- c) A desirable maximum of two facilities and absolute maximum of three community facilities should be signposted at any location on a first-come, first-served basis.
- d) The number of signs provided for a facility should be kept to a minimum and should generally be only provided on the most direct access route.

Signs are only considered warranted on the basis of providing directional signage to community facilities and some high traffic generation activities which are located on a side street.

Council will continue to install advance traffic warning signs based on road and traffic condition assessment undertaken by Council officers from time to time in reference to VicRoads guidelines.

(A "major" road is defined as a road having an arterial function. These roads will normally be well defined in the road network and clearly identified with guide signs at significant intersections.)

2.2 Sign Shape and Colour

Community facility directional signs shall generally be of rectangular shape and in a similar format to street name fingerboards. Colours used will be white lettering on a blue reflective background in accordance with AS1742.5.

Organisation logos should not generally be used as they required larger sign plates, increase the cost due to additional artwork etc, and provide additional information that the motorist must interpret.

2.3 Location

Signs will be provided at intersections to direct road users to community facilities located on side streets. Signs are normally provided at a single location to indicate the most convenient route to the facility from the nearest major road. Signs are placed in the same location as the street name signs and are normally mounted immediately below the street sign

Signing at two or more locations should be used only when the facility generates an appreciable amount of traffic or where similar convenient routes originate at widely separated points on major roads.

Consideration will be given to:

- The appropriateness of directing traffic where similar services are within close or closer proximity to the signage location.
- Proliferation of signage at the requested location.

2.4 Sign Posting to Major Facilities

At facilities which generate large amounts of traffic, such as educational facilities, major sporting venues, or large regional shopping precincts, conventional direction signage as described in AS 1742.2 Clause 2.5 using the G1 and G2 series signs may be required for proper traffic management.

2.5 Tourist and Services Signs

Signing of facilities which are primarily of interest to tourists shall be in accordance with the *VicRoads Tourist Signing Guidelines 2009*. These guidelines set out in detail the process for considering applications and design details for signs approved under the guidelines.

2.6 Private Organisations/Businesses

Private establishments such as milk bars, individual shops or similar shall not generally be signed to avoid sign proliferation. Consideration may be given providing the establishment demonstrates a high need for signage and fully funds the cost of the signs.

2.7 Costs

Directional signs relating to community facilities under Council control shall be provided by Council at full Council cost. Directional signs relating to private businesses and community facilities NOT under Council control shall be fully funded by the proponent.

2.8 Funding Criteria for Community Facility Signage

The following criteria for a community facility to have signage provided by Council at full cost must be met. The organisation seeking the signage must

- Be a not for profit body corporate/organisation
- Have an agreement with the Council that the facility, for which the signage is being requested, is available for general public use

2.9 Approval to Install Signs

In accordance with the VicRoads guidelines where signs have been/are installed by Council, these signs may remain at Council's discretion until they are reviewed in accordance with this policy, or are no longer considered serviceable. Upon review, signs that do not conform to the policy will be removed by Council following appropriate prior notice being given to the respective organisation. Signs that are no longer serviceable will be assessed in accordance with the above guidelines prior to approval being considered for their replacement.

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The pre-existing signage to policy adoption will be allowed to remain at Council's discretion, however, Council maintains the right to replace or remove any signs installed on roads under its control when any of the following occurs:

- The facility no longer conforms with the conditions of the sign approval;
- The sign is in a poor state of repair or is no longer needed;
- The facility no longer operates as an eligible community facility or the facility ceases to operate;
- There is a demonstrated need for aggregating signs in a particular location;
- The road authority/Council needs to resume the land;
- Council is no longer the designated road authority for the location.

Replacement of any existing signage will be subject to the conditions of the Policy and will require a new application. Replacement signage will only be approved in accordance with this Policy and prior existence of signs does not infer automatic approval for new signage.

2.10 Installation and Maintenance

Installation and maintenance of the signs along Council roads will be undertaken by the Council. The need for sign repairs or replacement shall be at the discretion of Council. The cost of maintaining the signs within the road reserve including damage or vandalism, replacement, reinstatement and/or re-erection is the responsibility of Council.

The maintenance of signs installed by private establishment as per point 2.6 above will be the full responsibility of the respective private establishment.

Status: Draft

Approval Date:
Approval Authority:

Policy Effective From:

Due for Review on:

Responsible Section:

Infrastructure Services & Growth



Typical community facility sign,
often installed under existing
street fingerboard sign



Larger facility signs on display at
Queen St/Smith St



Signage clutter which this policy
will assist in avoiding