

Signage on Council Owned or Managed Land	Document No:	SCS-012
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Responsible Officer:	General Manager Governance & Infrastructure	
Authorising Officer:	Chief Executive Officer	

1. Purpose

The purpose of this policy is to define the principles for effective signage and the authority which allows the regulation of all signage on land that is owned or managed by Council.

2. Scope

This policy applies to the regulation of all signs within the Surf Coast Shire on Council owned or controlled land. Signage on all other land should be referred to the relevant authority.

The policy authorises the Signage on Council Managed Land Management Procedures to provide further guidance for Council Officers on particular types of signs, the process of approval and relevant considerations for each type of signage.

3. Application

This policy applies to Councillors, employees and contracted service providers involved in signage decisions.

4. Definitions

Authorised officer	An officer appointed under section 224 of the Local Government Act 1989 for the purpose of enforcing the Surf Coast Shire Community Amenity Local Law No. 1.
Permit	A document authorising the display of signs issued by Council's departments including Local Laws, Planning, Economic Development & Tourism, Events. A permit may also be issued in conjunction with other public bodies e.g. VicRoads.
Way-finding	Way-finding informs people of the surroundings in an unfamiliar environment. For way-finding to be effective, it is important to show information at strategic points to assist people with their decision making and guide them in the right directions.
Way-finding system	A system for providing directions to a service/facility that incorporates elements such as: <ul style="list-style-type: none"> • clear street name signs relevant to the road hierarchy • Signs on the building or property at the destination • Correct and visible address displayed on all letterheads and promotional material including brochures and websites • Accurate directions and map coordinates. • The provision of directional signs alongside roads

5. Policy

Council is committed to regulating signage that is effective and supports way-finding in a consistent, clear, logical and user-friendly manner.

Signage is an important element of the amenity and character of a community. The design and location of signs may positively or negatively affect the character of the environment, both built and natural.

Therefore, signage must be functional and complementary to the location in which it is sited. It must not dominate or intrude upon the character and visual amenity of an area, the buildings on which they are displayed and the general environment.

The use of standardised signs and symbols and consistent colour coding is encouraged for signs that comply with appropriate Australian Standards and Vic Roads Guidelines. Signs must not contain any material that may be considered sexist, derogatory or offensive.

Too many signs may create visual pollution and detract from the appearance of the environment. Signage should be aggregated where possible at decision points to help way-finding decisions and reduce clutter.

5.1 Basic Principles for Effective Signage

To be effective, signs must be:

1. Located at sites where directional decisions are made to help way-finding decisions.
2. Consistent in appearance and placement
3. Grouped together and aggregated where possible to avoid sign proliferation
4. Sited in a way that will not affect driver or pedestrian safety and access
5. Kept to the minimum number of signs required for effective communication
6. Designed to ensure the size, type and layout of lettering on signs is clear and legible.
7. Concise with the amount of text kept to a minimum
8. Designed to replace words with recognised symbols where practicable.

5.2 Authority to Issue a Signage Permit

A permit for signage can be approved by a Council authorised officer.

The Surf Coast Shire Planning Scheme regulates the display of many signs and associated structures. [Section 52.05-4](#) of the Scheme identifies all circumstances where a planning permit is not required.

In the circumstances where a planning permit is not required, a permit for signage will be issued under the Surf Coast Shire Community Amenity Local Law No. 1 or the Road Management Act 2004.

Council Officers will endeavour to help applicants meet the requirements contained within this document and will advise of the circumstances where such an application cannot be approved.

The issuing of a permit is deemed to be a privilege or an opportunity offered to the applicant, rather than a right, even if the area is deemed suitable. Council may choose to allocate the space for other activities at its discretion.

All such decisions will be based on this Policy, the Tourism, Directional & Commercial Management Procedures, or any other relevant legislation, standard or guidelines referred to herein.

6. Records

Records shall be retained for at least the period shown below.

Record	Retention/Disposal Responsibility	Retention Period	Location
Application forms and related permits	Relevant Department	PROS 09/05	Relevant HPRM TRIM File

7. Attachments

Surf Coast Shire Management Policy & Procedure: Signage on Council Managed Land

8. References

Surf Coast Shire - Planning Scheme.

Surf Coast Shire - Community Amenity Local Law No. 1.

Road Management Act 2004.