

SCS-012 Signage on Council Owned or Managed Land

TRIM Reference: D22/22175 Due for Review: 9 February 2025
Responsible Officer: Manager Economic Development, Arts & Tourism

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.

Policy Principles

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.

Scope

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

Policy

Surf Coast Shire 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.

Priority will be given to signage for a named precinct or to indicate a location with a number of facilities and services. Where the precinct is not named, clear road name signage or generic terms e.g. 'shops' will be used. Individual facilities, services or businesses located within the precinct will not be signed from the road. Smaller way-finding signage may be used within a precinct to support clear direction.

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.

Basic Principles for Effective Signage

The following principles will be applied:

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.

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 or not to proceed with a sign installation at its discretion.

All such decisions will be based on this policy, the Signage on Council Managed Land Management Procedures, Tourism Sign Guidelines, or any other relevant legislation, standard or guidelines referred to herein.

Local Government Act 2020 Principles

Principles	Applicable to policy	If yes, provide details
Governance Principles (Consideration of the Governance Principles under s.9 of LGA 2020)	Yes	9(a) Council decisions are to be made and actions taken in accordance with the relevant law. 9(b) Priority is to be given to achieving the best outcomes for the municipal community, including future generations. 9(i) The transparency of Council decisions, actions and information is to be ensured.
Community Engagement (Consideration of Community Engagement Principles under s.56 LGA 2020)	No	
Public Transparency (Consideration of Public Transparency Principles under s.58 of LGA 2020)	Yes	56(b) Council must specify which Council information must be publicly available, including all policies, plans and reports required under this Act or any other Act.
Strategies and Plans (Consideration of Strategic Planning Principles under s.89 of LGA 2020)	No	
Financial Management (Consideration of Financial Management Principles under s.101 of LGA 2020)	No	
Service Performance (Consideration of Service Performance Principles under s.106 of LGA 2020)	No	106(a) Services should be provided in an equitable manner and be responsive to the diverse needs of the municipal community 106(b) Services should be accessible to the members of the municipal community for whom the services are intended 106(c) Quality and costs standards for services set by the Council should provide good value to the municipal community; 106(d) a Council should seek to continuously improve service delivery to

		the municipal community in response to performance monitoring; 106(e) Service delivery must include a fair and effective process for considering and responding to complaints about service provision.
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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 destination 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 where appropriate.

Related Procedure

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

References

- Surf Coast Shire - Planning Scheme.
- Surf Coast Shire - Community Amenity Local Law No. 1.
- Road Management Act 2004.

Document History

Version	Document History	Approved by – Date
1	Adopted	Council Resolution – 24 October 2017
2	Adopted	Council Resolution – 26 April 2022