City of Port Lincoln
Seafood Capital of Australia

POLICY DOCUMENT 14.63.3

Policy Name	Directional Signage
Policy No.	14.63.3
Version:	2
Strategic Reference:	3.4 Implement business excellence and continuous improvement, including service reviews assessing relevance, efficiency and effectiveness.
Responsible Department:	Environment and Infrastructure
Policy Adopted:	15 June 2026
Last revised date:	16 May 2022
Minute reference:	CO 26/135
Next review date:	Council will review this policy 4 years after adopted date or following significant change to legislation or aspects included within this policy.
Applicable Legislation:	Local Government Act 1999 Road Traffic Act 1961 Planning, Development and Infrastructure Act 2016 AS 1742.2 General Signage Australian Standards 1742 Disability Inclusion Act 2018
Related Policies:	-
Related Documents:	DIT Roadside Guidelines

1. INTRODUCTION

This policy sets how Council manages directional signage on road reserves, footpaths and public spaces to guide motorists to key community, tourist and (where appropriate) commercial facilities while protecting amenity and prioritising traffic management and safety signage. Requests must be made in writing and are assessed against safety priorities, cumulative visual impact and whether the signage provides adequate direction to key facilities and destinations, with applicant contributions potentially required (full cost recovery for government agencies and private businesses; sign cost only for non-profit community organisations; waivers may apply where there is a clear community benefit).

2. PURPOSE

To guide motorists to community, tourist, or commercial facilities, particularly those not on main roads and to ensure the amenity of the city is maintained.

3. REQUEST FOR SIGNS

All requests for a directional sign to be erected on a Council road reserve, footpath or public space must be submitted in writing to Council.

The evaluation of directional sign requests shall have regard to:

- the priority required for traffic management and safety signs;

- ensure that the cumulative visual impact of all signage contributes to a high quality urban environment; and

- facilitate adequate directional information for key community facilities and tourist destinations.

Council may require a financial contribution from the applicant to have a symbol or tourism sign erected.

Signs erected for Government Departments, Government Agencies and private businesses shall meet full cost recovery, including the cost of installation. Non-profit community organisations shall be required to meet the cost of the sign only. Where a community benefit would be derived by the erection of the sign, no contribution will be requested for erecting the sign.

4. RELEVANT DELEGATED POWERS AND DUTIES

Any actions or decisions made regarding this policy, will be enacted upon as per Council's current Delegations Register.