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## **1. PREAMBLE**

### **1.1 Background**

Directional signs form an important part of the urban environment. They fulfil a range of functions including meeting statutory, commercial and community objectives.

The value of directional signs is in assisting the community and the visiting public to find facilities. It is important that public signs follow the principles of universal design to ensure equal access and inclusion across the community, are consistent in their siting and presentation, and that the resultant public environment is free of visual clutter.

The City of Holdfast Bay (Council) receives many requests for the installation of "directional" signs.

### **1.2 Purpose**

This Policy provides a set of principles to be used when Council assesses and determines the location and placement of directional signs.

### **1.3 Scope**

This Policy applies to all directional signs within the municipality of the City of Holdfast Bay.

### **1.4 Definitions**

Directional signs means signs which provide direction to facilities or premises, where the facilities or premises are some distance away from the location of the sign itself.

### **1.5 Strategic Reference**

Placemaking: Creating vibrant and safe places  
 Placemaking: Developing walkable connected neighbourhoods  
 Community: Providing welcoming and accessible facilities

# DIRECTIONAL SIGNS POLICY

## 2. PRINCIPLES

- 2.1 Council recognises the importance of providing directional signs to premises of a community, public or institutional nature.
- 2.2 Directional signs will not be installed for individual business premises, except for business within the Glenelg District Centre zone and in side streets off Jetty Road, Glenelg where the Jetty Road Mainstreet Committee may provide coordinated directional signs for businesses.
- 2.3 In limited circumstances the installation of directional signs for facilities of a tourism nature may be justified by the need to provide information and assistance to visitors to the City of Holdfast Bay.
- 2.4 The installation of all directional signs will be at the discretion of the Council and will be consistent with and follow the principles of universal design, the current wayfinding standards as set in AS 1428.4.2, Council style guidelines and as prescribed in the *Disability Inclusion Act 2018*.

## 3. REFERENCES

### 3.1 Legislation

- *Development Act 1993*
- *Disability Inclusion Act 2018*
- *Local Government Act 1999*

### 3.2 Other References

- *City of Holdfast Bay Development Plan*
- *Australian Standards 1742.3, 1428.4.2*
- <https://designfordignity.com.au/retail-guidelines/dfd-06-03-wayfinding-principles-and-guidance.html>