



TRADER DIRECTIONAL SIGNS

City of Stonnington's Trader Directional Signs and Trader Directional Poles are a service offered by Council to direct vehicular and pedestrian traffic to commercial premises located on **side streets** in commercial areas.

The Trader Directional Poles are installed at intersections with major roads with the Trader Directional Signs pointed down the side street (e.g. Corner of Chapel and Greville Streets in Prahran). Generally, each pole can only hold a maximum of five (5) signs and a minimum of three (3), with each sign blade (double sided) advertising a single business only.

(N.B. Businesses cannot display address, contact or website details on their signs)

The fee structure for Trader Directional Signs is as follows:

Annual Permit Fee: \$256.00 (inc. GST) in advance at the start of each Financial Year

NOTE: A pro-rata maintenance fee is payable in advance if the sign is installed mid-financial year:

Less than 6 months	\$128.00 (inc. GST)
6 to 9 months	\$192.00 (inc. GST)
9 to 12 months	\$256.00 (inc. GST)

Sign Writing Fee: \$256.00 (inc. GST) payable if Council arranges sign writing. Businesses can arrange for their own sign writing if desired. The sign writing fee will also be charged for any changes to existing signs.

IMPORTANT NOTE: All sign plates are provided by the City of Stonnington and remain the property of the City of Stonnington. The installation and removal of the signs can only be carried out by authorized Council staff and contractors. Under no circumstances is the trader permitted to install or remove sign. Time of completion may take minimum 1.5 months all depending on contractor workload.

To apply for a Trader Directional Sign, please complete the attached application and either post or email back to both Infrastructure Administration.

Regards,

Angela Gutierrez

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