

	Directional Signage Policy <i>Policy No. ADMPOL 08</i>	Version No:	5
		Responsible Officer/s:	Manager Strategy and Growth
		Classification:	Administration
		Issued:	19 March 2018
		Next Review:	September 2027

1. Purpose

To guide appropriate and consistent decisions about directional signage, and to present a clear process for the assessment of requests. Specific objectives of this Policy are:

- To uphold a regulated and uniform manner in the installation of directional signs on land owned or managed by Council and maintain consistency with the requirements of other relevant authorities.
- To provide appropriate information signs that promote townships, services and tourism destinations in a consistent and useful way.
- To ensure the efficient placement of directional signs which enhance streets, road reserves and precincts by improving the overall impact and effectiveness of signage.
- To utilise existing structures for the erection of signage as far as practicable and where possible encourage rationalisation of signage.
- To provide advice regarding requirements for short term community information signage which relates to specific events or activities.

2. Scope

This policy applies to the following types of signs (as defined in the Definitions listed below):

- Advertising Signs.
- Fingerboard Signs (also known as street blades).
- Interpretive and Informational Signs.
- Temporary Signs.
- Tourism Signs.

This policy excludes Guide Signs, Regulatory Signs, Warning Signs, and Election Signage.

Definitions

Advertising Signs	Signs promoting a commercial activity, service or product rather than providing directions to its location.
Fingerboard Signs	Includes street name and geographical name signs as well as direction signs to community facilities, and tourism destinations.
Gateway Signs	Signs that welcome visitors to the district or town and farewell them on departure. These signs reassure visitors that they are in the right place and create a statement of arrival and departure.
Interpretive and Informational Signage	Signs which provide information, both advisory and points of interest, on public land, including paths, parks, foreshore reserve, historic buildings, geological features and sporting precincts.
Moveable Sign	A sign which is not fixed or otherwise secured in position such that it can be easily moved (e.g. A-Frame sign). Explanations and requirements are defined in detail in District Council of Grant, <i>By-Law No 4 – Moveable Signs</i>

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Sign	Every painted sign, mural or other sign, signboard, visual display screen, visual image, visual display or projection device, other advertising device, lamp, globe, floodlight, banner, bunting and streamer, including any background as well as any lettering and any advertising structure. A sign includes an 'advertisement'.
Temporary Signs	Signs that announce a local event of a religious, cultural, political or recreational character for a fixed period.
Tourism Signs	Signs which provide directions to tourism attractions and tourism services, to welcome visitors to the region and inform them of the range of attractions and services available at the destination.

3. Policy

3.1. Council reserves the right to remove any sign that:

- Contains offensive or inappropriate wording.
- Includes a design or construction which is deemed unsuitable.
- Unreasonably restricts the safe and efficient use of the road or footpath, giving due consideration to access for people with disabilities.
- Unreasonably endangers the safety of members of the public.

3.2. Advertising Signs

All advertising signs require lodgement of a Development Application, except as described in a).

- Advertising for the purpose of property identification on a sign that does not exceed a total area of 0.2 square metres may be erected without development approval.
- In all other cases, advertising signs require lodgement, assessment and approval of a Development Application which includes the required plans and details – this may be submitted via the SA Planning Portal or with assistance from council.
- An assessment will be conducted in accordance with the relevant requirements of the Planning and Design Code and the *Planning Development and Infrastructure Act 2016*.
- Written permission may be required from the relevant landowner (Council or Department of Transport and Infrastructure (DIT)). DIT does not support the establishment of advertising displays on road reserves. Council is unlikely to issue permission for an advertising sign on a road reserve or on Council land except in exceptional circumstances.
- It should be noted that:
 - Fixed commercial advertising signs shall be located only on the property of the premises being advertised.
 - Advertising signs shall not be installed on road reserves except for movable signs that conform to Council's By-Law No 3 and By-Law No 4.

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- Council has the right to remove all unauthorised signage from road reserves under Section 221 of the *Local Government Act 1999*.

3.3. Fingerboard Signs

- Applications for fingerboard signs must be made to council in writing and will be assessed in accordance with this policy.
- No more than four (4) fingerboard signs shall be placed on a single post in accordance with Australian Standards. Priority for placing signs shall be in order of:
 - Township Names.
 - Street Name.
 - Emergency Services.
 - Community facilities.
 - Tourism destinations.
 - Commercial Estates.
- Applications for signs shall be assessed in terms of the need, usefulness, and amenity of the signage with consideration to availability of space.
- If approved, costs associated with the manufacture and installation of fingerboard signs will be on charged to the applicant.
- Advertising signs for individual commercial facilities/businesses are not permitted on fingerboard signs.

3.4. Interpretive and Informational Signage

- Signs placed by community and sporting groups on public or council-controlled land will require the permission of Council prior to their placement and must be erected to Council's standards and style guides.
- Information displayed on interpretative and informational signs should be clear and concise, and if using symbols, should adhere to standard logos in compliance with Australian Standards.
- Signage structures may vary in style, size, shape, materials of construction, however, they must:
 - Be sympathetic and complementary to the surrounding environment.
 - Be constructed of a material that weathers in a desirable and appropriate manner.
 - Be constructed of a material that is vandal proof as far as practical.
 - Be appropriately placed so as not to become a nuisance or form a safety risk.
 - Be considerate of the diverse information needs and styles of the community.

3.5. Real Estate Signage

The placement or display of any signs relating to the sale of real estate shall generally only be permitted on private land and must be in accordance with *By-Law No 4 – Moveable Signs* and the *Planning, Development and Infrastructure Act 2016*.

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3.6. Temporary Signs

Temporary signs that are to be placed on public or council-controlled land require the permission of Council prior to display, except if:

- The total area of all advertisements of that kind displayed on one (1) building or site is not more than 2 square metres; and
- It is a sign advertising a Federal, State or Local Government election, and the advertisement is displayed for a period not exceeding eight (8) weeks prior to the event and three (3) days after the conclusion of the event; and
- The advertisement does not move, flash, reflect light so as to cause undue distraction to motorists, and is not internally illuminated.

Temporary signs are not to be displayed on a median strip, traffic island or on a carriage way of a street or road.

3.7. Tourism Signs

Tourism signs shall generally be installed and presented in accordance with *Australian Standard 1742* and the Department for Infrastructure and Transport's *Road Sign Guidelines – Guide to Visitor and Services Road Signs in South Australia*.

- Applications for new signs must be made to council in writing.
- Establishments which are not open on a regular basis or are open less than two (2) days per week, should not be signed as tourism establishments due to visitor expectation that is created from tourism signage suggesting that the business would be available for visitation at usual tourism times.
- Moveable signs may be utilised as tourism signs when used in accordance with Council's *By-Law No 4 – Moveable Signs* and the *Planning, Development and Infrastructure Act 2016*.
- Premises that are predominantly retail/sales outlets are not considered as tourism establishments but rather as commercial establishments.
- Signage on DIT controlled roads is to be installed subject to the approval, requirements and conditions of DIT.

Please note, applications for brown Tourist Attraction Road Signs can be made on the DIT website.

3.8. Existing Signs

Existing signs which do not adhere to the policy may be allowed to remain at Council's discretion. Council maintains the right to remove any signs in the following circumstances:

- The facility ceases to operate.
- The sign unreasonably endangers the safety of members of the public.
- The road authority needs to resume the land.
- The sign unreasonably restricts the use of the road.
- The sign did not comply with the Council policy in place at the time of its installation.

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- f) In the case of tourism signs; the destination promoted on the signage no longer conforms with the operating conditions of the sign approval.
- g) The sign is in a poor state of repair.
- h) The sign contains offensive or inappropriate wording.
- i) The design or construction is deemed unsuitable.
- j) There is a demonstrated need for aggregating signs in a particular location.
- k) Replacement signs will only be approved in accordance with this policy and prior existence of signs does not infer automatic approval of new signage.
- l) Where four (4) or more signs are attached to a single pole. Signs will be removed to ensure those remaining follow the policy hierarchy.

4. Responsibilities

4.1. Director Works and Infrastructure

- a) Receives and assesses applications for fingerboard signs, temporary community event and information signage.
- b) Maintains signage on council-owned or managed land.

4.2. Director of Environmental Services

- a) Oversees the assessment of applications for advertising and tourism signs that require development approval.
- b) Enforces compliance with this Policy in accordance with By-Laws No 2, 3 and 4.

5. References / Other Documents

References to legislation and/or documents include as amended, supplemented, updated and/or augmented from time to time.

5.1. Legislation

Local Government Act 1999 (SA)

Planning, Development and Infrastructure Act 2016 (SA)

Road Traffic Act 1961 (SA)

5.2. Council Policies / Procedures

By-Law No 2 – Local Government Land

By-Law No 3 – Roads

By-Law No 4 – Moveable Signs

GOVPOL 04 – Guidelines for the Control of Election Signs

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5.3. Other

Department of Transport and Infrastructure's "Road Sign Guidelines – Guide to Visitor and Services Road Signs in South Australia."

Australian Standards AS1742

Port MacDonnell Signage Strategy

District Council of Grant Signage Audit

Appendix 1- Signage Approval Method Matrix

6. Review

This Policy shall be reviewed by the District Council of Grant at a minimum, once within every four (4) year Council term (or on significant change to legislation or other matters which could affect this policy).

Action	Date	Minute Reference
Adopted by Council	19 March 2018	18041.1
Minor formatting amendments	4 May 2020	Governance Officer
Amended	18 July 2022	Management Team
Proposed Amendments for Approval of Management Team	18 March 2024	Growth and Tourism Manager
Amended	01 August 2024	Management Team
Reviewed	14 August 2025	Management Team

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Appendix 1 – Signage Approval Method Matrix

Sign type	Requires Council Permission / Application	Requires a Development Application	Requires Application to DIT	No permission/ approval/ Application Required
Advertising Sign	If Council is the landowner	Unless sign is a property identification sign not exceeding 0.2sqm.	If DIT is the land owner	
Fingerboard Sign	Requires application and fees associated with the manufacture and installation of sign.			
Interpretive and Information Signage	Sporting and Community Groups require approval/ permission prior to placing signs on public or Council-controlled land			
Real Estate Signage				If on Private land, and, in accordance with By-Law No 4 – Moveable Signs and the <i>provisions of the Planning Development and Infrastructure Act 2016.</i>
Temporary Signs	X	May be exempt from requirement to lodge a Development Application subject to criteria.		
Tourism Signs	X		If on DIT Controlled Roads	