

	<i>Tourism Signage Policy</i> <i>Policy No. ADMPOL 08</i>	Version No:	2
		Responsible Officer/s:	Growth and Tourism Manager
		Classification:	Administration
		Issued:	19 March 2018
		Next Review:	September 2023

1. Purpose

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

- To provide information signs that promote tourism destinations in the area and assist visitors to find tourist activities
- To uphold a regulated and uniform manner in the installation of signs and maintain consistency with the requirements of other relevant authorities.
- To ensure the efficient placement of signs enhances streets, road reserves and precincts by improving the overall impact and effectiveness of individual signs
- To utilise existing structures for the erection of signage as far as practicable and encourage rationalisation of signage where possible.
- To provide clarity of the application process for anyone seeking to erect signage on land owned by Council, or under Council care and control.
- 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, namely:

- Fingerboard Signs
- Tourism Signs
- Temporary Signs
- Advertising Signs
- Moveable Signs
- Interpretive and Informational Signs

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


3. Definitions

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'.

Advertising Signs

Signs promoting a commercial activity, service or product rather than providing directions to its location. A Development Application is required to be lodged with District Council of Grant and approved prior to installation.


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<i>Fingerboard Signs</i>	Includes street name and geographical name signs as well as direction signs to community facilities, tourism destinations, services and commercial facilities. An application is required in writing to the District Council of Grant and approved prior to installation.
<i>Gateway Signs</i>	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.
<i>Interpretive and Informational Signage</i>	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.
<i>Moveable Sign</i>	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, By-Law No 4 – Moveable Signs.
<i>Regulatory Signs, Warning Signs and Guide Signs</i>	Traffic Control Devices as defined in the <i>Road Traffic Act 1961</i> , the Australian Road Rules, Australian Standards and Code of Practice for the Installation of Traffic Control Devices in South Australia.
<i>Tourism Signs</i>	Guide and directional signs 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. A Development Application is required to be lodged with the District Council of Grant and approved prior to installation.
<i>Temporary Signs</i>	Those signs that announce a local event of a religious, cultural, political or recreational character for a fixed time period. An application is required to be lodged with District Council of Grant and approved prior to the installation.

4. Policy

4.1. Fingerboard Signs

- Applications for fingerboard signs must be made to Council in writing and will be assessed in accordance with this policy, and in terms of the need, usefulness, desirability and availability of space.
- Standard fees for costs associated with the manufacture and installation of fingerboard signs apply.
- 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:
 - (a) Street Name
 - (b) Street information (eg No through road)

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(c) Emergency Services

(d) Community facilities


- Applications for signs shall be addressed in terms of the need, usefulness, and amenity of the signage with consideration to availability of space.

4.2. Tourism Signs

- Tourism signs shall generally be in accordance with Australian Standard 1742 and the Department of Planning, Transport & Infrastructure's "Road Sign Guidelines – Guide to Visitor and Services Road Signs in South Australia."
- Applications for new tourism signs must be made to Council in writing.
- Tourism 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 Councils Signs By-Law No 4.
- Premises that are predominantly retail/sales outlets are not considered as tourism establishments but rather as commercial establishments.
- Signage on Department of Transport, Energy and Infrastructure (DTEI) controlled roads is to be installed subject to the approval, requirements and conditions of DTEI.

4.3. Temporary Signs

- Temporary signs are those that announce a local event of an educational, cultural, social, recreational or religious character, or that relate to an event of a political nature.
- This type of sign does not require Development Approval from Council if:
 - (a) The total area of all advertisements of that kind displayed on one(1) building or site is not more than 2 square metres; and
 - (b) It is a sign advertising a Federal, State or Local Government election, that 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
 - (c) The advertisement does not move, flash, reflect light so as to cause undue distraction to motorists, and is not internally illuminated.
- Temporary signs that are to be placed on public or Council-controlled land will require the permission of Council prior to display.
- Temporary signs are not to be displayed on a median strip, traffic island or on a carriage way of a street or road.
- Council reserves the right to remove any temporary sign that:
 - (a) Contains offensive or inappropriate wording;

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- (b) Includes a design or construction which is deemed unsuitable;
- (c) Unreasonably restricts the safe and efficient use of the road or footpath, giving due consideration to disability access;
- (d) Unreasonably endangers the safety of members of the public.

4.4. Advertising Signs

Advertising signs require a Development Application.

Applicants will be required to lodge a Development Application form along with the required plans and details.

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*. Council is unlikely to issue permission for an advertising sign on a road reserve or Council land unless circumstances are exceptional.

The Department of Transport and Infrastructure does not support the establishment of advertising displays on road reserves.


Written permission may be required from the relevant land owner (Council or Department of Transport and Infrastructure) It should be noted that:

- Commercial advertising signs are not permitted on fingerboard signs
- Fixed commercial advertising signs shall be located only on the property of the premises being advertised.
- Property identification displayed on signs that do not exceed a total area of 0.2 square metres may be erected without development approval.
- 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.
- Council has the right to remove all unauthorised signage from road reserves under Section 221 of the *Local Government Act 1999*.

4.5. Interpretive and Informational Signage

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.
- The signs should be clear and concise, and if using symbols, should adhere to standard logos in compliance with Australian Standards.
- Signs that are to be placed on public or Council controlled land by community and sporting groups will require the permission of Council prior to their placement and must be erected to the Council's standards and style guides.

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4.6. Other 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 *Development Act 1993*.

4.7. 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 if any of the following occurs:
 - (a) The existing sign did not comply with the Council policy in place at the time of its installation
 - (b) The facility no longer conforms with the conditions of the sign approval
 - (c) The sign is in a poor state of repair
 - (d) The facility ceases to operate
 - (e) There is a demonstrated need for aggregating signs in a particular location
 - (f) The road authority need to resume the land
 - (g) The sign contains offensive or inappropriate wording
 - (h) The design or construction is deemed not suitable
 - (i) The sign unreasonably restricts the use of the road
 - (j) The sign unreasonably endangers the safety of members of the public
- Replacement of any existing sign will be subject to this policy and will require an application as applicable
- Replacement signs will only be approved in accordance with this policy and prior existence of signs does not infer automatic approval of new signage.


5. Responsibilities

5.1. Works Manager

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

5.2. Director of Environmental Services

- Receives and assesses applications for advertising and tourism signs that require development approval.
- Enforces compliance with this Policy in accordance with By-Laws No 2, 3 and 4.

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6. References / Other Documents

6.1. Legislation

Local Government Act 1999

The Planning, Development and Infrastructure Act 2016

Road Traffic Act 1961

6.2. 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

6.3. Other

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

National Tourism Signing Reference Group – Tourist Signing Rationalisation "A practical guide for road signing practitioners".

Australian Standards AS1742

Port MacDonnell Signage Strategy

District Council of Grant Signage Audit

7. 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