

	<i>Tourism Signage Policy</i> <i>Policy No. ADMPOL 08</i>	Version No:	1.0
		Responsible Officer/s	Community Projects Officer
		Issued:	19 March 2018
		Next Review:	March 2022

1. Purpose

To provide appropriate and consistent signage guidelines, and a clear process for the assessment of signage requests. Specific objectives of this Policy are:

- To provide information signs that give direction to localities, commercial activities and tourism destinations to promote the area.
- 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 a street, road reserve or precinct by improving the overall impact and effectiveness of individual signs
- To utilise existing structures for the erection of signage as far as practicable including the rationalisation of signage.
- To provide clarity of the application process for businesses / groups / individuals seeking to erect signage.
- To provide for short term community information signage which relates to specific events or activities.
- The Port MacDonnell Signage Strategy and the Tourism Signage Strategy have been prepared to link to this policy.

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

Excludes Regulatory Signs, Warning Signs, Guide Signs and Election Signage.

3. Definitions

Sign

A sign means 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'.

Regulatory Signs, Warning Signs and Guide Signs

These signs are Traffic Control Devices as defined in the Road Traffic Act, the Australian Road Rules, Australian Standards and Code of Practice for the Installation of Traffic Control Devices in South Australia.

Fingerboard Signs

Fingerboard signs include 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.

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Tourism Signs

Tourism signs are 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 the installation

Temporary Signs

Temporary advertising signs are defined as 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.

Advertising Signs

Advertising signs promote a commercial activity, service or product rather than provide directions to its location.

A Development Application is required to be lodged with District Council of Grant and approved prior to the installation

Moveable Signs

Moveable sign means 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.

Interpretive and Informational Signage

These signs provide information - both advisory and points of interest - on public land, including paths, parks, foreshore reserve, historic buildings, geological features and sporting precincts.

Gateway Signs

Gateway signs welcome visitors to the district or town and farewell them on departure. They reassure visitors that they are in the right place and create a statement of arrival.

4. Policy

4.1 Fingerboard Signs

- Applications for fingerboard signs must be made to Council in writing and will be assessed in terms of the need, usefulness, desirability and availability of space in relation to this policy.
- 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 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)
 - c) Emergency Services
 - d) Community facilities
- Applications for signs shall be addressed in terms of the need, usefulness and amenity of the signage.

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4.1 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.
- Application required for Development Assessment and installation.
- Tourism establishments not open on a regular basis or open for less than two (2) days per week should not be signed as tourism establishments as visitor expectation from tourism signage would be that they are 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 should not be considered as tourism establishments but rather as commercial establishments.
- Signage on Department of Transport, Energy and Infrastructure controlled roads are to be installed subject to their approval or to their requirements and conditions.

4.2 Temporary Signs

- Temporary signs are those that announce a local event of an educational, cultural, social, recreational or religious character, or that relates to an event of a political character.
- 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) except for 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) That 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 their 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 reserve the right to remove any temporary signs that:
 - a) Contain offensive or inappropriate wording
 - b) The design or construction is deemed not suitable
 - c) Unreasonably restricts the use of the road
 - d) Unreasonably endangers the safety of members of the public.

4.3 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 District Council of Grant's Development Plan and the Development Act 1993. Council is unlikely to issue permission for an advertising sign on a road reserve or Council land unless circumstances are exceptional. Department of Planning, Transport and Infrastructure do not support the establishment of advertising displays on road reserves.

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Permission will be required from the relevant land owner (Council or Department of Planning, Transport and Infrastructure) and a Development Application lodged and approved. Proof of Public Liability Insurance (in Council's name) to the value of \$10 million which will need to remain current for the lifetime of the sign and adequate structural plans will also need to be submitted with the application.

- 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 apart from movable signs that conform to Council's By-Law No 3 and Bylaw number 4.
- Council has the right to remove all unauthorised signage from road reserves under Section 221 of the Local Government Act 1999

4.4 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.

4.5 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.

4.6 Existing Signs

- Existing signs 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

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- 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

Works Manager

- Receipt and assessment of fingerboard signs, temporary community event and information signage applications.
- Maintenance of Signage on Council owned or managed land.

Director of Environmental Services

- Receipt and assessment of applications for advertising and tourism signs that require development approval.
- The enforcement of compliance with this Policy in accordance with the Local Law.

6. References:

- Local Government Act, 1999
- Development Act 1993
- Road Traffic Act 1961
- Department of Planning, 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
- By-Law No 2 – Local Government Land
- By-Law No 3 - Roads
- By-Law No 4 – Moveable Signs
- Port MacDonnell Signage Strategy
- District Council of Grant Signage Audit
- GOVPOL 04 – Guidelines for the Control of Election Signs

7. Review

This Policy shall be reviewed by the District Council of Grant at a minimum within four (4) years of issued date, within 12 months of a general election (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