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	<b>Version Number:</b> 2	<b>Next Review:</b> As Required
<b>ROADSIDE DIRECTIONAL SIGNAGE POLICY</b>		

## Policy Statement

### 1. Introduction

- 1.1. The Roadside Directional Signage Policy (Policy) provides a consistent approach in the provision of roadside directional signage for identification purposes to enhance the visual amenity and public awareness and safety in the Copper Coast Council (Council).

### 2. Scope

- 2.1. This Policy applies to the assessment, supply and installation of roadside directional signs on land owned or controlled by Council.
- 2.2. Primarily, roadside directional signage provide traffic control signs that regulate, warn, guide and enable road users to traverse the road network in a safe manner.
- 2.3. In addition, roadside directional signage can provide direction to a particular place or facility including:
  - 2.3.1. Community services and public facilities
  - 2.3.2. Tourist services and facilities
  - 2.3.3. Commercial businesses and other organisations that support and promote the community.
- 2.4. This Policy sets out the key principles on which the determination of the eligibility for installation of roadside directional signage.
- 2.5. Commercial advertising signage is classified development and requires development approval under the Planning, Development and Infrastructure Act.
- 2.6. Temporary advertising displays and movable signs are exempt from requiring Council approval or development approval, and must comply with criteria Clause 9. *Other Signage*.
- 2.7. Installation of roadside directional signage must be in accordance with relevant Australian Standards, State Government Guidelines and Council Policies to create a standard that meets road user requirements and consistent throughout South Australia.
- 2.8. This Policy aims to prevent the proliferation of signage that causes a reduction in intended function, which detracts from natural landscape and amenity of the area.

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*Lifestyle location of choice*

### 3. Applicable Legislation

3.1. The following legalisation applies to this Policy:

- Local Government Act 1999
- Road Traffic Act 1961
- Planning, Development and Infrastructure Act 2016
- Planning, Development and Infrastructure (General) Regulations 2017

3.2. The following Australian Standards applies to this Policy:

- AS1742.1:2021 General introduction and index of signs
- AS1742.2:2009 Traffic control devices for general use
- AS1742.5:2017 Street name and community facility name signs
- AS1742.6:2014 Tourist and services signs
- AS1742.15:2019 Direction signs, information signs and route numbering

3.3. The following external documents applies to this Policy:

- Government of South Australia, Road Sign Guidelines (Guide to Visitor and Service Road Signs in South Australia dated 28<sup>th</sup> October 2021) addresses the requirements of Australian Standard 1742.6:2014 Tourist and services signs.

3.4. This Policy is not a mandatory requirement but essential for good governance.

### 4. Integration with Corporate Objectives

4.1. This Policy supports Councils Strategic Plan 2019 - 2029

4.1.1. Environmental Objective - Sustainability

Goal 2 - To responsibly manage the natural and built environment to ensure its sustainability and diversity to the community.

- 2.9 Traffic Control – To identify and implement appropriate traffic controls.

### 5. Related Council Policies and Documents

5.1. This Policy is designed to operate in conjunction with Councils:

- By-Law No 2 – Local Government Land
- By-Law No 3 - Roads
- By-Law No 4 – Moveable Signs
- Control of Election Signs Policy
- Naming of Streets, Roads and Public Places Policy

### 6. Definitions

For the purposes of this Policy, the following definitions apply:

6.1. **Advertising Sign** – are signs that promote a commercial activity, service or product, rather than give a direction to a facility or service. An advertisement and any associated structure built specifically to support the sign, includes commercial and private advertising signs and movable signs that do not meet Australian Standards 1742.1-15.

6.2. **Authorised Officer** is defined as an Authorised person delegated authority under Section 44 of the Local Government Act 1999.

- 6.3. **Chief Executive Officer (CEO)** means the appointed Chief Executive Officer under Section 96 of the Local Government Act 1999 and includes any person acting or delegated by the Chief Executive Officer's under Sections 100 and 101 of the Local Government Act 1999.
- 6.4. **Council** means the Copper Coast Council and any delegate of the Council.
- 6.5. **Directional Sign** (also known as a direction or fingerboard sign) – means a sign of a non-promotional or advertising nature, with the intent to providing identification of a road, street or town and provide direction to a community service, public facility, sporting and socials organisation; tourist service or facility; and in some cases, a commercial premise.
- 6.6. **Moveable Sign** - a moveable advertisement. Moveable signs are permitted under Section 226 of the Local Government Act (1999) and Council By-Law No. 4 Moveable Signs.
- 6.7. **Public Officer** means a member, employee, volunteer or, contractor authorised to perform work on behalf of Council.
- 6.8. **Roadside** – means the road verge and includes the shoulder within a federal, state and local carriageway.

## 7. Application

- 7.1. This Policy ensures a consistent approach to roadside directional signage in the Copper Coast, which is compliant to relevant legislation and Council By-Laws and polices, setting out eligibility criteria and the application, assessment, approval and installation and maintenance processes.
- 7.2. Council is authorised to install, maintain, alter, operate, remove or display traffic control devices pursuant to State Government instrument under the *Road Traffic Act*, in compliance with Department of Infrastructure and Transport *Road Sign Guidelines* and *AS1742.2:2009 Traffic control devices for general use*. This includes a sign, signal marking, structure or other device or thing to direct or warn traffic on, entering or leaving a road, including a traffic cone, barrier, ticket machine or meter wholly or partially close to a road or part of a road.
- 7.3. Applications for roadside directional signage must be made in writing to Council, and will be forwarded to the Department of Infrastructure Services who will undertake a discretionary determination in accordance with current policies and guidelines.
- 7.4. Commercial and private advertising signs on road reserves requires approval under the Planning, Infrastructure and Development Act. Applications for advertising signs to be installed on a road reserve, other than moveable signs, is generally not supported by Council or Department for Infrastructure and Transport as per *Road Sign Guidelines (Clause 1.7)*.

## 8. Roadside Directional Signage

### 8.1. Road and Street Name

- 8.1.1. Street addresses are the primary means of locating particular facilities and all roads and streets are to be identified with a road or street name sign.

- 8.1.2. Council will be responsible for the erection and maintenance of road and street name signs for all roads in the Copper Coast.
- 8.1.3. The road and street name signage standard is:
- 8.1.3.1. White background with black lettering;
- 8.1.3.2. Placement on the signpost will be above all other roadside directional signs.
- 8.1.4. Council street, road and public place naming is controlled by the Naming of Streets, Roads and Public Places Policy. The Policy states that all road and street signs will include the Council logo, with the exception where Council will recognise and honour fallen service members and war ships/vessels, under the Saluting Their Service Commemorative Grants Program, with the placement of the ANZAC insignia as follows:
- 8.1.4.1. Fallen Service Member – Red Poppy
- 8.1.4.2. War Ship/Vessel - Rising Sun.
- 8.2. Town/Geographic Name
- 8.2.1. Council will install town and geographic name roadside directional signage in the Copper Coast at locations Council identify necessary.
- 8.2.2. The town and geographic name signage standard is:
- 8.2.2.1. White background with black lettering;
- 8.2.2.2. Placement on the signpost will be below the road/street name roadside directional sign.
- 8.3. Community Service and Public Facility
- 8.3.1. Community services and public facilities, as defined in *AS1742.5:2017 Street name and community facility name signs* and *AS1742.6:2014 Tourist and services signs*, includes emergency and essential services, civic centres, waste depots, posts offices, airports, education facilities, churches, sporting and recreational facilities and grounds, parks and playgrounds, dog parks, leisure and recreation centres, swimming pools and other non-for profit institutions can apply to Council for a roadside directional sign.
- 8.3.2. Council will be responsible for the erection and maintenance of all community service and public facility roadside directional signage in the Copper Coast.
- 8.3.3. The community service and public facility signage standard is:
- 8.3.3.1. Blue background with white lettering;
- 8.3.3.2. Placement on the signpost will be below road/street name and town/geographic name roadside directional signs.
- 8.4. Service Club Advertising Signage
- 8.4.1. Service Club advertising signage shall be located within an Information Bay located in each township.
- 8.4.2. Where a town does not have an Information Bay, Council may consider a suitable location within a 60 kilometre per hour speed zone.
- 8.4.3. The design, installation and maintenance will be the responsibility of the Service Club and will require Council approval.

## 8.5. Tourist Services and Facilities

- 8.5.1. Tourist services, accommodation and associated facilities roadside directional signage shall be in accordance with the Department of Infrastructure and Transport *Road Sign Guidelines* and *AS1742.6:2014 Tourist and services signs*.
- 8.5.2. A tourist-associated business is classified a tourist service or facility if:
- The primary operations is to provide a tourist service or facility;
  - All relevant State and Local Government licences and approvals to operate as a tourist attraction, including health, planning and on-site parking requirements are current;
  - The premises has approved on-site signage so that it is easily identifiable by passing motorists;
  - Open a minimum three (3) days a week, or if a seasonal business, is open on a regular basis.
- 8.5.3. If the tourist-associated business is primarily a commercial operation, Council may consider a commercial business roadside directional sign to be more appropriate; then Applicants are directed to Clause 8.6.
- 8.5.4. The location of approved roadside directional signage will be considered and determined on the principle that it should direct visitors accurately, but not necessarily along the route from a main road to the property. The objective of installing roadside directional signage is to mark the most appropriate turn to make from a main or collector road.
- 8.5.5. Unique signage (that does not meet AS1742 specifications) to genuine tourist establishments that cater for tourists may be approved in special circumstances provided that the signs are guide signs rather than advertising displays. Application for these signs are to be submitted to Council in writing, for assessment under Section 221 of the Local Government Act 1999 'Alteration of road'. Applications must include structural designs; installer must comply with Council's conditions for undertaking works on a road reserve and keep current public liability insurance policy to the value of \$20 million for the time the sign is in place.
- 8.5.6. Signage on Department for Infrastructure and Transport controlled roads are subject to their approval, requirements and conditions. The criteria and application process is outlined in the *Department for Infrastructure and Transport - Road Sign Guidelines*.
- 8.5.7. Sites of significant tourism and historical relevance and associated businesses may qualify for a larger nationally recognised sign. The criteria and application process is outlined in the *Department for Infrastructure and Transport - Road Sign Guidelines*.
- 8.5.8. Council will be responsible for the erection and maintenance of all tourist services and facilities roadside directional signage in the Copper Coast.
- 8.5.9. In the event Council approves a tourist-associated commercial operation, a tourist services and facilities roadside directional sign, the applicant will be required to pay the roadside directional sign (commercial business) licence fee.
- 8.5.10. The tourist services and facilities signage standard is:
- 8.5.10.1. Blue background with white lettering;

8.5.10.2.Placement on signposts will be below road/street name, town/geographic, community service and public facility name roadside directional signs.

8.6. Commercial Businesses

8.6.1. In general, Council does not encourage commercial business roadside directional signage.

8.6.2. Council will consider applications from commercial businesses and where warranted, using their discretionary determination in accordance with current policies and guidelines, may granting approval.

8.6.3. In the event Council approves a commercial business roadside directional sign, Council will be responsible for erection and maintenance of roadside directional signage in the Copper Coast and the Applicant will be required to pay the roadside directional sign (commercial business) licence fee.

8.6.4. The commercial businesses signage standard is:

8.6.4.1. Green background with white lettering;

8.6.4.2. Placement on the signpost will be below the road/street name, town/geographic name, commercial service/public facility and tourist service/facility roadside directional signs.

8.6.4.3. Council will approval a maximum of four (4) roadside directional signs and were the application will exceed this, Council will review the existing signage and decide on a suitable outcome for all.

8.7. Application Process and Technical Details

8.7.1. Application

8.7.1.1. Applications for a new roadside directional signage must be submitted to Council on the Application for Roadside Directional Signage form, should address need, intent, and desired outcome.

8.7.1.2. New applications for a new roadside directional signs will incur a once off non-refundable application fee which must be paid before the application will be considered. Council will invoice the applicant for all other associated costs for the design, purchase and installation of the signage where it exceeds the basic standard.

8.7.1.3. Roadside Directional Signage applications will be assessed by Council's Department of Infrastructure Services and will be determined at Council's discretion in accordance with established policies and guidelines.

8.7.1.4. When assessing the application, Council will take into consideration a range of factors, including traffic levels, existing signage, likely extent of community - need, service or nature, future development plans, Council workload and priorities.

8.7.1.5. In most cases, signage will be only placed on arterial or collector roads to facilities that can be accessed from the side roads coming off a major road.

8.7.1.6. Applications for advertising signs must be made in writing to Council (in addition to development application), for assessment under Section 221 of Local Government Act 'Alteration of road' and include structural designs. The installer must comply with Council's conditions for undertaking works on a road reserve and kept current a public liability insurance policy to the value of \$20 million in Council's name for the time the sign is in place.

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### 8.7.2. Fees and Charges

- a) Council Fees and Charges Schedule adopted by Council annually outlines the specific fees that apply in specific circumstances.
- b) Commercial businesses and tourist-associated commercial operation applicants will be required to pay a licence fee on lodgement for a roadside directional signage applications and industrial signage.
- c) Commercial industrial signage will be required to pay a renewal fee every five (5) years.
- d) Council will supply and install signage and the cost of the signage will be cover in the initial licence fee.
- e) Any maintenance or replacement will be under the care and control of Council. Council will advise the applicant of all works required to be undertaken and any costs prior to carrying out the works.

### 8.7.3. Positioning and Installation

- a) Only one (1) sign post to be installed on each street intersection.
- b) Only one (1) sign should be installed for any one destination at the turn off point from the last major road, unless, in Council's opinion, the facility generates an appreciable amount of traffic from a second access road in which case a second sign may be approved.
- c) Positioning of signage must comply with Department for Infrastructure and Transport Road Sign Guidelines – Guide to Visitor and Services Road Signs in South Australia unless specified otherwise in this Policy.
- d) Installation of signage must comply Department for Infrastructure and Transport Master Specification RD-LM-C4 Sign Installation.
- e) Placing of directional signs shall be in the order of priority:
  1. Street name
  2. Street access information (eg No Through Road)
  3. Community services and public facilities
  4. Tourist services and facilities
  5. Commercial facilities.

### 8.7.4. Roadside Directional Signage Size and Lettering Standards

- a) Length - 1000 mm.
- b) Width - 150 mm wide for single line wording with 100 mm high lettering or 200 mm wide for double line wording with 80 mm high lettering.

### 8.7.5. Signage Colour Standards

- a) Road/Street Name - black lettering on white background.
- b) Town/Geographic Name - black lettering on white background
- c) Community Service/Public Facility - white lettering on blue background
- d) Tourist Facility - white lettering on brown background.
- e) Tourist Service - white lettering on blue background.
- f) Commercial Businesses – white letter on green background

### 8.7.6. Number of Roadside Directional Signage on a Sign Post

Council currently limits the number of signs installed on each pole, including the street name sign to a maximum of four (4). Refusal of an application may be made on the basis that the existing sign poles at the nominated location contains more signs than can reasonably be expected to be interpreted by passing motorists. A movable sign can be utilised in this instance and can be in place during opening hours only.

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## 9. Other Signage

- 9.1. General Advertising Signage - Advertising signs are in general, placed on the property of the premises. All proposals for advertising signs will then require a development application submitted on the Planning SA portal and obtain approval under the Planning Development Infrastructure Act 2016. If a person wishes to establish an advertising display on a road reserve, they must obtain permission from Council. If the road reserve is a Department for Infrastructure and Transport controlled road then their permission must also be obtain.
- 9.2. *The Planning, Development and Infrastructure (General) Regulations 2017, Schedule 4.1 Exclusion from definition of development* – general in regard to Advertising Displays outlines an act or activity where signage does not require development approval but has limitation.
- 9.3. Residential Signage – In accordance with the Planning, Development and Infrastructure (General) Regulations 2017, Schedule 4.1 Advertising Signs Clause 1D, residential properties and properties with home businesses, can erect signage on the front boundary of a property. The signage:
- 9.3.1. Must not exceed 0.2 square metres in area;
  - 9.3.2. Does not move or flash or reflect light or internally illuminate;
  - 9.3.3. No more than two (2) such signs.
- 9.4. Temporary Community Event - Temporary signage erected on Council endorsed locations, promoting community or tourism event requires event organiser to contact Council and make a booking for the approved location.
- 9.5. Temporary Advertising Display – Temporary displays that promote a local event of a religious, educational, cultural, social, political or recreational character at Council endorsed locations, requires a booking for the approved location. The display must not:
- 9.5.1. Be more than two (2) metres square in display area
  - 9.5.2. Be move or flash or reflect light or internally illuminate;
  - 9.5.3. Exceeding the timeframe of one (1) month prior to the event and one (1) week after the event.
- 9.6. A-Frame Signs – Any portable, freestanding sign supported by an ‘A’ or inverted ‘T’ or similar frame on a road reserve, is controlled by Council’s By-Law No. 4 Moveable Signs and does not require Council approval.
- 9.7. Garage Sale Signage - Any movable sign designed to direct people to a garage sale is under control of Council By -Laws No. 4 - Moveable Signs and does not require Council approval.
- 9.8. Open Inspection Signage - Any movable sign designed to direct people to the open inspection of any land that is available for purchase or lease is under control of Council By -Laws No. 4 - Moveable Signs and does not require Council approval.
- 9.9. Election Signage – Council has adopted a Control of Election Signs Policy for local, state or federal elections and candidate posters do not require Council approval.



**10. Industrial Estate Signage**

- 10.1. Council supports the erection of a ‘cluster’ sign at the entrance to industrial areas, listing businesses as a form of advertising and promotion within the estate.
- 10.2. Industrial areas will be entitled to apply for a ‘cluster’ sign if there is an incorporated association or body that represents that estate and takes the responsibility for the sign. The body must hold and kept current, public liability insurance to the value of \$20 million.
- 10.3. Council will be responsible for the erection and maintenance of industrial estate signage in the Copper Coast.

**11. Non Compliance**

- 11.1. No sign shall be erected on a roadside without prior written consent of Council.
- 11.2. Council has the right to remove all unauthorised signage from road reserves under Section 221 of the Local Government Act 1999.
- 11.3. Under Section 227 of the Local Government Act 1999, an Authorised Person may remove and impound any sign that is displayed in contravention of this Policy, Road Sign Guidelines, the Planning Infrastructure and Development Act 2016; or where Council deems a risk to public safety.

**12. Complaints**

- 12.1. Complaints under this Policy must be in writing to the Chief Executive Officer and lodged in accordance with Council’s Complaints Policy.

**13. Council Delegation**

- 13.1. Pursuant to Section 44 of the Local Government Act 1999, Council delegates to the Chief Executive Officer authority to administer Council’s policies.
- 13.2. In terms of this Policy, the Chief Executive Officer sub delegates to the Director of Infrastructure Services.

**14. Adoption and Review**



- 14.1. This Policy shall be reviewed every four (4) years, or more frequently, if legislation or Council requires by the Department of Infrastructure Services and a report shall provide to Council for consideration and adoption.

**15. Records Management**

- 15.1. Official records will be managed in accordance with Council’s Records Management Policy pursuant to Section 125 of the Local Government Act 1999.

**16. Availability of Policy**

- 16.1. Policies will be available for inspection without charge at Council’s Principal Office and on Council’s website [www.coppercoast.sa.gov.au](http://www.coppercoast.sa.gov.au).
- 16.2. A copy of this Policy may be obtained on payment of a fee in accordance with Councils’ Schedule of Fees and Charges.

Signed		
	Mayor	Chief Executive Officer
Date	1st June 2022	

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