



SIGNAGE POLICY

<i>Responsible Officer/s</i>	Director Infrastructure Services
<i>Relevant Legislation / Documents</i>	Local Government Act Other Policy/Procedure
<i>Adopted</i>	12 September 2012
<i>Reviewed</i>	18 October 2023
<i>Next Review</i>	18 October 2027

A. Purpose

A guide for council and the community in assessing rationalisation of signage and new signage programs, to determine how finger post signs will be used and how requests for signage in recreation grounds will be considered.

B. Objective

To provide a Council policy that can be used as a guide for the Council and the community in assessing both signage rationalisation and new signage programs.

The policy provides direction on when and how finger post signs will be used throughout the district and how consider will consider requests for signage within recreational grounds.

C. Policy

1. *Fingerpost signs*

The erection of finger post signs shall be in accordance with the Council fingerboard signage hierarchy as detailed within this policy (**hierarchy C**). Finger post signs directing persons to local businesses shall not be permitted within the district township areas except where such are directing tourists to recognised tourist attractions and accommodation.

All approved signs shall be of standard aluminum blade construction and supplied and erected by Council at the cost of the applicant.

The applicant shall be responsible for future maintenance and replacement costs. All maintenance will be undertaken by Council and charged to the applicant.

Approved signs shall be of a colour which complies with this policy, and noted within hierarchy A, B and C and / or any applicable Australian standard.

A maximum of 3 fingerboards, pointing in the same direction, are to be signed at the one location. The replacement of existing finger post signs shall be consistent with this policy.

2. Recreation grounds signage

This policy provides guidance for signage requests at Council's recreational grounds. It should be noted however that permanent signage greater than 2 square metres requires development approval under the Development Act 1993.

Temporary event type signs do not require development approval as long as they meet the requirements of Schedule 3(f) of the Development Regulations 2008.

Schedule 3(f) Development Regulations 2008

The commencement of an advertising display containing an advertisement—

(f) that announces a local event of a religious, educational, cultural, social or recreational character, or that relates to an event of a political character, subject to the following conditions:

(i) that the total advertisement area of all advertisements of that kind displayed on 1 building or site is not more than 2 square metres; and

(ii) except for an advertisement that relates to a federal, State or local government election, that the advertisement is displayed for a period not exceeding 1 month prior to the event and 1 week after the conclusion of the event; and

(iii) that the advertising display—

(A) does not move; and

(B) does not flash; and

(C) does not reflect light so as to be an undue distraction to motorists; and

(D) is not internally illuminated

(E) excluding flags

Tables **A** and **B** within the policy indicate the signage hierarchy for signs at recreational ground entrances and boundary fences and within recreational grounds precincts.

3. Related policies

This policy must be read in conjunction with the Road Sign Guidelines – Guide to visitor and service road signs in South Australia, 2023 and Advertising Signs Assessment Guidelines for Road Safety – A guide for the department of Planning, Transport and Infrastructure, 2014

It should be noted that private and business advertising signage on buildings and private property are assessed under Council's Development Plan and moveable signs are managed under Council's By-Laws.

4. Hierarchy of roadside signage

The following indicate the signage hierarchy for signs at:

- Hierarchy A – Recreational grounds entrances and boundary fences
- Hierarchy B – Signage within recreational grounds precincts
- Hierarchy C – Fingerboard signage (roads, road reserves and footpaths)
- Hierarchy D - Town Entrances,
- Hierarchy E - Within Town Boundaries, and

The tables are to be used as a guide when determining what signage may be considered more important than others at the above locations.

4.1 Recreational grounds entrance and boundary fence sign hierarchy

The recreation ground entrance is a place to enable advertising of the users of the recreational grounds and to enhance the amenity of the locality as recreational grounds precinct.

It should be noted that attractive landscaping or gardens rate as a high-medium priority ahead of most signage.

Hierarchy A – Recreational Grounds Entrances and Boundary Fences	
Importance	Type of Sign
High	Signs identifying the users and sporting bodies that are located in the recreational ground facilities (this may include sponsors of the user/sporting group within the sign). These signs shall be no larger than 4 square metres (2 by 2 metres) and only one sign per entrance/street frontage.
Medium	Temporary community event signs
Low	Advertising not associated with sporting bodies (this is likely to be non-complying under the Development Act 1993)

4.2 Signs within recreational grounds boundaries hierarchy

Within town boundaries presents increased opportunities to promote and direct visitors to town services and attractions.

Hierarchy B – Signage within Recreational Ground Precincts	
Importance	Type of Sign
High	Directional signs directing visitors to the facilities within the recreational ground precinct
High	Signs identifying the users and sporting bodies that are located in the recreational ground facilities (this may include sponsors of the user/sporting group within the sign). These signs shall be no larger than 4 square metres (2 by 2 metres) and only one sign per user/sporting body allowed within the recreational grounds precinct.
Medium	Advertising signs* for sponsors surrounding ovals. These signs must be: <ul style="list-style-type: none"> • One sided (ie the advertising message faces the oval) • Be the same height of the boundary fence
Medium	Advertising signs* for sponsors on fences surrounding courts. These signs must be one sided and facing towards the court
Low	Any other advertising signage

* It should be noted that the approval and erection of advertising signage around ovals and courts is undertaken by the particular sporting group that has the lease/licence to use those facilities.

4.3 Council fingerboard signage hierarchy

A maximum of three fingerboards, pointing in the same direction are to be signed from one location.

Hierarchy C – Council Fingerboard Signage (roads, road reserves and footpaths)	
Descending Order (Priority and location)	Type of Information
One (top)	Street or Road Name (black on white)
Two (next)	“No Through Road” (black on white), “One way”, or in rural circumstances, the name and distance to a significant location, eg a main town (black on white)
Three	Emergency services, eg police, hospital, emergency medical services (white on blue)
Four	Key visitor services, eg motel, caravan park, car parking, public toilets, information centre (white on blue)
Five	Public facilities likely to be sought by a significant percentage of visitors/tourists, eg civic centre, shopping centre, public art gallery, post office, railway station, library (white on blue)
Six	Legitimate tourist attractions and businesses, eg botanic garden, lookout, river cruise, winery, boat ramp (white on brown)
Seven (bottom)	Other community facilities, eg church, sports facility, non emergency medical centre, youth centre, waste depot, cemetery

4.4 Town entrance sign hierarchy

Medium – High	A list of key town attractions (white on brown attraction signs)
Medium – High	A Town Map showing key visitor services and directions to the town VIC
Medium	Council “Welcome to...” signs or other structure (eg entry wall) presenting a “welcome to” message
Medium	Council or Community “Gateway Statements” presenting a message about the identity, character or aspirations of the community, eg photographic sign, mural, sculpture
Medium - Low	Visitor Information Bays (traditional type), ie town map, history and attractions information, business advertising, services club advertising etc
Medium – Low	Council “Farewell from...” signs
Medium – Low	Temporary Community Event advertising, ie for a few weeks or months leading up to a community event
Medium – Low	Community Awards advertising*, eg KESAB Tidy Towns
Medium – Low	Tourism and/or hospitality businesses advertising signs, eg motels, hotels, tour operators, houseboat hire

Low	Notification of town statistics, eg population, height above sea level, date of proclamation, rainfall
Low	Service Club symbols/logo signs and other similar organisational publicity, eg Apex, Rotary, Lions, "Rural Watch, "Road Watch", KESAB non award signs
Low	Permanent Community Event Advertising signs
Low	Non tourism and/or non hospitality business advertising signs

The town entrance is a place to present an image of the town and community, and the place to initially welcome visitors and road users to a community. The focus is on listing key visitor services, key tourist attractions, an endorsed image or message about the community, directions to where visitors can obtain information and to make visitors feel welcome.

It should be noted that attractive roadside landscaping or gardens rate as a high- medium priority ahead of most roadside signage.

Hierarchy D – Signage for Town Entrances (roads and road reserves)	
Importance	Type of Sign
High	Change of road speed notification, road safety and warning signs
High	Service symbols for emergency and/or other services, eg for police, hospital, airport (AS white on blue symbols)
High	Services symbols signage for tourism and hospitality services, eg for accommodation, fuel, restaurant, caravan park (AS while on blue symbols)

* Community award advertising should be placed for a time period up to a maximum of 3 years from receiving the award.

4.5 Signs within town boundaries hierarchy

Within town boundaries presents increased opportunities to promote and direct visitors to town services and attractions.

Hierarchy E – Signage within Town Boundaries (roads, road reserves and footpaths)	
Importance	Type of Sign
High	Change of road speed notification, road safety and warning signs, eg school crossing, pedestrian crossing
High	Directional and entry point signs for police and hospital/medical emergency services (AS white on blue symbol signs)
High	Directional signs to next towns or main road routes/highways
High	Street Names (black on white fingerboards)
Medium – High	Directional signs to CBD and major shopping precincts
Medium – High	Directional, reassurance and entry point signs to the town VIC or services (yellow on blue italic "i" when accredited)

Medium – High	Directional, advance and entry point panel signs (AS white on blue symbols) for key visitor services, eg caravan parks, car parking, public toilets
Medium	Directional and entry point fingerboard signs (white on blue) for key visitor services and public facilities that attract substantial visitor use, eg accommodation businesses, cultural centre, library, civic centre, regional sports facilities
Medium	Town maps showing key visitor services and directions with the town, eg civic guide maps
Medium	Directional signs to legitimate tourist attractions (white on brown)
Medium – Low	Fingerboard directional signs to other publicly funded community services, eg schools, youth centre, cemetery, waste depot (white on blue)
Medium – Low	Council or community temporary advertising, eg dog registrations due, get immunised, fire season, community events
Low	Moveable business or services advertising, eg A frame footpath signs
Low	Fingerboard directional signs to other facilities, eg churches, sporting clubs, services clubs (white on blue)
Low	Fingerboard directional signs to non tourism businesses

D. Availability

This policy will be available for inspection at Council's principal office during ordinary business hours and on the Council's website www.lwdc.sa.gov.au. Copies will also be provided to interested members of the community upon request free of charge.

E. Acknowledgement

It is acknowledged that the three hierarchy tables and explanations are based on the recommendations and content of the 'Murraylands Tourist and Services Road Signage Audit – Final Report, 2007, produced for the Murraylands Regional Development Board by Anthony (Tony) Dahlitz, t/a Adapt-Assist.

F. Document history and version control

Date	Version	Authorisation:- Council/ Committee/ Senior Management Team/ Director	Amendment details
12/09/16	1.0	Senior Management Team	This policy supersedes the following policies:- <ul style="list-style-type: none"> • Finger post signs • Hierarchy of Roadside Signage Policy • Recreation Grounds Signage Policy All have been revoked
18/10/2023	1.1	Ordinary Council Meeting held 18 October 2023	Formatting and template update Addition of Advertising Signs Assessment Guidelines for Road Safety