

Roadside Signage Policy

Strategic Reference	Objective 1; Economy Strategy 1.1 – Work with our communities, businesses and key stakeholders to develop and promote the district's active, attractive and vibrant places. Strategy 1.2 – Ensure tourism related infrastructure needs are understood and prioritised.
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Related Policies	Enforcement Policy
Related Documents	Local Government Act 1999 Planning, Development and Infrastructure Act 2016 Road Traffic Act 1961 Council By-Laws Department for Infrastructure and Transport – Road Sign Guidelines: Guide to visitor and service road signs in South Australia Department for Infrastructure and Transport – Tourist Attraction Road Sign Application Form Australian Standard 1742.6 Manual of uniform traffic control devices – Tourist and Service Signs

1. Purpose

- 1.1 The Roadside Signage Policy (Policy) provides a consistent approach in the provision of roadside signage for identification purposes, and to enhance the visual amenity and public awareness and safety within the Coorong District Council (Council).
- 1.2 Council acknowledges that signs form an important part of the urban and rural environment. They fulfil a range of functions including meeting statutory, commercial and community objectives. Council's management practices for signage will endeavour to enhance the environment, preserve amenity and promote a consistent approach throughout the district.

Roadside Signage Policy

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 provides 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 service 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 2016*.
- 2.6 Temporary advertising displays and moveable signs are exempt from requiring Council or development approval and must comply with criteria outlined in clause 9.
- 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 is 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.

3. Definitions

For the purposes of this Policy the following definitions apply:

"AS1742" means *Australian Standard: Manual of Uniform Traffic Control Devices*.

"Advertising Sign" means signs that promote a commercial activity, service or product, rather than give 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 moveable signs that do not meet Australian Standards 1742.1 – 15.

"Authorised Person" has the same meaning as that defined in the *Local Government Act 1999*.

"Business Day" means a day when Council is normally open for business – Monday to Friday, excluding public holidays and any other closure dates as advised by Council.

"Banner" means a moveable sign constituted of a strip of cloth, plastic or other material designed to hang from or be attached to another structure.

Roadside Signage Policy

“Chief Executive Officer” 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 under sections 100 and 101 of the *Local Government Act 1999*.

“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 to provide direction to a community service, public facility, sporting or social organisation, tourist service or facility, and in some cases, a commercial facility.

“Moveable Sign” means a moveable advertisement permitted under section 226 of the *Local Government Act 1999* and Council By-Law No. 5 Moveable Signs.

“Roadside” means the road verge and includes the shoulder within a Federal, State and local carriageway.

4. Application

For the purposes of this Policy the following definitions apply:

- 4.1 This Policy ensures a consistent approach to roadside directional signage in the Coorong District, which is compliant to relevant legislation and Council By-Laws and policies, setting out eligibility criteria and the application, assessment, approval and installation and maintenance processes.
- 4.2 Council is authorised to install, maintain, alter, operate, remove or display traffic control devices pursuant to the State Government instrument under the *Road Traffic Act 1961*, in compliance with *Department for 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 leave a road (including a traffic cone, barrier, ticket machine or meter wholly or partially close to a road or part of a road).
- 4.3 Applications for roadside signage must be made in writing to Council and will be forwarded to the Roads & Infrastructure department, who will undertake a discretionary determination in accordance with current policies and guidelines.
- 4.4 Commercial and private advertising signs on road reserves require approval under the *Planning, Development and Infrastructure Act 2016*. Applications for advertising signs to be installed on a road reserve (other than moveable signs) are generally not supported by Council or the Department for Infrastructure and Transport.

5. Roadside Directional Signage

5.1 Road and Street Name

- 5.1.1 Street addresses are the primary means of locating particular facilities. All roads and streets are to be identified with a road or street name sign.
- 5.1.2 Council will be responsible for the erection and maintenance of road and street name signs for all roads within the Council boundary.
- 5.1.3 The road and street name signage standard is white background with black lettering.
- 5.1.4 Council street, road and public place naming is controlled by the Naming of Roads and Public Places Policy.

5.2 Community Service and Public Facilities Signage

- 5.2.1 Council will be responsible for the erection and maintenance of all community service and public facility roadside directional signage within the Council boundary.
- 5.2.2 The community service and public facilities signage standard is:
 - Blue background with white lettering;
 - Placement on the signpost will be below the road/street name sign
- 5.2.3 The emergency service signage standard is:
 - Red background with white lettering;
 - Placement on the signpost will be below the road/street name sign

5.3 Service Club Advertising Signage

- 5.3.1 Service club advertising signage shall be located within an information bay located in each township.
- 5.3.2 Where a town does not have an information bay, Council may consider a suitable location within an appropriate speed limited area.
- 5.3.3 The design and maintenance will be the responsibility of the service club, with the design element requiring approval by Council's Roads & Infrastructure department.

5.4 Tourist Services and Facilities Signage

- 5.4.1 Roadside signage for tourist services, accommodation and associated facilities shall be in accordance with the Department for Infrastructure and Transport guidelines and Australian Standards.
- 5.4.2 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.

Roadside Signage Policy

- 5.4.3 Unique signage (that does not meet AS1742 specification) 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. Applications for these signs are to be submitted to Council in writing for assessment under section 221 of the *Local Government Act 1999*. Applications must include structural designs; with the installer complying with Council's conditions for undertaking works on a road reserve, while keeping current public liability insurance coverage to the value of \$20 million for the period that the sign is in place.
- 5.4.4 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's respective guidelines.
- 5.4.5 Sites of significant tourism & historical relevant 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 guidelines.
- 5.4.6 Council will be responsible for the erection and maintenance of all tourist services and facilities roadside directional signage within the Council boundary.
- 5.4.7 In the event Council approves a tourist-associated commercial operation, the applicant (commercial business) will be required to pay the appropriate signage fee.
- 5.4.8 The tourist services and facilities signage standard is:
- Blue background with white lettering;
 - Placement on the signpost will be below the road/street name sign and community service and public facilities name sign.

5.5 Commercial Business Signage

- 5.5.1 In general, Council does not encourage the application nor display of commercial business roadside directional signage.
- 5.5.2 Council will consider applications from commercial businesses, and where warranted, use its discretionary determination in accordance with current policies and guidelines to consider approval.
- 5.5.3 In the event Council approves a commercial business roadside directional sign, Council will be responsible for erection and maintenance of the directional signage, with the applicant bearing associated Council fees & charges (if any).
- 5.5.4 The commercial businesses signage standard is:
- Green background with white lettering;
 - Placement on the signpost will be below the road/street name sign, community service and public facilities and tourist service/facility roadside directional signs. Council will approve a maximum of four (4) roadside directional signs, and, where the application will exceed this, administration staff will review the existing signage and decide on a suitable outcome for all.

Roadside Signage Policy

5.6 Application Process and Technical Details

5.6.1 Application

- 5.6.1.1 Applications for new roadside directional signage must be submitted to Council on the *Application for Roadside Direction Signage* form and should address the need, intent and desired outcome.
- 5.6.1.2 Applications for a new roadside directional sign 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.
- 5.6.1.3 Roadside Directional Signage applications will be assessed by Council's Community & Tourism Services team and will be determined at Council's discretion in accordance with established policies and guidelines.
- 5.6.1.4 When assessing the application, Council will take into consideration a range of factors including traffic levels, existing signage, likely extent of community need/service/nature, future development plans, Council workload and other priorities.
- 5.6.1.5 In most cases, signage will only be placed on arterial or collector roads to facilities that can be accessed from the side roads coming off a major road.
- 5.6.1.6 Applications for advertising signs must be made in writing to Council (in addition to a development application) for assessment under section 221 of the *Local Government Act 1999*. The application must include structural designs. The installer must comply with Council's conditions for undertaking works on a road reserve and keep current a public liability insurance policy to the value of \$20 million for the time the sign is in place.

5.6.2 Fees & Charges

- 5.6.2.1 Council's Fees & Charges Schedule (adopted annually) outlines the specific fees that will apply in specific circumstances.
- 5.6.2.2 Council will supply and install signage, and the cost of the signage will be on-charged accordingly.
- 5.6.2.3 Any maintenance or replacement will be under the care and control of Council (except as outlined at clause 5.3.3).

5.6.3 Positioning & Installation

- 5.6.3.1 Only one (1) sign post is to be installed on each street intersection.
- 5.6.3.2 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.
- 5.6.3.3 Positioning of signage must comply with *Department for Infrastructure and Transport Road Sign Guidelines – Guide to Visitor and Services*

Roadside Signage Policy

Road Signs in South Australia, unless specified otherwise in this policy.

5.6.3.4 Installation of signage must comply with *Department for Infrastructure and Transport Master Specification RD-LM-C4 Sign Installation*.

5.6.3.5 Placing of directional signs shall be in order of priority:

1. Street name
2. Street access information (ie. No Through Road)
3. Community Service and Public Facilities
4. Tourist Services and Facilities

5.6.3.6 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 moveable sign can be utilised in this instance and can be in place during opening hours only.

6. Other Signage

6.1 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 and 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 permissions must also be obtained.

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.

6.2 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:

- Must not exceed 0.2 square metres in area
- Must not move, flash, reflect light or internally illuminate
- Must not contain more than two (2) signs.

Roadside Signage Policy

6.3 Temporary Community Event

Temporary signage erected on Council endorsed locations (which promote a community or tourism event) require the event organiser to contact Council and make a booking for the approved location.

6.4 Temporary Advertising Display

Temporary displays that promote a local event of a religious, educational, cultural, social, political or recreational character at Council endorsed locations require a booking for the approved location. The display must not:

- Be more than two (2) metres square in display area
- Move, flash, reflect light or internally illuminate
- Exceed the timeframe of one (1) month prior to the event and one (1) week after the event

6.5 A-Frame Signs (including Bali Flags)

Any portable, free-standing sign supported by an 'A' or inverted 'T' (or similar frame) on a road reserve is controlled by Council's By-Law No. 5 Moveable Signs and does not require Council approval.

6.6 Garage Sale Signage

Any moveable sign designed to direct people to a garage sale is under control of Council's By-Law No. 5 Moveable Signs and does not require Council approval.

6.7 Open Inspection Signage

Any moveable sign designed to direct people to the open inspection of any land that is available for purchase or lease is under control of Council's By-Law No. 5 Moveable Signs and does not require Council approval.

6.8 Digital Signage

6.8.1 Applications for digital signage may require development approval and will be assessed against the most applicable sign type to which the sign relates, as well as other relevant policy provisions.

6.8.2 Applicants may be required to provide information on the proposed luminance of a digital sign. At Council's request, an applicant may be required to provide a Lighting Impact Assessment to demonstrate that the sign's luminance does not affect the amenity of nearby sensitive land uses.

6.8.3 Digital signage is not permitted to display advertising related material.

6.8.4 Digital signage applications may also be required to demonstrate they are safe from a road safety perspective according to local, state and/or federal signage laws.

Roadside Signage Policy

- 6.8.5 Digital signage applications shall not detract from the character and amenity of its proposed locality. In addition, the application may require support from the owner/manager of the transport corridor and demonstrate that it does not create a road safety issue.

6.9 Signage under control of State Government

- 6.9.1 Council is not responsible for tourism and/or way finding signage situated on a Department for Infrastructure and Transport controlled road. Signage is approved, installed and maintained in accordance with State Government guidelines, such as the *Department for Infrastructure and Transport Road Sign Guidelines*.

7. Industrial Estate Signage

- 7.1 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.
- 7.2 Industrial areas will be entitled to apply for a 'cluster' sign if there is an incorporated association or other body that represents that estate and takes responsibility for the sign. The body must hold and keep current, public liability insurance coverage to the value of \$20 million.

8. Signage Assessment

Notwithstanding the above, all applications for roadside signage will be assessed on a case-by-case basis. Approval will be determined at the discretion of the relevant authority, taking into account applicable legislation, safety considerations, community impact and alignment with policy objectives. Submission of an application does not guarantee approval.

9. Enforcement

An authorised officer may exercise enforcement powers where any sign(s) are erected or placed:

- Without the consent of Council
- Without alignment to Australian Standards and/or guidelines
- In danger to the safety of members of the public

10. Availability/Accessibility

This Policy is available for inspection at Council's offices during normal business hours and Council's website, and will be emailed to interested parties on request (please lodge request in writing via email to council@coorong.sa.gov.au).

Roadside Signage Policy

11. Document History

This Policy will be reviewed at least every three (3) years or more frequently if legislation or Council requires.

Version	Adopted	Minute No	Description of change(s)
1	15 February 2011	072/11	New policy
2	20 March 2012	097/12	Cyclical review
3	17 February 2015	025/15	Cyclical review
4	16 February 2016	023/16	Cyclical review
5	19 May 2026	122/26	Policy completely re-written to encompass: • Broader definitions • Signage application process • All 'types' of signage and how each will be treated