

	<h2 style="text-align: center;"><b><i>Signage Management Policy</i></b></h2>
<b>File Number</b>	18.8.11
<b>Date Adopted:</b>	8 June 2021
<b>Minute Reference:</b>	C235:2021
<b>Next Review date:</b>	June 2025
<b>Responsible Manager or Department:</b>	CEO Asset Services & Development Services
<b>Related Policies / Codes:</b>	Local Government Act 1999 Road Traffic Act 1961 Australian Road Rules ver 2014 Road Sign Guidelines DPTI ver 21/11/18 National Tourist Signing- Eligibility Guidelines AS 1742 Manual of Uniform Traffic Control Devices Kangaroo Island Council Signage Guidelines
<b>Related Document(s):</b>	Community Plan KI Council Signage Guidelines By-law 2 - Moveable Signs

## **Introduction and Purpose of this Policy**

Kangaroo Island Council acknowledges the need to regulate signs on road reserves and Council owned assets such as; reserves, footpaths and public areas, in order to maintain the effectiveness of traffic control to ensure the amenity of the Kangaroo Island Council area is appropriate.

A proliferation of signs and advertising can reduce the overall effectiveness of signage, be visually obtrusive, create unnecessary driver distraction and present a safety hazard.

### **1. POLICY STATEMENT**

This Policy will be applied to the supply and installation of all signs on Council land. This Policy does not apply to the placement of election signs. Refer to Kangaroo Island Council Election Signage Guidelines.

## 2. DEFINITIONS

In this Policy:

**Act** means the *Local Government Act 1999*

**CEO** means the appointed Chief Executive Officer or Acting Chief Executive Officer or nominee.

**Advertising Sign** An advertisement and any structure built specifically to support it.

**A-Frame Sign – See ‘Moveable Sign’** Note: ‘A’ Frame signs on the road reserve are controlled by Council’s By-law No. 2 Moveable Signs.

**Banner** a slip of cloth, plastic or other material hung up or carried on a pole, fence or other structure.

**Directional Signs** Signs of a non-promotional nature that service to provide information relating to the direction towards a feature. Includes community service facility signs and tourist attraction signs.

**Fingerboard Sign** meaning Directional Sign Fingerpointer Sign - meaning Directional Sign Moveable Sign - As defined by the Local

**Movable Sign** a moveable advertisement or sign

**Temporary Community Event** Temporary sign erected in an approved location to promote a community/tourism event.

Refer additional signage definitions in K I Council’s Signage Guidelines document.

## 3. POLICY CONTENT

### 3.1. Purpose

- 3.1.1. Enhance the visual amenity and public safety throughout Council townships and the district.
- 3.1.2. To provide road directional signage that enables motorists and other road users to find their way around the district in an efficient and convenient manner.
- 3.1.3. Assist in the planning, design, installation and maintenance of signs to buildings reserves and roads under the care and control of the Council.
- 3.1.4. Regulate signs to ensure a consistent approach to signage throughout the district and compliance with legislation, Council policy and by-laws.
- 3.1.5. Set out the criteria for signs requiring approval.

### 3.2. Signs Specifications and Considerations

Directional signs on roads throughout the Council's area will be limited to the categories and include the priority placement of directional signs on posts, from top to bottom, as listed in the table below.

The DPTI Road Sign Guidelines version 21/11/18 shall be the prevailing document in relation to DPTI managed roads and Council sealed major roads if discrepancy exists.

Priority	Type of	Category	Text	Background
1	Street/Road	Street Name	Black	White
2	Street/Road	Town or Geographic location name, 'Through Road' or 'One Way'	Black	White Reflective
3	Services	Emergency Services: (e.g. police, hospital, ambulance)	White	Blue Reflective
4	Services	Visitor Services / Roadside & Commercial Services (e.g. motel, caravan park, parking, public toilets, information centre)	White	Blue Reflective
5	Community Facilities	Community Facilities likely to be sought by visitors (e.g. post office, shopping centre, civic centre, library, art gallery, railway station)	White	Blue Reflective
6	Tourism	Tourist Attractions (e.g. lookout, winery, gardens)	White	Brown Reflective
7	Community Facilities	Other Community Facilities; (e.g. church, sports grounds, youth centre, cemetery)	White	Blue Reflective
8	Business	Specified commercial and all other business activities, all other destinations	White	Green Reflective

#### 3.2.1. Council and Other Government Signs

Only Kangaroo Island Council can erect Advance Direction Signs, Attraction Signs and Road Name Blades.

##### 3.2.1.1. Advance Direction Signs and Attraction Signs

Facilities can apply to Council to have a generic facility type or service symbol representing their type of facility on these boards. Council will determine if the wording/symbol is included and the ordering of the words/symbols.

##### 3.2.1.2. Road Name Blades

Street addresses are the primary means of locating particular facilities. For this reason all streets and roads should be clearly identified with street name signs.

#### 3.2.2. Gateway Signs and Information Bays

All Gateway signs and Information Bays are to be designed in consultation with Council. Council approval is required prior to installation. Installation and

maintenance is to be the responsibility of the applicant – usually a Progress Association.

### 3.2.3. Advertising Signs

Accommodation, businesses, tourist attractions and community service facilities can utilise the following types of signs to promote and provide navigational advice to their facilities.

Council approval is required for advertising signs.

#### 3.2.3.1. Advance Facility Direction Sign

Signage for businesses and features located on minor roads shall be restricted in size if placed on major roads. Refer to Signage Guidelines.

#### 3.2.3.2. Reassurance Panel Sign

Where more than 4 facilities/attractions are located in a particular direction, a reassurance panel sign shall be used instead. The panel sign is to be located 50-100m after an intersection with each panel to be 1200mm x 200mm maximum size.

#### 3.2.3.3. Fingerboard Signs

Finger board signs include street name and geographical name signs, as well as direction signs to community facilities, tourist facilities/destinations, services and commercial facilities.

No more than four (4) fingerboard signs shall be placed on any one post/pole or support arm, including the road/street name. Priority for placing signs shall be in the order of street name, street information (e.g. 'No Through Road'), community facilities, tourist facilities/services and attractions, then commercial facilities.

Only one (1) fingerboard sign is allowed per location for each community facility, tourism facility and commercial facility. Multiple posts/poles or support arms at a common location will remain the absolute discretion of Council.

Applications for signs shall be addressed in terms of the need, the usefulness and the desirability of the signage.

The size, shape and mounting height of directional signs should conform to the applicable Australian Standards. Maximum fingerboard signage size will be 1000mm. Finger board signs shall be 150mm wide (sign blade) for single line wording with 100mm high lettering, and 200mm wide (sign blade) for double line wording with 80mm high lettering.

The cost to supply, install and maintain the sign, post and brackets is the responsibility of the applicant. An upgrade/ alteration/ new sign replacement will be at the applicants costs.

Where a community facility abuts an arterial road, signage other than on the property should not be provided.

3.2.3.4. Moveable Signs

Refer section 3.2.6.

3.2.3.5. Advertising Signs on Private Property

Permanent advertising signs are controlled through the provisions of the Development Act, 1993 and require Development Approval. Council is unlikely to issue permission for an advertising sign on a road reserve or Council land unless circumstances are exceptional. The Department for Planning, Transport and Infrastructure do not support the establishment of advertising displays on road reserves. Permission will be required from the relevant land owner (Council or Department of Planning, Transport and Infrastructure) and a Development Application must be lodged and assessed.

Commercial advertising signs are not permitted on fingerboard signs. Fixed commercial advertising signs shall be located only on the property to which they refer.

Advertising signs shall not be installed on road reserves apart from moveable signs that conform to Council's By-Law No. 2 – Moveable Signs and By-Law No.4 – Local Government Land. Council has the right to remove all unauthorised signage from road reserves under Section 221 of the Local Government Act 1999.

3.2.4. Tourist/Scenic Drive Signs

These signs are generally the result of SATC or other Government agency programs.

3.2.5. Signs on Council Land/Reserves

Only the Kangaroo Island Council may erect a point of interest sign and generally at the primary entry to the point of interest. Point of interest signs are generally to be standard sign plate, routed timber and/or recycled plastic product signs.

Council approval is required for the erection of any other signage at reserves and recreational grounds including for Club Identification, Interpretive Signs, Information Signs, Seasonal Sponsorship Signs. Refer to Signage Guidelines for more information.

3.2.6. Temporary and Moveable Signs

3.2.6.1. Event Signage

The sign must promote an upcoming community event, that is being held within the Kangaroo Island Council area or provide information on the activities of a community group based within the Council area. These community event groups may be of a cultural, social,

recreational or environmental nature. Advertising from commercial organisers will be limited to tourism and community interest events.

Unless otherwise approved by Council, signs / banners must only be placed at approved sites and securely fixed by appropriate means with an approved booking.

Where an event is being held at a number of different locations, the total event is eligible for signs - not each individual component.

All event related signage shall be:

- Of a commercial quality and shall be no greater than 1.8metres (height) by 1.2metres (width) in size. The overall height of the signs structure (including support stakes) shall not exceed 1.8metres.
- Properly secured and maintained during the period that they are erected.
- Placed well clear of roundabouts and road intersections
- Positioned as not to obstruct the view of vehicular traffic and pedestrians.
- Clear of Council and or publicly owned structures.

Temporary signs must include, on the reverse of the sign, the contact details of the party responsible for the sign, to enable contact to be made in the event that the sign becomes dislodged, damaged or is displayed incorrectly.

Signs relating to an event may not be erected earlier or displayed for more than three (3) weeks before an event. However, events that recur weekly, fortnightly or monthly may only display signage for up to a week prior to their event and only subject to availability of space.

Where an activity is over a longer period, then the duration that signs may remain in place shall be at the discretion of the Authorised Person appointed by the Kangaroo Island Council, however consideration will not be given for the display of a sign for more than three (3) weeks.

Signs relating to events must be removed within four (4) working days of the conclusion of the event. Failure to remove a Temporary Community Event Sign within four (4) working days of the conclusion of the event will result in the sign being removed and impounded by an Authorised Person of the Kangaroo Island Council.

Banners require a Council permit and must not be displayed more than one month before and two days after the event it advertises, they must not exceed 3 square metres in size – refer Council By-law No. 2 Moveable Signs.

#### 3.2.6.2. Garage Sale Signs

Refer to Council By-Law 2.

3.2.6.3. Real Estate Signs

Directional signs to direct patrons to temporary auction/open for inspection sites are complying (no permit required) under Section 226 of the Local Government Act. All signs displayed by a Real Estate Agent/Company must specify the business name of the acting agent and the address of the registered or branch office of the agent.

Signs relating to the sale of real estate (not being a display home) can only be displayed between 9am - 5pm on the day(s) when the building and property is open to the public for inspection and an agent is actually attending the property during the advertised times (other than vacant land) or on the day of the auction (building and vacant land).

3.2.6.4. Sandwich Board and Other Moveable Signs

Subject to Council's Moveable Signs By-Law No. 2: Businesses are entitled\* to display one moveable sign on the footpath in front of their business premises. Either a sandwich board sign, an 'A' frame sign, an inverted 'T' sign or a flat sign. Businesses are entitled\* to display one moveable 'feather' sign appropriately mounted to a verandah post in front of their business premises.

Council approval not required, provided sign is compliant with all aspects of by-law.

Any additional signage which encroaches on or over Council land, road or footpath, requires approval from Council before it can be erected or placed.

3.2.7. Safety Advice Signs

Safety advice signs shall contain any information dedicated to Public Safety as deemed appropriate by Council, SAPOL, or other Emergence Agencies. These signs can be fixed or removable.

3.2.8. Signs Not Requiring Council Approval

The following signs do not require approval from Council:

- any sign or notice erected by a public authority
- any sign notifying the public of possible hazards or of activities in a public area (e.g. roadwork signs, underground electricity etc.); and
- any signwriting on a registered motor vehicle used principally for conveyance of goods or passengers.
- signs used for the names of properties for identification purposes such as the property name, owners / proprietors name(s) and contact phone number(s).

## 4. APPLICATION PROCESS

- 4.1. No sign will be erected on the road reserve without the formal consent of the Council's authorised person/s.
- 4.2. Applications for new signs, changes to existing signs or removal of signs must be made via the Application form and addressed to Kangaroo Island Council.
- 4.3. When determining the application Council will take into consideration:
  - traffic levels,
  - existing signage and post provisions,
  - proliferation of signs and advertising,
  - Kangaroo Island Council Signage Guidelines,
  - likely extent of community need, community service or commercial nature,
  - visual pollution and
  - future development plans
- 4.4. The applicant will be notified of the outcome of their application in writing. Signage, posts, freight, brackets, all materials and council labour to erect a sign will be costs to the applicant. Refer to the annually adopted fees and charges schedule.
- 4.5. **Signs Requiring Development Approval (ie Signs on Private Property)**

Applications for advertising signs shall be in accordance with the Development Act and Regulations and shall be accompanied by the appropriate development application fee.

Information sheets that provide generic information relating to application fees, information to be submitted with the application form, and the standard assessment process are available from the Council upon request.

### 4.5.1. Application Fee

Each application for planning approval for an advertising sign shall be accompanied by the required development application fee.

## 5. MONITORING AND NON-COMPLIANCE PROGRAM

- 5.1. Wherever possible, the rationalising of existing signs will be considered. A rationalisation and monitoring program should involve an audit and reassessment of all signs, which may result in the removal of signs and signage structures that:
  - breach Council By-Laws and/or Policies;
  - fail to comply with the Kangaroo Island Council Signage Guidelines;
  - are obsolete or outdated – in that the facility which is signed is no longer in operation or the trading name of the business on the sign is incorrect;
  - provide additional directional information that supplements information that is readily obtainable from alternative signage, street directories and maps;
  - do not aid vehicular or pedestrian traffic flow and the public at large;
  - have been erected without approval;
  - have not been manufactured to required standards;
  - are an impediment to the safe thoroughfare of traffic (both vehicular and



- pedestrian);
  - are deemed to be unwarranted by the Kangaroo Island Council;
  - should be incorporated or replaced with an aggregate sign structure.
- 5.2. Where Council determines that an existing sign no longer has a purpose or is misleading (e.g. the organisation/facility on the sign has relocated, or the sign is illegible or contains any graffiti) then the sign will be removed.
- 5.3. Where Council determines that existing signs have: proliferated unacceptably; are no longer valid, suitable and acceptable; or need to be re-located or removed, Council will determine the action to be taken. Any change, re-location or removal will be notified to the service or facility operator, where their official address is known, in writing at least one (1) month prior to taking effect.
- 5.4. An Authorised Person may remove and impound any signs that are displayed in contravention of a Development Approval or the Development Act. Enforcement action may be taken under sections 84 and/or 85 to ensure compliance with the requirements.
- 5.5. The need to rationalise signs will be made in consultation with existing stakeholders. There will be no compensation for the removal of signs as part of the rationalisation process that fall into the categories listed above.
- 5.6. This policy and the accompanying Kangaroo Island Council Signage Guidelines over-ride all previous approvals for community service, commercial and tourist facility directional signage.

## 6. RISK MANAGEMENT

- 6.1. This Policy assists Council to manage safety risks and to ensure signs are consistent, easy to view, read and justifiable throughout the Council area.

## 7. RESPONSIBILITY / MEASURE

- 7.1. The Chief Executive Officer is delegated the authority to implement this Policy and to sub-delegate a power or function under Section 101(4) of the Local Government Act 1999
- 7.2. The successful application, supply and installation of complying signage in accordance with Acts, Regulations and By-Laws.

## 8. LEGISLATION

*Local Government Act 1999*

*Section 221 —Alteration of road*

*(1) A person (other than the council or a person acting under some other statutory authority) must not make an alteration to a public road unless authorised to do so by the council.*

*Development Act and Regulations 1993*

By-Law No. 2 – Moveable Signs

By-Law No. 4 – Local Government Land

## 9. REVIEW AND EVALUATION

- 9.1. This Policy should be reviewed by the Kangaroo Island Council within two (2) years of the review date.
- 9.2. The Policy may be reviewed at any time.

## 10. AVAILABILITY & GRIEVANCES

This policy is available for inspection at the Council office at 43 Dauncey Street, Kingscote. Hard copies will be provided to interested parties upon request for payment of a fee in accordance with the Council's Schedule of Fees and Charges. It is also available free of charge from Council's website [www.kangarooisland.sa.gov.au](http://www.kangarooisland.sa.gov.au) For further information Email [kicouncil@kicouncil.sa.gov.au](mailto:kicouncil@kicouncil.sa.gov.au)

Any grievances in relation to this Procedure or its application should be forwarded in writing addressed to the Chief Executive Officer, Kangaroo Island Council, PO Box 121, Kingscote SA, 5223

SIGNED:



Chief Executive Officer

Date: 8 June 2021

### History:

Date Reviewed:	Version:	Reason for Amendment:
8 June 2021	Version 1	New Policy