

Signage (Community/town entrance/tourism/real estate signs) Policy

Keywords: signage,

Corporate Plan:	
Classification:	Environment and Regulatory Services
First Issued/Approved:	October 2012
Review Frequency:	Biennial
Last Reviewed:	September 2023
Next Review Due:	September 2025
Responsible Officer(s):	MERS. PO, CSO
Council File Reference:	Council Policies (P)
Applicable Legislation:	Local Government Act 1999 (Section 208, 209, 221, 222, 223, 224, 225, 227, 234) Planning, Development and Infrastructure Act 2016, Part 19, S231 Summary of Offences act 1953 S33(2)(c) and (d)
Relevant Policies:	Council by-law number 2 – moveable signs
Related Procedures:	
Delegations:	Berri Barmera Council Delegations Register

1. Purpose

Council is responsible for the issuing of approvals and permits for various forms of signage and these are generally assessed under the Planning, Development and Infrastructure Act 2016 and Local Government Act 1999.

It has come to Council's attention that some forms of signage are not covered that would be of benefit to the community in particular to allow for out of town areas to promote their locations. Signs of this nature are typically located adjacent the Sturt Highway which is the responsibility of the Department of Infrastructure and Transport (DIT). The signage policy aims to provide consistency with the requirements of DIT and offer a uniform approach to signage within our district.

2. Definitions

Council	Berri Barmera Council
DIT	Department of Infrastructure and Transport

3. Principles

The Policy aims to provide an orderly and environmentally friendly approach to placement of roadside signs in public places and also to minimize any threat to public safety from the placement of such signage.

4. Policy Statement

Tourism/town entry/community signs:

Tourist signage requested by local businesses shall be undertaken in accordance with the "Road Sign Guidelines: Guide to visitor and services road signs in South Australia"

Town entrance signs for the smaller townships of Cobdogla, Loveday, Overland Corner, Glossop, Winkie and Monash shall be erected in the most appropriate site adjacent the Highway. For the towns of Glossop and Overland Corner there shall be one at each end of the entrance of the town while the other towns of Cobdogla, Loveday, Winkie and Monash shall have a single sign at the most appropriate site adjacent the Sturt Highway to provide direction to the towns. There should be a uniform approach for these structures located on Council land. Signage should be appropriately located to avoid interference with existing infrastructure, road users and pedestrians. These signs should be located at appropriate points to provide clear direction and information to residents and visitors to places of interest. Council may authorise local businesses to utilise space on the smaller township signs and other directional signs to provide advertising space. This advertising will be provided at the expense of the business that wishes to utilise any sign erected by Council. Signage is to be undertaken in coordination with the Department of Infrastructure and Transport where necessary in locations endorsed by Council. Additional signage shall only be undertaken with the agreement of Council.

Community signs shall be consolidated to appropriate locations so as to avoid proliferation of signage along the roads. These locations should include existing and new visitor information sites for permanently fixed signs. Temporary community signs shall be erected only with the relevant permits under the Local Government Act 1999 and in accordance with the following requirements:

- Located only in the nominated areas;
- Not sited so as to interfere with traffic or pedestrian movements;
- Not interfere with any infrastructure above or below ground;
- Be erected no longer than 6 weeks prior to an event and be removed within 1 week after the event; and
- Must not move, flash or be illuminated
- no removable sign to be fixed to the maroon fence either side of the Memorial Gates in Barmera

Real Estate signs:

Real Estate signs shall be limited to the following circumstance when associated with the out of town areas:

- Be located on or within the property boundary
- Limit of one sign per property for sale or auction;
- Have a maximum height of 1 metre above ground level;
- Have an advertising area not exceeding a dimension of 400mm x 400mm;
- Be double sided to avoid the need for dual signage;
- Contain only the name of the agent that is responsible for the subject property, details of whether the subject property is for sale, auction or lease and a directional arrow on the advertising display;
- Not be located within 10 metres of an intersection;
- Not include any illumination;
- Be maintained in good condition;
- Be stable when in position;
- Must not interfere with any infrastructure above or below ground;

- Be removed a maximum of 2 weeks after the property is disposed of

5. Confidentiality

Any information provided will be treated as strictly confidential. Information provided to the Council's Chief Executive Officer (CEO) will be securely retained within Council's records.

***Electronic version on the Intranet is the controlled version.
Printed copies are considered uncontrolled.
Before using a printed copy, verify that is the current version.***