

## SIGN, BANNER AND FLAG POLICY

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| Responsible Division   | Wellbeing   |
| Related Documents      | LGA of SA - <i>'Election Signs Guidelines – General Approval for the Placement or Affixation of Election Signs'</i><br>Alexandrina Council Fees and Charges Schedule<br>Alexandrina Council Development Plan<br>Premier and Cabinet's <i>'Guide to Flying Flags in South Australia'</i><br>DPTI's <i>Road Sign Guidelines</i><br>DPTI's <i>Guidelines for using Traffic Warning Devices Stock on Road</i><br>South Australian Tourism Commission's <i>Road Sign Guidelines</i><br>By Law No. 2 - Local Government Land<br>By Law No. 4 - Moveable Signs |
| Applicable Legislation | <i>Road Traffic Act 1961</i><br><i>Australian Road Rules Act 1961</i><br><i>Development Act 1993</i><br><i>Development Regulations 2008</i><br><i>Local Government Act 1999</i>   |

### Introduction

Alexandrina Council regulates signs, banners, notices and flags on its road reserves, footpaths, public spaces and buildings to maintain the effectiveness of priority traffic control and directional signs, to adequately promote local business, tourism and events, and to ensure the amenity of townships and rural areas. An unregulated proliferation of signs, banners, notices and advertising can create an untidy appearance and reduce the overall effectiveness of signage.

This policy ensures that the installation and display of all signs, banners, notices and flags is:

- undertaken in a regulated and uniform manner
- approved by Council, where required
- consistent with Council's public safety obligations
- consistent with the requirements of the *Development Act 1993*
- consistent with the requirements of all relevant State and Federal authorities.

### Definitions

**Proliferation:** Three or more moveable signs located within 5m in circumstances where they are not directly outside of the business to which they belong.

**Banner:** A banner (canvas, vinyl or other material) that advertises a business or product available at the site of the business.

**Vertical banner:** Includes Feathers (also known as teardrops) and flags with a vertical shape.

### Policy Objectives

- To provide an environment in which placement of signage enhances a street, road reserve or precinct by increasing the overall impact and effectiveness of individual signs.

- To provide clear and logical directional signs through the use of standardised dimensions, symbols and colour coding consistent with Australian Standards and other relevant guidelines.
- To ensure signage throughout the Council district provides clear and consistent information regarding community and service facilities, and tourist destinations.
- To provide and allow for adequate and suitable promotion of local businesses, events, cultural, educational and social messages.
- To provide guidance as to where signage approval is or is not required.

## Approval

Council approval is **not** required for:

- Local, State and Federal election signage, providing it complies with the Local Government Association publication '*Election Signs Guidelines – General Approval for the Placement or Affixation of Election Signs*'.
- Real estate signage that is compliant with and pursuant to *Schedule 3, Part 1* of the *Development Regulations 2008*.
- Moveable signage that is compliant with the standards as described in *By-Law No. 4 – Moveable Signs* (the By-law) or the standard exemptions detailed in this policy. (Note: A moveable sign is defined under the By-law, in addition to other criteria, as a sign which is not fixed or otherwise secured in position such that it can be easily moved.)
- Garage sale signage when the sale is taking place from a residential premises, providing the signage does not interfere with road or pedestrian access, or block existing signage.

Council approval **is** required for all other signs, banners, notices and flags through the relevant application process, **prior** to erection or placement. Applications will be considered in accordance with the *Local Government Act 1999*, *Development Act 1993*, Australian Standards, Council By-Laws, Department of Planning, Transport and Infrastructure's (DPTI) [Road Sign Guidelines](#) and/or any other relevant legislation or guidelines. All costs will be the responsibility of the applicant, in accordance with the Council's *Fees and Charges Schedule*, published annually on the Council's website.

## Principles

### *Existing Signage*

Council maintains the right to assess and remove any existing signage if it does not comply with current guidelines and Council policies. Existing signage may also be removed if it is considered to be in breach of the By-Law, the *Development Act 1993*, *Development Regulations 2008*, *Local Government Act 1999* or any other relevant legislation.

Signage replacement/renewal will be considered, but a new application may be required. All applications will be assessed in accordance with current policies, guidelines and legislation, and prior existence of signage does not guarantee automatic approval of new signage.

### *Commercial Advertising Signage*

A development application is required to be lodged and approved with Council prior to the installation of commercial advertising signs larger than 0.2 square metres.

Commercial advertising signage may only be located on the property to which it relates.

Signs not exceeding 0.2 square metres that are required for the purposes of identification, direction, warning or other information in relation to a dwelling do not require development approval pursuant to

### *Schedule 3 Part 1 of the Development Regulations 2008.*

#### *Trailer Signage*

In accordance with *By-Law No. 4 – Moveable Signs*, a person must not display a moveable sign on, attached to, or adjacent to a vehicle that is parked on Local Government land, or on a prescribed road primarily for the purpose of advertising or offering for sale a product (including the vehicle) or business to which the sign relates.

#### *Banner Signage*

A banner (canvas, vinyl or other material) that advertises a business or product available at the site of the business requires Development Approval from Council, and must only be located on the property to which it relates.

Banners on structures on road reserves and public land must not be erected or displayed without application to and permission of the Council.

Vertical banners on private property used to advertise a business or product, require development approval from Council. They must be located on the property to which they relate. Feathers or flags erected on Local Government land to advertise community events must be in accordance with the requirements of the *Local Government Act 1999* and *By-Law No. 4 – Moveable Signs*.

#### *Temporary Signage (Events, Festivals etc)*

Temporary signage is defined as signage that announces local events of a religious, cultural, political or recreational nature for a fixed time period. An application must be lodged and approved by Council prior to the installation on designated Council infrastructure or land, if the proposed temporary signage corresponds with any of the following criteria:

- Is at least 2 square metres in size
- If it moves, flashes, is internally illuminated, or reflects light so as to potentially cause distraction to motorists
- If it is to be displayed for a period exceeding one month prior to the event and up to 72 hours after the conclusion of the event.

#### *Fingerboard Signage*

An application is required to be lodged with and approved by Council prior to the installation or replacement of fingerboard signage. Applications will be assessed in terms of need, usefulness and availability of space. Fingerboard signage must comply with DPTI's document [Road Sign Guidelines](#), to assure compliance with state and national standards.

#### *Guide, Information and Non-Fingerboard Directional Road Signage*

All requests for guide, information and non-fingerboard directional road signage to be situated on Council road reserves are required to be made in writing to Council. All signage must comply with Department of Planning, Transport and Infrastructure's (DPTI) [Road Sign Guidelines](#). Note: moveable (A-frame) directional signage is allowed in circumstances described in the moveable signage section of this policy.

#### *Roadside Fire Frame Signage*

Councils are required to maintain roadside fire frame signage, and ensure the frames are used in a consistent and relevant manner. These roadside fire frames will usually only be used for signage relating to fire prevention or announcements, and dog registration. When otherwise available and at the discretion of the Council, signage for community or educational events located within Council

boundaries may have second priority. Roadside Fire Frames are not available for public or commercial use.

#### *Temporary Stock on Road Signage*

All signage for stock movements on roads must comply with the Department of Planning, Transport and Infrastructure's (DPTI) [Guidelines for using Traffic Warning Devices Stock on Road](#) to ensure the safe management, control and transportation of animals.

#### *Council Notice Boards*

Council will accept notices for public display on Council notice boards promoting:

- Alexandrina Council information
- Community information
- Tourist information
- Event and festival information
- Educational and cultural information
- Health and well-being information
- Arts, crafts and entertainment information
- Business groups and/or associations

Council notice boards are located at Goolwa Council Library, Strathalbyn Library and Community Centre, Goolwa Visitor Information Centre and Strathalbyn Visitor Information Centre. There is no charge to display on these notice boards.

Council reserves the right to refuse notices for display, and will not accept notices or displays which may be deemed to be political, religious, controversial, illegal or offensive.

The display of materials does not necessarily indicate Council endorsement of the issues, subject matter or events.

#### *Petitions*

Petitions, regardless of the issue, will not be accepted for display or for the collection of signatures in Council buildings, foyers, libraries or customer services areas.

Petitions to be presented at a Council meeting, provided they satisfy the criteria outlined in s.10(1) of the [Local Government \(Procedures at Meetings\) Regulations 2013](#), can be delivered to the Council via mail, email or in person at the customer service desk. These will be presented at the next available Council Meeting.

#### *Flag Displays at Council Buildings*

When flying flags at Council buildings, Alexandrina Council will be guided by the protocols outlined in the Department of the Premier and Cabinet's 'Guide to Flying Flags in South Australia' and will display Australian and Aboriginal flags at the Alexandrina Council buildings. From time to time, Council may display flags of nation states in recognition of significant events.

#### *Moveable Signs*

Council's *By-law No. 4 - Moveable Signs 2016*, sets out rules for the type and placement of moveable signage across the district. The By-law also allows for the ability to apply exemptions from one or more

of these requirements. In order to reduce red-tape for businesses and remove the requirement for businesses to apply for exemptions on an individual basis, a series of standard exemptions have been drafted and included in this policy to allow businesses some further flexibility with moveable signage. If businesses comply with the standard exemptions and corresponding requirements as detailed in this policy, then they are not required to apply for an exemption on an individual basis. Further exemption, by way of an individual application to Council's administration will only be permitted for minor deviations from the By-law or this Policy where it is reasonable, based on individual circumstances or where business circumstances are unique and not addressed by the By-law and this Policy.

### **Standard Exemptions for Moveable Signage under Council's Moveable Signs By-law**

Businesses may qualify for additional moveable signage by way of a Standard policy exemption under Council's *By-law No. 4 - Moveable Signs 2016* and do not need to apply for an exemption permit providing the sign and its placement complies with this policy.

Providing a business meets all of the following criteria:

- The business is located on a road other than a prescribed road described as a DPTI road or an Urban Collector road (in accordance with DPTI roads hierarchy). Refer to attached list for roads hierarchy at: <http://www.alexandrina.sa.gov.au/page.aspx?u=2356&c=47729>
- The business is located outside of a precinct (as defined by this Policy and associated maps).
- The business does not have fingerboard signage, precinct signage, trail signage (or does not qualify for trail signage), way-finding or any signage other than within the property boundary of the business to which the sign relates (except for a moveable sign placed in accordance with the By-law within 5m of the business property boundary).
- The business reasonably believes that additional signage is necessary for the viability or success of the business.
- The business complies with all other signage requirements, including under the Development Act and other relevant legislation.

Then one additional moveable sign can be placed, providing the moveable sign meets all of the following criteria:

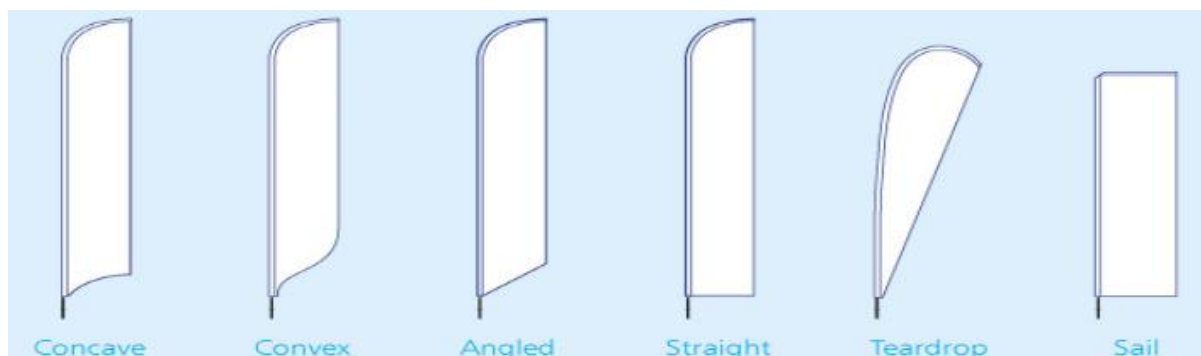
- The additional sign must be placed on the nearest DPTI or Urban Collector road, at the point on that road that is as near as practicable to the business to which the moveable sign relates.
- The additional sign must be placed in a location that this not within 5m of the property boundary of another business unless they have the permission of that business (permission will be implied in the absence of a complaint from that business) or another compliant moveable sign.
- The additional sign must comply with all other provisions of the By-law, including being a minimum of 5m from an intersection, that the sign is to be brought in overnight and that the sign must not be affixed to infrastructure/trees or objects.
- The placement of the moveable sign must not contribute to a proliferation (as defined by this Policy)

Businesses located on rural roads outside of a precinct may also place a further 3 (three) additional signs (up to 5 [five] moveable signs in total) in rural backroads if reasonably required for way-finding. There must be no more than 1 (one) sign per road, or on long roads these signs can be placed at intervals not closer than 3 (three) km upon that road. Like other moveable signage, the wayfinding signage must not be placed at any point that is considered, in the opinion of a Council officer, to be a hazard.

The sharing of moveable signs by multiple businesses is strongly encouraged as a means of minimising the number of moveable signs across the district (and should not be used as a means of providing a business with additional signage to their entitlement).

### **Vertical Banner Moveable Signs**

Businesses may substitute a moveable sign of A-frame or inverted T-style with a vertical banner sign (such as a feather, teardrop or blade wing type) where placement complies with the By-law (not the standard exemptions), providing the vertical banner sign meets the following criteria.



### **Construction**

A vertical banner sign displayed on a public street or road shall:

- Be of a kind known as a feather, teardrop or blade wing sign
- Be of a strong construction so as to be stable when in position and to be able to keep its position in adverse weather conditions, with no sharp or jagged edges or corners
- Be maintained in good condition so as not to present a hazard to any member of the public
- Not contain flashing parts
- Be a fabric sign with single mast
- Have a solid or filled base weighing at least 25kg
- Banner mast must be constructed of carbon fibre or similar flexible material, which is to be attached to a weighted base, so that they can be displayed without toppling over
- On an open verge – maximum flag size of 2.76m x 1m with a total height including stand of 3.5m
- On a footpath – maximum flag size of 2m x 1m with a total height including stand of 2.5m
- No more than 60cm wide below 2m high.

### **Placement**

Businesses located within the Council's area are permitted by this Policy to place vertical banners on footpath areas, providing that they meet the following placement criteria. Vertical banners must be:

- Placed so as not to contact any structure, tree or object

- No more than one vertical banner per 5m of frontage, and exclude the use of an A-frame or T-frame sign ie the business may opt to use a vertical banner OR a moveable sign, but not both
- To be placed only on the immediate street frontage of the business (this excludes placement in locations permitted by standard exemptions detailed within this policy)
- Vertical banners may only be placed in compliance with Council's By-law No. 4 - Moveable Signs, not within 5m of an intersection, only during hours of operation etc.

## **Restrictions**

The signs shall:

- Only display material which advertises the business or the products available from the business to which the sign related being conducted on commercial premises.
- Not be in a position that places the safety of any user of the street or road at risk.
- Not be displayed during the hours of darkness unless it is clearly visible.
- Not be displayed on a median strip, traffic island or on a carriage way of a street or road.
- Only be displayed when the business is open
- Not hinder pedestrian access along the street verge
- Not be placed at any point that is considered, in the opinion of a Council officer, to be a hazard.

Please note that it is the responsibility of the owner of the sign to ensure that the placement of signs is in accordance with Council's By-law and this Policy.

## **Unauthorised Signs**

Moveable signs displayed contrary to By-law No. 4 - Moveable Signs and this Policy will be requested to be removed. Signage that contributes to a proliferation may be removed by Council administration to eliminate the proliferation. Expiation and removal fees may apply to signs that do not comply.

## **Precincts**

Council is enacting a precinct approach to the positioning of moveable signs. The following locations are considered to be precincts for the purpose of this policy:

- Gardiner Street, Goolwa Industrial precinct
- Goolwa Wharf precinct
- Goolwa CBD precinct
- Hill Street, Port Elliot Industrial precinct
- Milang CBD precinct
- Strathalbyn CBD precinct

Refer to attached maps.

*Note: Over a period time, Council will further investigate the costings of precinct signage.*

**Documentation**

To assist in demonstrating fair, transparent and accountable signage processes and that Council is meeting community needs and expectations, all applications and their outcomes will be documented and recorded.

**Availability of Policy**

This Policy will be available for inspection at the Council's offices during normal business hours and on the Council's website [www.alexandrina.sa.gov.au](http://www.alexandrina.sa.gov.au). Copies will also be provided to interested members of the community upon payment of a fee in accordance with Council's Schedule of Fees and Charges.

**Attachment A: Alexandrina Council Business Precinct Maps**

