


	<h1 style="margin: 0;">ADVERTISING & DIRECTIONAL SIGNS</h1>	Policy #	5.6 / 4
		Issued:	21 Feb 2024
<h2 style="margin: 0;">POLICY</h2>		Next review	Feb 2028

Classification:	5. Development	Classification:	Administrative
First Issued:	15/6/2016	Review Frequency:	4 years
Legislation:	Local Government Act 1999		
Relevant Policies:	10.16 Alteration & Business Use of a Public Road		
Related Procedures:		Signed:	
Responsible Officer:	Manager Governance		
Adopted:	21/2/2024		

GENERAL STATEMENT

The District Council of Ceduna acknowledges the need to regulate signs on its road reserves, footpaths and public spaces to maintain the effectiveness of priority traffic control signs and directional signs and to ensure the amenity of the townships and rural areas is appropriate. A proliferation of signs and advertising will reduce the effectiveness of important and necessary signage whilst having the potential to create a hazard to road users.

This policy has been developed to ensure that the installation of signs is undertaken in a regulated and uniform manner, consistent with the requirements of Council and other relevant authorities, including the Department of Planning, Transport, and Infrastructure (DPTI).

1 Definitions

In this Policy, unless the contrary intention appears, these definitions have the following meaning:

Signage Category

‘Regulatory, Warning, Guide Signs’ - These signs are Traffic Control Devices installed by Statutory Authorities.

‘Fingerboard Signs’ - A fingerboard sign portrays the name or type of service provided by a facility, is small and rectangular in shape with the long axis horizontal (similar in characteristic to a street name sign), secured to a post and collocated with a street name sign. Its purpose is to advise road users of the direction to facilities located on side streets.

‘Gateway Signs’ - Regional identification forms a popular form of tourism promotion which can be achieved through the erection of a gateway signs or town entry statement / structure at an entry point to a town or community.

‘Tourist Signs’ - Tourist signs safely and efficiently guide visitors to their destination, identifies and guides visitors along touring routes, welcome visitors to the region and informs visitors of the range of attractions and services available at the destination.

‘Moveable Signs’ - Movable signs must be utilised in accordance with Section 246 of the Local Government Act 1999 and Councils Moveable Signs By Law No: 2 - 2013.

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Moveable Signs are temporary signs that can:

- Promote a business,
- Promote a tourist attraction, or
- Announce a local event of a religious, educational, cultural, social or recreational character.

Moveable Signs are generally placed on public or council controlled land. No fees apply for temporary signs.

Council reserves the right to remove any temporary signs that:

- Contain offensive or inappropriate wording
- The design or construction is deemed not suitable
- unreasonably restricts the use of the road or endangers the safety of members of the public
- Do not comply with the conditions contained in Councils By-Law

‘Commercial Signs’ - Commercial advertising signs promote a commercial activity, service or product rather than give directions to it, and are regulated under the provisions of the Development Act 1993, Development Regulations 2008 and Council’s Development Plan.

Service Identification Signs Categories

‘Emergency Services’ - Services providing emergency services such as:

- the South Australian Police Department
- the South Australian Country Fire Service
- the South Australian Ambulance Service
- the South Australian State Emergency Service
- a body or organisation that is a member of Volunteer Marine Rescue SA Inc.
- Medical Services.

Typical types of facilities which meet this description of emergency services include but are not limited to:

- Hospitals / Clinic / Surgery / First Aid
- Fire Stations
- Police station
- State Emergency Service
- Ambulance

‘Community Facilities’ - A facility providing a service for the benefit of the general public or its institutions. Typical types of facilities which meet this description of community service facilities include but are not limited to:

- Public toilets / Rest areas / Parking areas
- Public halls
- Municipal Offices / Depots / Public Libraries / Community Centres
- Education Facilities / child care centres
- Church & religious institutions

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- Railway / Bus interchanges
- Public sporting facilities

‘Tourist Attraction’ – An individual attraction is a place or feature of interest to visitors. It can be either a built structure or a natural feature and should be capable of attracting tourists and satisfying their expectations by providing a tangible visitor experience and reasonable level of visitor amenity.

A tourist attraction is a place that:

- no pre bookings are required to visit the attraction
- there are adequate car parking facilities
- there are publicly accessible toilets available
- opening hours are permanently displayed at the entrance of the property.
- Visitor information centres and tourist information bays
- Museums
- public halls and galleries

‘Tourist Accommodation’ - A facility which conducts business for the benefit of tourists in which fees or nightly tariffs are charged. Typical types of facilities which meet this description of tourist accommodation include but are not limited to:

- Caravan and Cabin Parks,
- Motels,
- Hotels,
- B&B or
- Resorts

2 Policy Objectives

- To provide an environment in which efficient placement of signs 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 consistent colour coding compliant with relevant Australian Standards and Guidelines.
- To ensure that directional signs throughout the Council District provide clear direction and information to community, service facilities and tourist destinations as specified in this policy.
- To clearly identify those services that may qualify for directional signs and the conditions under which they may be permitted.

3 Policy

This Policy does not address commercial, regulatory, warning, guide or moveable signs, which are regulated by statute.

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3.1 Responsibility and costs

Road authorities (Council is a Road Authority) are responsible and accountable for all aspects of the provision of tourist and service identification signs and the resultant liability on roads under their control. Only Council and its approved contractors are permitted to install, maintain, replace or re-erect signs on roads under Council’s control.

Council will recover the costs associated with manufacture, installation and ongoing maintenance including damage or vandalism, replacement, reinstatement and/or re-erection of signs from the applicant.

3.2 Sign Styles

It will be at the absolute discretion of Council to decide whether a fingerboard sign or another style of sign as described in DPTI’s Road Sign Guidelines version 2 / 2013 will be used.

Under no circumstances will any other category of sign be co-located with traffic control, regulatory, warning or guide signs.

3.3 Fingerboard Signs

Fingerboard signs will only include street name, and service signs described in this policy.

A maximum of three fingerboards can be signed from one location.

Fingerboard signs will only be installed and maintained by Council’s staff. The applicant is responsible for future maintenance and replacement costs, and any work undertaken by Council will be charged to the applicant.

This will provide a consistent standard throughout the District Council of Ceduna.

Fingerboard signs will not be supported for those services situated on arterial and main roads.

A maximum of two fingerboard signs may be supported per facility.

Commercial advertising is not permitted on fingerboard signs.

Fingerboard Signage (roads, road reserves and footpaths) - Hierarchy	
Descending Order (Priority and location)	Type of Information
One (top)	Street or Road Name (black on white)
Two (next)	“No Through Road” (black on yellow), “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)

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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

3.4 Advertising Signs

Advertising signs are generally not allowed on DPTI arterial roads and highways. Advertising signs are considered “development” and are subject to the provision of the Development Act in South Australia. Under the Act all applications must be referred to Council for consideration. DPTI have Operational Instructions (19.6 - Roadside Advertising in Incorporated Areas) that may assist with applications.

3.5 Rationalisation of signs

Council maintains the right to replace or remove any signs on roads under its control when any of the following occurs:

- The applicant no longer conforms to these guidelines or specific conditions.
- The applicant alters the sign face or attaches additional signing or promotional material.
- The business no longer operates as an eligible tourist location.
- There is a need to rationalise signs at a particular location.
- Council or DPTI needs to use the land for other purposes.
- The sign is in poor condition.

Council provides three months’ notice to the advertised business/s owners, (those pro rata fees paid for any period the sign/s are removed will be reimbursed to the business owner).

No new agreements will be entered in to, and should a vacancy occur no new applications will be approved.

Any vacant sign frame will be removed.

3.6 Application Process

Eligible businesses or attractions seeking approval for the erection of service identification signage on or in a public place, road reserve or on a footpath must lodge an application with Council.

All applications must be in writing to Council, and will be assessed in terms of the need, the usefulness, desirability, availability of space and prioritised as determined by the hierarchy of signs in accordance with this policy.

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Standard fees for assessment and installation apply in accordance with Councils adopted Annual Fees and Charges

3.7 Hierarchy of Signs

Hierarchy of Signs	
Importance	Type of Sign
High	Change of road speed notification, road safety and warning signs
Under no circumstances will any other category of sign be co-located with traffic control, regulatory, warning or guide 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 white on blue symbols)
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
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 – 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	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	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
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

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Importance	Type of Sign
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 (Western Entrance to Ceduna Only)
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
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

4 Further information

Only non-biased directional signage which meets the Australian Standards 1743 – Road Sign specification, and DPTI’s Road Sign Guidelines – Guide to visitor and service road signs in South Australia, may be installed by Council.

This policy will be available for inspection at the Council offices listed below during ordinary business hours and available to be downloaded, free of charge, from Council’s internet site: www.ceduna.sa.gov.au Council’s Administration Office 44 O’Loughlin Terrace Ceduna.

Copies will be provided to interested parties upon request.

Email council@ceduna.sa.gov.au

Any grievances in relation to this policy or its application should be forwarded in writing addressed to the Chief Executive Officer of Council.