

FRANKLIN
HARBOUR



Signage Policy



SIGNAGE POLICY

Name of Council	District Council of Franklin Harbour
Responsibility	Planning and Community Services
Revision Number	1.1
Effective date	10 July 2019
Last revised date	February 2018
Minutes reference	69/07/19
Next review date	July 2023
Applicable Legislation	Local Government Act 1999 Development Act and Regulations 1993 Planning, Development and Infrastructure Act 2016 Department of Planning, Transport and Infrastructure – Road Sign Guidelines

1. PURPOSE

The purpose of this policy is to:

- Enhance the visual amenity and public safety throughout the District Council of Franklin Harbour.
- Assist in the planning, design, installation and maintenance of signs to buildings, reserves and roads under the care and control of the Council.
- Regulate signs to ensure a consistent approach to signage throughout the District Council of Franklin Harbour and compliance with legislation, Council Policies and by-laws.

2. POLICY STATEMENT

The District Council of Franklin Harbour 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 and directional signs and to ensure the amenity of the Council area is appropriate.

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

3. BACKGROUND

The District Council of Franklin Harbour 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 and directional signs and to ensure the amenity of the Council area is appropriate.

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

Wherever possible, the rationalising of existing signs should 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:



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- The applicant no longer conforms with this policy, relevant by-law 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.
- The sign is in poor condition.
- are obsolete or outdated – in that facility which is signed is no longer in operation or the trading name of the business on the sign is incorrect;
- are not of a suitable standard to comply with image requirements;
- 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 in impediment to the safe thoroughfare of traffic (both vehicular and pedestrian);
- are deemed to be unwarranted by the District Council of Franklin Harbour;
- should be incorporated or replaced with an aggregate sign structure.

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. This policy and the accompanying Signage Guidelines over-ride all previous approvals for community service, commercial and tourist facility directional signage.

4. TOURISM AND COMMUNITY EVENT SIGNS

Purpose

To enable community groups to promote their activities or community group information to the wider community, while at the same time allowing Council to manage the approved signage site. This allows equitable access for community groups, and ensures that the signs do not impact adversely on the amenity of the area and the safe passage of traffic. Temporary signs may also be appropriate where a tourist attraction or service has limited or seasonal relevance.

General

The sign must promote an upcoming community event, that is being held within the District Council of Franklin Harbour 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.

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

All signs placed at an approved site shall be of commercial quality and shall be no greater than 1.8 metres high, by 1.2 metres wide. The overall height of the signs structure (including support stakes) shall not exceed 1.8 metres. The sign structure must be properly secured and maintained during the period that they are erected.

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 District Council of Franklin Harbour.



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Application Process

Applications must be made to the District Council of Franklin Harbour on the Events Booking Application Form.

7. REAL ESTATE SIGNS

The placement or display of any signs relating to the sale of real estate shall generally only be permitted on private land and must be in accordance with any adopted by-law and the Development Act in South Australia.

A real estate agent flag not exceeding three (3) metres, may be displayed on a property for sale providing that the property is not a display home. The flag may only be displayed on the day(s) in which the building and property is either open for inspection by the public or is to be sold by public auction.

The flag must not obstruct movement or safe operation of pedestrian or vehicular traffic along a road or intersection. The mounting point of the flag must be on or within the boundary of the sale property. Flags must be removed immediately upon the completion of the public auction or the public inspection.

Real Estate signs may be placed on a road verge but no closer than 3 metres to a roadway.

8. ADVERTISING SIGNS

Permanent advertising signs are considered development and are controlled through the provisions of the Development Act in South Australia, Department of Planning, Transport and Infrastructure's Road Sign Guidelines and District Council of Franklin Harbour's Development Plan all advertising signs 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.

The District Council of Franklin Harbour Development Plan outlines under Outdoor Section and/or Primary Production Zone that;

- Advertising and/or advertising hoardings should not be placed along arterial roads that have a speed limit of 80 km/h or more
- Tourist information signs should not be developed unless they:
 - Are graphically attractive
 - Comprise a composite sign with primarily general information about the town or district
 - Are erected within 5 kilometres of a town, measured from the first 50km/h speed restriction sign.

Advertising signs should be within 400 metres of the business premises.



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9. CONSTRUCTION AND DESIGN OF SIGNS

A roadside sign or display shall:

- be of a flat panel, banner or similar, or be as close as possible to being a flat panel, allowing for framework holding the sign or display;
- be well constructed and maintained in good order so as to not present a hazard to any pedestrian, cyclist, vehicle operator/motorist, or other road user, using the road upon which the roadside sign or display is erected;
- be of strong construction so as not to become broken, mobile or otherwise detached from its fixing, and therefore become a hazard in adverse weather conditions.
- not contain any sharp or jagged edges;
- not be unsightly or offensive in appearance or content;
- not contain any illuminated, flashing or moving parts;
- be fixed to the ground with stable fixings suitable for purpose;
- be constructed of timber, metal, plastic, plastic coated cardboard, vinyl, canvas or a mixture of such materials;
- be stable and secure when fixed in position.

10. NON-COMPLIANCE / ENFORCEMENT

An Authorised Officer may remove and impound any signs that are displayed in contravention of this policy, relevant documents or the Development Act in South Australia. Enforcement action may be commenced by Council in accordance with legislation to ensure compliance.

SIGNED:

Chief Executive Officer

Date: 18 / 07 / 2019